

Cobeco Pharma cool branded strategy

Rotterdam, The Netherlands

November 2009 started the launch of Ice Lube. An intimate cooling cream to enhance comfort and intimacy. Ice Lube is different than just any lube because of its many properties. Ice Lube enhances comfort, intimacy and stimulates excitement. On top of this Ice Lube moisturizes, refreshes and is innovative with cooling properties when the skin becomes hotter.

Branded like a special care-product for women and marketed as an intimate stimulant, Ice Lube meets a demand in the intimate section in women's cosmetics. To expand the Cobeco Pharma's market share in intimate cosmetics, Ice Lube is being launched in the erotic industry and also onto the OTC/drugstore market. Here the main target group meets Ice Lube. She is the typical self-aware confident woman, age 25-40, who has a free mind, is willing to spend on care-products and appeals to a brand like Ice Lube.

The marketing department could only agree upon this product introduction if Ice Lube would then be positioned as *a good deal*. As a result Ice Lube is available at a competitive price in the middle price segment. Cobeco Pharma's focus on maintaining high quality products at reasonable prices was this way achieved. Extra value was added through packaging with high gloss coating and foil embossed lettering which also accentuate Ice Lube's exclusive character.

The multifaceted Ice Lube is the first of many new products Cobeco Pharma introduces this season. Economic slowdown is, for Cobeco Pharma, a boost for creative thinking. Cobeco Pharma's focus is on innovation and new creative concepts rather than on cutbacks. Market development allows erotic products with pharmaceutical quality already in our range, to have new potential in different market segments.

About Ice Lube

Ice Lube intimate sensual cooling cream is soothing and moisturizes like a cosmetic and is exclusively designed to feel like a woman's own natural moisture and has a natural soft feel. Use Ice Lube on intimate areas as a cooling massaging cream, moisturizer and/or stimulant. Ice Lube is water based, non greasy, comes standard in a practical 30 ml dispenser and fills the room with a refreshing Swiss Mountain atmosphere. Ice Lube Intimate Cooling Cream – For a special cool touch.

This product was exclusively produced for Cobeco Pharma and is available at your regular wholesaler.

About Cobeco Pharma Wholesale

Cobeco Pharma BV is a wholesale distributor and producer for pharmaceutical products, erotic stimulants, dietary supplements and cosmetics having Europe as their main market.

**** NOTE for the EDITOR****

This press release is distributed by Cobeco Pharma Wholesale BV, The Netherlands. For additional information about Cobeco Pharma products and on how to order a catalogue visit www.cobeco.nl or contact +31 (0)10 29 00 991. For additional information on Ice Lube, or images in different formats, email contact person M. van der Stelt, Marketing and Communications Dpt. at mvdstelt@cobeco.nl.