

**SUMMARY OF ADVERTISEMENT APPLICATIONS OF THE ADVERTISEMENT CONTROL DIVISION  
FOR PRESENTATION AT THE FDRC MEETING OF MAY HELD ON THE 28<sup>TH</sup> MAY, 2015.**

**NEW APPLICATIONS: 47**

**TOTAL : 47**

**MRS. S. J. ONABAJO  
(AC)**

**ADVERTISEMENT CONTROL DIVISION.**

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**NEW APPLICATION:**

**47**

**TOTAL: 47**

| <b>S/<br/>N</b> | <b>NAME OF<br/>PRODUCT</b>  | <b>NAME AND<br/>ADDRESS OF<br/>APPLICANT</b>  | <b>NAFDAC<br/>REG. NO</b> | <b>CATEGO<br/>RY</b> | <b>MEDIA<br/>SOUGHT\<br/>NUMBER OF<br/>CONCEPTS</b> | <b>MESSAGE</b>  | <b>ADMIN<br/>.<br/>APPROV<br/>AL</b> | <b>DIREC<br/>TORAT<br/>E</b> | <b>SUB-<br/>FDCR</b> | <b>FDCR</b> |
|-----------------|---|---|---------------------------|----------------------|---|---|--------------------------------------|------------------------------|----------------------|-------------|
| 1.              | Chikki<br>Noodles<br>(Chicken<br>Flavour<br>100g<br>Sachet)<br>Pgs. 1-5 | Chikki Foods<br>Industries Ltd,<br>Plot 112, Ikorodu<br>Industrial Layout,<br>Ikorodu, Lagos. | 01-4201                   | Food                 | TV x 1<br>Radio x 1                                 | Chikki Instant<br>Noodles... real<br>taste of<br>noodles                        |                                      | R                            | R                    | R           |
| 2.              | Derok<br>Quality<br>Café<br>Liqueur<br>(100ml<br>Glass<br>Bottle &      | Intercontinental<br>Distillers Ltd,<br>3, Ladipo Oluwole<br>Street,<br>Ikeja, Lagos.          | A1-9202L<br>08-0834       | Food                 | Radio x 1<br>O-O-H x 1                              | Derok Quality<br>Café Liqueur.<br>Premium<br>Coffee<br>Flavour.<br>Creamy taste | Admin.                               | R                            | R                    | R           |

|    |   |  |         |      |                     |   |        |   |   |   |
|----|---|--|---------|------|---------------------|---|--------|---|---|---|
|    | 50ml Sachet)<br>Pgs. 6-7                                |  |         |      |                     |   |        |   |   |   |
| 3. | Caprisonne Orange Drink (200ml Pouch)<br>Pgs. 8-10      | Chi Limited, 14, Chivita Avenue, Ajao Estate, Ikeja, Lagos.              | 01-3382 | Food | TV x 1<br>O-O-H x 1 | Caprisonne Minions Promo. Free gift inside every carton. Minions Summer 2015, Capri-Sonne, Naturally fun. | Admin. | R | R | R |
| 4. | Squadron Blended Dark Rum (70cl Glass Bottle)<br>Pg. 11 | Intercontinental Distillers Ltd, 3, Ladipo Oluwole Street, Ikeja, Lagos. | 01-1452 | Food | O-O-H x 1           | Squadron Blended Dark Rum. Walk on RUM ... a taste of freedom   | Admin. | R | R | R |

|    |  |   |                               |      |                                  |   |        |   |   |   |
|----|--|---|-------------------------------|------|----------------------------------|---|--------|---|---|---|
| 5. | XL Energy Drink<br>(250ml Can)<br>Pgs. 12-21                         | Ronike Nig Ltd,<br>Prince & Princess<br>Estate, Drive 3,<br>House 51A,<br>Abuja | A1-0862                       | Food | TV x 1<br>Radio x 1<br>O-O-H x 6 | XL Energy<br>Drink #XL<br>Fun<br>EXceLlence<br>#Dance<br>XL Yourself  |        | R | R | R |
| 6. | Cadbury Bournvita<br>(500g<br>Hardboard<br>Pack)<br>Pg. 22-27        | Cadbury Nig Plc,<br>Lateef Jakande<br>Road,<br>Agidingbi,<br>Ikeja, Lagos.      | 01-0630                       | Food | Radio x 4<br>O-O-H x 1           | Yummy<br>airtime promo<br>free ₦100<br>airtime inside<br>Don't miss the<br>Cadbury<br>Bournvita<br>yummy<br>Airtime<br>promo. Offer<br>valid while<br>stock lasts | Admin. | R | R | R |
| 7. | Chi Fit &<br>Smart Milk<br>Drink<br>(Apple,<br>Orange &<br>Pineapple | Chi Limited,<br>14, Chivita<br>Avenue, Ajao<br>Estate, Ikeja,<br>Lagos.         | B1-6697<br>B1-6698<br>B1-6699 | Food | Radio x 1                        | Enjoy the<br>fruity milk<br>nourishment<br>of chi fit &<br>smart fruit<br>drink.  |        | R | R | R |

|     |   |   |         |      |                                     |   |        |   |   |   |
|-----|---|---|---------|------|-------------------------------------|---|--------|---|---|---|
|     | Flavours<br>200ml<br>Tetrapak)<br>Pg. 28  |   |         |      |                                     | Available in<br>Orange, Apple<br>and Pineapple<br>Flavours  |        |   |   |   |
| 8.  | Golden<br>Penny<br>Margarine<br>Original<br>(250g<br>Plastic<br>Container)<br>Pg.29- 30 | Flour Mills Of Nig<br>Plc,<br>1, Golden Penny<br>Place,<br>Wharf Road,<br>Apapa, Lagos. | 08-0888 | Food | Radio x 1<br>Press x 1<br>O-O-H x 1 | Don't change<br>what you<br>cook, change<br>what you cook<br>with.<br>Golden Penny.<br>The home of<br>good food |        | R | R | R |
| 9.  | Pil Millet<br>Drink (50cl<br>PET Bottle)<br>Pg.31                                       | Pharchem<br>Industries Ltd,<br>Plot J, Industrial<br>Street, Ilupeju,<br>Lagos.         | 08-0184 | Food | Print x 1                           | Pil Millet<br>Drink... a<br>refreshing<br>drink   |        | R | R | R |
| 10. | Gala<br>Sausage<br>Roll (90g<br>Sachet)<br>Pg. 32                                       | UAC Foods Ltd,<br>Km 16, Ikorodu<br>Road, Ojota,<br>Lagos.                              | 01-3682 | Food | Radio x 1                           | Gala!!!<br>Manufactured<br>by UAC<br>Foods...   | Admin. | R | R | R |

|     |   |   |                            |             |  |  |               |          |          |          |
|-----|---|---|----------------------------|-------------|--|--|---------------|----------|----------|----------|
| 11. | <b>Climax Energy Drink (33cl Can)<br/>Pgs. 33-35</b>                              | <b>Nigerian Breweries Plc,<br/>1, Abebe Village Road, Iganmu, Lagos.</b>            | <b>A1-6830</b>             | <b>Food</b> | <b>Radio x 1<br/>Print x 1<br/>O-O-H x 1</b> | <b>Get Climax herbal energy drink... be prepared</b>   |               | <b>R</b> | <b>R</b> | <b>R</b> |
| 12. | <b>Bull London Dry Gin &amp; Bull Dark Rum (75cl Glass Bottle)<br/>Pgs. 36-37</b> | <b>Intercontinental Distillers Ltd,<br/>3, Ladipo Oluwole Street, Ikeja, Lagos.</b> | <b>01-9824<br/>01-3524</b> | <b>Food</b> | <b>O-O-H x 2</b>                             | <b>No dulling... experience the excitement<br/>Top up your game... ride on to Satisfaction</b> | <b>Admin.</b> | <b>R</b> | <b>R</b> | <b>R</b> |
| 13. | <b>Blue Boat Champion Instant Filled Milk Powder (7g Sachet)<br/>Pg. 38</b>       | <b>Ranona Ltd,<br/>12B, Creek Road, Apapa, Lagos.</b>                               | <b>B1-4991</b>             | <b>Food</b> | <b>O-O-H x 1</b>                             | <b>Blue Boat Champion Instant Filled Milk Powder... Calcium, Protein, Vitamins.</b>            | <b>Admin.</b> | <b>R</b> | <b>R</b> | <b>R</b> |

|     |  |   |  |      |           |  |  |   |   |   |
|-----|--|---|--|------|-----------|--|--|---|---|---|
| 14. | Chi Exotic Nectar (Pineapple & Coconut, Multifruita) Pgs. 39-40            | Chi Limited, 14, Chivita Avenue, Ajao Estate, Ikeja, Lagos. | A1-1885<br>D1-7288                       | Food | TV x 1    | Chi Exotic Nectar...<br>Escape to paradise |  | R | R | R |
| 15. | Chi Happy Hour Fruit Drink & Chi Happy Hour Tropical Fruit Drink Pg. 41-42 | Chi Limited, 14, Chivita Avenue, Ajao Estate, Ikeja, Lagos. | A1-7978<br>08-0823<br>08-0824<br>08-0887 | Food | TV x 1    | Chi Happy Hour... Burst of refreshment     |  | R | R | R |
| 16. | Miksi Instant Filled Milk Powder (14g Sachet) Pg.43                        | Promasidor Nig Ltd, Plot 3A & B, Cowbell way, Isolo, Lagos. | 01-3167                                  | Food | Radio x 1 | Miksi... hmmm<br>Reali tasti milk          |  | R | R | R |

|     |  |   |         |      |                                     |  |       |   |   |   |
|-----|--|---|---------|------|-------------------------------------|--|-------|---|---|---|
| 17. | Ovaltine<br>the<br>Nutritious<br>Malted<br>Food Drink<br>(400g<br>Pouch)<br>Pgs. 44-48 | Twinnings Ovaltine<br>Nig Ltd,<br>18A, Olu<br>Holloway Street,<br>Ikoyi, Lagos. | 01-1434 | Food | Radio x 3<br>Press x 1<br>O-O-H x 1 | Ovaltine a<br>dairy of a<br>wimpy kid.<br>Book inside<br>every twin<br>pack.   |       | R | R | R |
| 18. | Fan Milk<br>Fantastic<br>Yoghurt<br>Drink<br>(500ml<br>Tetrapak)<br>Pgs. 49-53         | Fan Milk Plc,<br>Eleyele Industrial<br>Layout,<br>Ibadan, Oyo.                  | A1-2317 | Food | TV x 1<br>Radio x 1<br>O-O-H x 1    | Grab a pack<br>of the<br>Calcium<br>enriched<br>Fantastic<br>Yoghurt Drink<br>today.<br>Brought to<br>you by Fan<br>Milk Nigeria<br>Plc.<br>New look<br>Fantastic<br>Yoghurt<br>Drink. Rich in<br>Calcium. | ADMIN | R | R | R |

|     |  |   |                    |      |                     |   |        |   |   |   |
|-----|--|---|--------------------|------|---------------------|---|--------|---|---|---|
| 19. | Smirnoff<br>Guarana<br>Premium<br>Ice(Smirnof<br>f Spirit<br>Double<br>Black With<br>Guarana<br>330ml Can)<br>Pg. 54 | Diageo Brands<br>Nig Ltd,<br>24,Oba Akran<br>Avenue, Ikeja,<br>Lagos. | 08-1584            | Food | Radio x 1           | Try the new<br>Smirnoff Ice<br>Guarana in<br>your<br>neighbourhood<br>bar ₦200<br>only.                           |        | R | R | R |
| 20. | Cowbell<br>Instant<br>Filled Milk<br>Powder<br>Pgs. 55-58  | Promasidor Nig<br>Ltd,<br>3A, Cowbell way,<br>Isolo, Lagos.           | 01-0505<br>01-0822 | Food | TV x 1<br>Radio x 1 | Cowbell<br>mathematics<br>competition<br>(NASSMAC)<br>is here again.<br>Cowbell<br>proudly<br>sponsors<br>NASSMAC |        | R | R | R |
| 21. | Maggi<br>Seasoning<br>(400g<br>Sachet)<br>Pgs. 59-62   | Nestle Nig Plc,<br>22/24, Industrial<br>Avenue,<br>Ilupeju, Lagos.    | 01-4303            | Food | Radio x 3           | With Maggi...<br>every woman<br>is a Star   | Admin. | R | R | R |

|     |  |   |                            |                       |                  |   |               |          |          |          |
|-----|--|---|----------------------------|-----------------------|------------------|---|---------------|----------|----------|----------|
| 22. | <b>Moods Condom (Coloured &amp; Ultra Thin) Pg. 63</b>   | <b>Jawa International Ltd, Plot 6, Abimbola Way, Isolo, Lagos.</b>    | <b>03-1247<br/>03-1246</b> | <b>Medical Device</b> | <b>Press x 1</b> | <b>Moods Condoms... your time, your place, your moods</b>             |               | <b>R</b> | <b>R</b> | <b>R</b> |
| 23. | <b>Diclomol Gel 30g (Diclofenac Sodium 1%, Linseed Oil 3%, Methyl Salicylate 10%, Menthol 5%) Pg. 64</b> | <b>Therapeutics Labs Nig Ltd, 372, Ikorodu Road, Maryland, Lagos.</b> | <b>A4-5409</b>             | <b>Drug</b>           | <b>O-O-H x 1</b> | <b>Therapeutic's Diclomol... knock out muscular &amp; joint pains</b> |               | <b>R</b> | <b>R</b> | <b>R</b> |
| 24. | <b>Gaviscon Peppermint Liquid &amp; Tablets (Sodium Alginate 500mg, Sodium</b>                           | <b>Reckitt Benckiser Nig Ltd, 12, Montgomery Road, Yaba, Lagos.</b>   | <b>A4-7058<br/>A4-7008</b> | <b>Drug</b>           | <b>TV x 1</b>    | <b>Gaviscon... fast relief you can actually feel</b>                  | <b>Admin.</b> | <b>R</b> | <b>R</b> | <b>R</b> |

|     |  |   |                            |             |                  |   |  |          |          |          |
|-----|--|---|----------------------------|-------------|------------------|---|--|----------|----------|----------|
|     | <b>Bicarbonate<br/>267mg,<br/>Calcium<br/>Carbonate<br/>160mg)<br/>Pgs. 65-67</b>                                      |   |                            |             |                  |   |  |          |          |          |
| 25. | <b>Gvither Plus<br/>Tablets<br/>(Artemether 80,<br/>Lumefantrine 480)<br/>Pg.68</b>                                    | <b>Seagreen Pharma<br/>Ltd,<br/>3, Okunfolami<br/>Street, Anthony,<br/>Lagos.</b>                                 | <b>A4-6730<br/>A4-7524</b> | <b>Drug</b> | <b>O-O-H x 1</b> | <b>Conquer<br/>malaria with<br/>Gvither plus<br/>tablets</b>                |  | <b>R</b> | <b>R</b> | <b>R</b> |
| 26. | <b>Ginsomin<br/>Eve Softgel<br/>Capsules<br/>(Ginseng,<br/>Multivitamins,<br/>Evening<br/>Primrose)<br/>Pgs. 69-70</b> | <b>Megalife Sciences<br/>Nig Ltd,<br/>Metal House,<br/>Cocoa Industrial<br/>Road,<br/>Ogba,<br/>Ikeja, Lagos.</b> | <b>B4-1997</b>             | <b>Drug</b> | <b>O-O-H x 2</b> | <b>Ginsomin Eve...<br/>comprehensive<br/>women's<br/>health<br/>Formula</b> |  | <b>R</b> | <b>R</b> | <b>R</b> |

|     |   |  |         |      |                     |   |  |   |   |   |
|-----|---|--|---------|------|---------------------|---|--|---|---|---|
| 27. | <b>Biobetic Capsules (Alpha Lipdic Acid, Methylcobalamin Multivitamin &amp; Mineral) Pg. 71</b>                                   | <b>Biofem Specialties Ltd, 16, Eleruwa Street, Ikeja, Lagos.</b>           | B4-0657 | Drug | Medical Journal x 1 | Stay wealthy in health, choose Biobetic   |  | R | R | R |
| 28. | <b>Pharchem Blood Tonic (Ferric Ammonium Citrate 69mg, Vitamin B1 1mg, Vitamin B6, 2mg, Folic Acid 0.25mg, Nicotinamide 15mg)</b> | <b>Pharchem Industries Ltd, Plot J, Industrial Street, Ilupeju, Lagos.</b> |         | Drug | Press x 1           | Pharchem Blood Tonic... contains ferric ammonium citrate, B1, B6, Folic acid & Nicotinamide |  | R | R | R |

|     |  |   |         |      |                                  |   |  |   |   |   |
|-----|--|---|---------|------|----------------------------------|---|--|---|---|---|
|     | Pg. 72   |   |         |      |                                  |   |  |   |   |   |
| 29. | Lumapil DS<br>& Lumapil<br>Forte<br>Tablets<br>(Artemether 80,<br>Lumefantrine 480mg, &<br>Artemether 40,<br>Lumefantrine 240mg)<br>Pgs. 73-75 | Phamatex<br>Industries Ltd,<br>1, Crystal Glass<br>Close, Amuwo<br>Odofin, Lagos. | B4-2275 | Drug | TV X 1<br>Radio x 1<br>O-O-H x 1 | Lumapil<br>Forte... fast<br>relief from<br>Malaria                              |  | R | R | R |
| 30. | Cafeprin<br>Tablets<br>(300mg<br>Aspirin,<br>15mg<br>Caffeine)   | Pharchem<br>Industries Ltd,<br>Plot J, Industrial<br>Street, Ilupeju,<br>Lagos.   |         | Drug | Press x 1                        | Cafeprin... for<br>headaches,<br>feverish<br>conditions &<br>Rheumatic<br>pains |  | R | R | R |

|     |   |   |         |          |                        |   |  |   |   |   |
|-----|---|---|---------|----------|------------------------|---|--|---|---|---|
|     | Pg. 76  |   |         |          |                        |   |  |   |   |   |
| 31. | Pharchem<br>Propon<br>Tablets<br>(Aspirin<br>300mg)<br>Pg. 77 | Pharchem<br>Industries Ltd,<br>Plot J, Industrial<br>Street, Ilupeju,<br>Lagos.   |         | Drug     | Press x 1              | Propon... for<br>headaches,<br>toothaches,<br>Menstrual<br>Pains,<br>Rheumatic<br>and Neuralgia<br>Pains. |  | R | R | R |
| 32. | Ciprozera<br>(Ciprofloxac<br>in 500mg)<br>Pg. 78              | Kuka Pharma Nig<br>Ltd,<br>7, Sawyer<br>Crescent,<br>Gbagada, Lagos.              | A4-7780 | Drug     | Medical<br>Journal x 1 | Ciprozera<br>500... broad<br>spectrum<br>antibiotics  |  | R | R | R |
| 33. | Olive<br>Herbal<br>Toothpaste<br>(175g)<br>Pg.79              | Classic Soap<br>Industries Nig<br>Ltd,<br>Km38, Lagos-<br>Abeokuta<br>Expressway, | 02-6333 | Cosmetic | O-O-H x 1              | Herbal care<br>for healthy<br>Smile   |  | R | R | R |

Lynson Chemical  
Avenue, Sango-  
Ota, Ogun.

Guinness Nig Plc,  
24, Oba Akran  
Avenue, Ikeja,  
Lagos.

01-0168

Food

Radio x 1  
O-O-H x 1

Malta  
Guinness...  
fueling the  
rise of naija  
Malta  
Guinness more  
goodness  
Promo. Promo  
runs from  
April 29<sup>th</sup> to  
June 30<sup>th</sup>

Admin.

R

R

R

Guinness Nig Plc,  
24, Oba Akran  
Avenue, Ikeja,  
Lagos.

01-0168

Food

O-O-H x 1

Refreshing  
new look of  
goodness.  
Let's go naija

Admin.

R

R

R

34. Malta  
Guinness  
Non-  
Alcoholic  
Drink  
(330ml  
Glass  
Bottle)  
Pgs. 80-81

35. Malta  
Guinness  
Non-  
Alcoholic  
Drink  
(330ml  
Glass  
Bottle)

|     |   |   |         |      |                     |                                     |        |   |   |   |
|-----|---|---|---------|------|---------------------|-------------------------------------|--------|---|---|---|
|     | Pg. 82  |   |         |      |                     |                                     |        |   |   |   |
| 36. | Goldberg Premium Lager Beer (60cl Glass Bottle)<br>Pg. 85 | Nigerian Breweries Plc,<br>1, Abebe Village Road,<br>Iganmu, Lagos. | A1-5619 | Food | Radio x 1           | Goldberg... Eni lyi                 | Admin. | R | R | R |
| 37. | Maggi Seasoning (400g Sachet)<br>Pgs. 86-93               | Nestle Nig Plc,<br>22/24, Industrial Avenue,<br>Ilupeju, Lagos.     | 01-4303 | Food | TV X 1<br>Radio x 1 | With Maggi... every woman is a Star | Admin. | R | R | R |
| 38. | Maggi Seasoning (400g Sachet)<br>Pgs. 94-102              | Nestle Nig Plc,<br>22/24, Industrial Avenue,<br>Ilupeju, Lagos.     | 01-4303 | Food | TV X 1<br>Radio x 1 | With Maggi... every woman is a Star | Admin. | R | R | R |

|     |   |  |                    |      |           |   |        |   |   |   |
|-----|---|--|--------------------|------|-----------|---|--------|---|---|---|
| 39. | Ajinomoto<br>Super<br>Umami<br>Seasoning<br>(50g, 10g,<br>21g, 40g,<br>82g & 100g<br>Sachet)<br>Pgs. 103-<br>104  | West Africa<br>Seasoning Co.<br>Ltd,<br>37, Creek Road,<br>Apapa, Lagos.           | 01-0298<br>B1-3041 | Food | Radio x 1 | Come back,<br>best family<br>time (Hausa) | Admin. | R | R | R |
| 40. | Andrews<br>Liver Salts<br>Original &<br>Lemon<br>Flavour.<br>(Sodium<br>Bicarbonate<br>, Citric<br>Acid,<br>Anhydrous<br>Magnesium<br>Sulphate<br>Dihydrate)<br>Pgs. 105- | GlaxoSmithKline<br>Pharma. Nig Ltd,<br>1, Industrial<br>Avenue,<br>Ilupeju, Lagos. | B4-1092            | Drug | Radio x 2 | Andrews...<br>bubbles you<br>back to life | Admin. | R | R | R |

|    |  |  |         |          |            |   |        |   |   |   |
|----|--|--|---------|----------|------------|---|--------|---|---|---|
|    | 106  |  |         |          |            |   |        |   |   |   |
| 41 | Andrews<br>Liver Salts<br>Original &<br>Lemon<br>Flavour.<br>(Sodium<br>Bicarbonate<br>, Citric<br>Acid,<br>Anhydrous<br>Magnesium<br>Sulphate<br>Dihydrate)<br>Pgs. 107-<br>131 | GlaxoSmithKline<br>Pharma. Nig Ltd,<br>1, Industrial<br>Avenue,<br>Ilupeju, Lagos. | B4-1092 | Drug     | Radio x 12 | Andrews liver<br>salts... back<br>to life in case<br>of<br>Constipation<br>Hope you<br>have enjoyed<br>today's<br>episode of<br>jolly town join<br>us again for<br>another<br>interesting &<br>informative<br>Episode | Admin. | R | R | R |
| 42 | Sensodyne<br>Daily Care<br>Toothpaste<br>(75ml)  | GlaxoSmithKline<br>Pharma. Nig Ltd,<br>1, Industrial<br>Avenue,                    | 02-6699 | Cosmetic | O-O-H x 1  | If these hurt<br>your teeth, I<br>recommend<br>Sensodyne  | Admin. | R | R | R |

|     |  |   |         |          |           |   |        |   |   |   |
|-----|--|---|---------|----------|-----------|---|--------|---|---|---|
|     | Pg. 132  | Ilupeju, Lagos.   |         |          |           |   |        |   |   |   |
| 43. | Sensodyne Daily Care Toothpaste (75ml)<br>Pg. 133        | GlaxoSmithKline Pharma. Nig Ltd, 1, Industrial Avenue, Ilupeju, Lagos.                      | 02-6699 | Cosmetic | O-O-H x 1 | Do these hurt your teeth?... change to Sensodyne                            | Admin. | R | R | R |
| 44. | Hypo Super Bleach (Sodium Hypochloride 3.5%)<br>Pg. 134  | Multipro Enterprise Ltd, Plot 44, Jimoh Odutola Street Off Eric Moore Road, Surulere, Lagos | 02-6508 | Cosmetic | O-O-H x 1 | Hypo removes stains and kills 99.9% germs, "after 15 minutes exposure time" | Admin. | R | R | R |
| 45. | Colgate Maximum Cavity Protection with Sugar Neutralizer | Fareast Mercantile Ltd, Plot 721, Adetokunbo Ademola Street, Victoria Island,               | 02-8898 | Cosmetic | O-O-H x 2 | New Colgate... a breakthrough toothpaste to fight holes in teeth &          | Admin. | R | R | R |

|     |   |  |         |          |                        |   |        |   |   |   |
|-----|---|--|---------|----------|------------------------|---|--------|---|---|---|
|     | (150g)<br>Pgs. 135-136  | Lagos.   |         |          |                        | reversal of early Cavities  |        |   |   |   |
| 46. | Colgate Maximum Cavity Protection with Sugar Neutralizer (150g)<br>Pgs. 137-138 | Fareast Mercantile Ltd,<br>Plot 721,<br>Adetokunbo Ademola Street,<br>Victoria Island,<br>Lagos. | 02-8898 | Cosmetic | TV x 1                 | Colgate Maximum Cavity Protection, the first and only toothpaste with sugar Acid Neutralizer to fight the No 1 cause of Cavities. | Admin. | R | R | R |
| 47. | Colgate Maximum Cavity Protection with Sugar Neutralizer                        | Fareast Mercantile Ltd,<br>Plot 721,<br>Adetokunbo Ademola Street,<br>Victoria Island,           | 02-8898 | Cosmetic | Radio x 1<br>O-O-H X 2 | Colgate Maximum Cavity Protection, the first and only   | Admin. | R | R | R |

|  |                                    |               |  |  |  |  |  |  |  |  |
|--|------------------------------------|---------------|--|--|--|--|--|--|--|--|
|  | <b>(150g)<br/>Pg. 139-<br/>142</b> | <b>Lagos.</b> |  |  |  | <b>toothpaste<br/>with sugar<br/>Acid<br/>Neutralizer to<br/>fight the No<br/>1 cause of<br/>Cavities.</b> |  |  |  |  |
|--|------------------------------------|---------------|--|--|--|--|--|--|--|--|