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**BRANDS
WE
HAVE
WORKED
WITH...**

L'ORÉAL
PROFESSIONNEL
PARIS

MALAYSIA • SINGAPORE

STYLE & COLOUR TROPHY

PRESENTER



INVITATION CARD



FACEBOOK POSTING



KÉRASTASE

PARIS

SINGAPORE

LOGO PROPOSAL DRAFT 1



LOGO PROPOSAL DRAFT 2



SERVICE MENU



STANDEE



SERVICE MENU

UNDERSTAND THE HAIR STRENGTHENING RANGE

THE LEVEL OF HAIR DAMAGE & EROSION

	LEVEL 1-2	LEVEL 3-4	LEVEL 5-6
FORCE ARCHITECTE			
EXTENTIONISTE			
THERAPISTE			
TREATMENT RESULTS	Hair is shiny, reconstructed with anti-breakage effect	In 1 Salon Visit: 99% less breakage, 78% less split ends	Hair is deeply repaired with silky touch
ACTION	Fiber Strengthening	Repair from root-to-tip	Fiber Recovery
ANTI-BREAKAGE	★★★★★	★★★★★	★★★★★
DEEP REPAIR	★★	★★★★★	★★★★★
SOFTNESS	★	★★★★★	★★

KÉRASTASE PARIS

Restore Your Hair Strength

RESISTANCE
The Ultimate Care for Damaged Hair

OUTDOOR LIGHT BOX

KÉRASTASE PARIS

NEW **EXTENTIONISTE**

Restore your Hair Strength

99% LESS BREAKAGE
78% LESS SPLIT ENDS
in 1 salon visit

CAUSES OF DAMAGED HAIR

- Bleached & Coloured
- Perm'd or Rebonded
- Frequently Blow-dried

STRONG HAIR WITH RESISTANCE

- Stronger Hair from roots
- Growth of reinforced internal hair bonds
- Sealed hair ends

STEP 1 UNDERSTAND YOUR HAIR

DAMAGE LEVEL	WEAKENED	DAMAGED	EXTREMELY DAMAGED
	HAIR RESISTANCE		
Hair Resists Hair Breaks Easily	Hair Breaks Instantly		Hair Breaks Instantly
	HAIR FRIZZ		
Tangled at the ends Slight tangling from mid-length	Heavy tangling from mid-length		Heavy tangling from mid-length
CURRENT HAIR CONDITION			
Coloured, Perm'd OR Rebonded	Coloured AND Perm'd / Rebonded	Bleached, Coloured AND Perm'd / Rebonded	

STEP 2 SELECT YOUR HAIR STRENGTHENING RITUAL

HAIR TYPE	TYPE OF TREATMENT	CLEANSE	TREAT	REPAIR	SCALP ACTIVATION	MOISTURE CARE
EXTENTIONISTE FOR DAMAGE LEVEL 3-6	LUXURY					
FORCE ARCHITECTE FOR DAMAGE LEVEL 1-2	ESSENTIAL					
THERAPISTE FOR DAMAGE LEVEL 5-6	LUXURY					
ESSENTIAL	ESSENTIAL					

PRESS RELEASE

KÉRASTASE PARIS

NEW **EXTENTIONISTE**

EXTENTIONISTE

Restore your Hair Strength
THE ULTIMATE CARE FOR DAMAGED HAIR

Thankfully, with the advancement of science, you can reverse the signs of limp and damaged hair. Introducing Extentioniste, the newest addition to the Kérastase Resistance range - all of which formulated to repair different levels of hair damage. Extentioniste has revolutionary hair repair, leaving hair fortified from roots to tips, achieving 99% less breakage and 78% less split ends in just one salon visit.

“Achieve 99% less breakage and 78% less split ends in just one salon visit.”

“Finish off strong with Extentioniste Scalp Activation Serum.”

KEY INGREDIENTS
Lipidomimetic Technology with Ceramide 2

20% off

SHELF TALKER

NEW **EXTENTIONISTE**

Extend your hair limits. Repair your split ends.

CLEANSE CONDITION REGENERATE

STRENGTHENING CARE FROM ROOT TO TIP

Good Food, Good Life



Nestlé®

MALAYSIA / SINGAPORE



MANDARIN ORANGE CHOCOLATE PACKAGING





SENSES HAZELNUT TRUFFLE & WAFER GIFT BOX





KITKAT® GOLD LAUNCH

PUSH CART



RECIPE CARD



PR KIT



SAMPLING BOX



RED PACKET





MALAYSIA • SINGAPORE

CHRISTMAS GIFTING COLLECTION

ADVENT CALENDAR



GIFT BOXES



CHINESE NEW YEAR GIFTING COLLECTION

FAN BOX



GIFT BOXES



MID AUTUMN FESTIVAL GIFTING COLLECTION





MALAYSIA



SMALL BITES BIG DELIGHTS CAMPAIGN

FREEZER WRAP



MAGAZINE AD



FREEZER ARCH



WOBBLER





CERIA RAYA CAMPAIGN

KEY VISUAL

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
SYM E-BONUS 110

CONSOLE PRIZE x 10 UNITS
TEFAL AIR FRYER

STEP 1
Purchase minimum one (1) Pacific West product in a single receipt from any participating outlets in Malaysia during contest period to enter.

STEP 2
Send in your entry via:
 1 By POS Mail
Mail your completed form(s) with original receipt(s) to the address stated in entry form.
 2 By Whatsapp
Snap a photo of your original receipt(s) and send to 015-737 0176. All entries must include Contest Name "Ceria Raya, Tampil Bergaya", Name, IC no., Contact no., Address, Email address & Outlet name.

HOW TO PARTICIPATE
 *For more details, please refer to our terms and conditions. Terms and conditions apply.

www.pacificwestfoods.com.my | pacificwest.my | enquiry@pacificwestfoods.com.my | #PWCeriaRaya

BUNTING

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
HONDA DASH 125 REPSOL

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HOW TO PARTICIPATE
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www.pacificwestfoods.com.my | pacificwest.my | enquiry@pacificwestfoods.com.my | #PWCeriaRaya

WOBLER

PACIFIC WEST
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
SYM E-BONUS 110

CONSOLE PRIZE x 10 UNITS
TEFAL AIR FRYER

Visit our Official Facebook for more details
 facebook.com/pacificwest.my

AEON **PACIFIC WEST**
Ceria Raya. Tampil Bergaya.
 from 15 APRIL - 15 JULY 2019

RM40,000 WORTH OF PRIZES TO BE WON

GRAND PRIZE x 1 UNIT
HONDA DASH 125 REPSOL

2ND PRIZE x 5 UNITS
SYM E-BONUS 110

CONSOLE PRIZE x 10 UNITS
TEFAL AIR FRYER

AEON
 1000 SPENDERS
 TEFAL AIR FRYER x 5 UNITS

Visit our Official Facebook for more details
 facebook.com/pacificwest.my

Sufi[®]
MALAYSIA



PRODUCT LAUNCH

KEY VISUAL

Subi
Authentically Malaysian Flavour

Subi.my

Subi
CRUNCHY SPICED PRAWN
CRUNCHY SPICED SQUID
SQUID CHIPS
TEMPURA WHITE FILLET

BEST SELLER

Sedaap...
cuma goreng saja!

Subi

BUNTING

Subi
Authentically Malaysian Flavour

Subi.my

Subi
CRUNCHY SPICED PRAWN
CRUNCHY SPICED SQUID
SQUID CHIPS
TEMPURA WHITE FILLET

BEST SELLER

✓ Best-Selling Squid
✓ Easy & Convenient to Cook

Sedaap...
cuma goreng saja!

Subi

BACKDROP

✓ Best-Selling Squid
✓ Easy & Convenient to Cook

Subi
Authentically Malaysian Flavour

Subi.my

Sedaap...
cuma goreng saja!

Subi

Crunchy Spiced Prawn
Tempura Prawn Fillet
Tempura White Fillet
Squid Chips
Crunchy Spiced Squid
Squid Chips



MALAYSIA



BRANDING





MAJESTIC

PREMIUM INTERIOR PAINT

Design

Diamond

Diamond sparkle finish that immediately adds wow-effect and turns your home into fairy tale

WALL:
Base colour: **2014 BLUE**
Covered with: **MAJESTIC Design Surface**
MAJESTIC

Diamond sparkle finish

Enter a world of wonder, and turn your home into a fairy tale, a story. Think of a beautiful wedding, where the walls glitter as delicate stars. Or even when it's time to relax under the stars tonight. As one that highlights every corner of the room. The magic is that now with walls covered in diamonds, you'll take the first night ever and over again.

Prestige

Luxurious metallic finish that wonderfully dresses your walls in the precious metals of the world

WALL:
Base colour: **2014 HEAT**
Covered with: **MAJESTIC Design Surface**
MAJESTIC CLASSIC GOLD

Luxurious metallic finish

Look no further, we've got them all on the surface for you. Dress your walls in the precious metals of the world. Let their shimmer beautifully like the decorated ceiling of a palace. In every corner of the metallic finish, you'll find treasure in every room.

Pearl

Stylish pearlescent finish that creates lustrous and shimmering effect to the walls

WALL:
Base colour: **2014 CLASSIC BLUE**
Covered with: **MAJESTIC Design Paper**
MAJESTIC

Highly pearlescent finish

Breathe new life into your wall with this high quality, waterborne product. Lady Effects Pearl creates shimmering, lustrous wall finish that transforms your room into a tranquil haven.



JOTUN
MAJESTIC
PREMIUM INTERIOR PAINT
Design

Elevate the wow effect of your home

Majestic Design Diamond's sparkling finish evokes the glamorous brilliance of stars and diamonds in your home. It is inspired by the dazzling glittering stars in the night sky reminiscent of a mythical fantasy world. Add glamour and wow effect to your walls with our premium interior decorative design paint with its sparkling diamond finish and glow effect.

Transform the appearance of your home's interior and express your individuality with Majestic Design. The possibilities are simply endless! Start now to create your own masterpiece wall with Jotun.

Be your own impressionist, with Jotun Majestic Design.

DIAMOND
LUXURIOUS SPARKLE
FINISH

JOTUN
MAJESTIC
Design
DIAMOND

Jotun DDI-friendly concept for effortless application and painting
Learn how to create our signature design easily through Jotun DDI-friendly content, accompanied by our experts, videos and step-by-step guides. The set here is:
• Using your colour to match the entire colour palette
• Matching the DDI code on the hardware to match their colour, or
• Following the step-by-step application guide made for this finish.

JOTUN
MAJESTIC
PREMIUM INTERIOR PAINT
Design

Experience glorious sunset clouds in your home

Inspired by sunset clouds, the texture formed with shimmering gold, Majestic Design Prestige creates a luminous metallic finish to create grandeur while dramatically elevating your already beautiful home. Majestic Design Prestige is a premium interior decorative design paint that creates luxurious, metallic, look and feel and comes in the colour: Gold and Antique Gold.

Transform the appearance of your home's interior and express your individuality with Majestic Design. The possibilities are simply endless! Start now to create your own masterpiece wall with Jotun.

Be your own impressionist, with Jotun Majestic Design.

PRESTIGE
LUXURIOUS METALLIC
FINISH

JOTUN
MAJESTIC
Design
PRESTIGE

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JOTUN
MAJESTIC
PREMIUM INTERIOR PAINT
Design

Awaken to the morning mist inside your home

Majestic Design Pearl adds a luminous and elegant touch with a subtle pearlescent finish. It is inspired by the morning mist with a soothing palette of beautiful colours to awaken your senses and bring out the grandeur of your home. Majestic Design Pearl is a highly premium interior decorative design paint that comes in numerous colours, carefully selected and.

Transform the appearance of your home's interior and express your individuality with Majestic Design. The possibilities are simply endless! Start now to create your own masterpiece wall with Jotun.

Be your own impressionist, with Jotun Majestic Design.

PEARL
LUXURIOUS PEARL
FINISH

JOTUN
MAJESTIC
Design
PEARL

Jotun DDI-friendly concept for effortless application and painting
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• Following the step-by-step application guide made for this finish.



MAJESTIC

PREMIUM INTERIOR PAINT

Design

Inspired by the Glorious Beauty of Nature

At Jotun, we know good colour choices can make a home stand out. Now, make your home even more outstanding with Jotun's latest Majestic Design premium design paint. See, feel, touch and be inspired with nature's magnificent colours and design effects as they come alive inside your home!

DIAMOND LUXURIOUS SPARKLE FINISH

Majestic Design Diamond
Inspired by the glittering stars in the night



DIY FRIENDLY

Discover Jotun DIY friendly concept for effortless application & painting

- Visiting jotun.com.my to watch the online tutorial videos
- Scanning the QR code to watch these videos, or
- Referring to step-by-step application paint guide inside the brochures



PRESTIGE LUXURIOUS METALLIC FINISH

Majestic Design Prestige
Inspired by sunset clouds on the horizon
turning into shimmering gold



PEARL LUXURIOUS PEARL FINISH

Majestic Design Pearl
Inspired by the morning mist's palette of beautiful colours

Developed by Jotun's colour experts, our DIY friendly concept ensures our wide range of Jotun signature designs are easy to replicate, achieve and apply effortlessly by homeowners through the easy-to-follow step-by-step application paint guide, online tutorial videos or in Jotun's printed brochures. Now you can easily create your own masterpiece, with **Majestic Design**.

NEW



jotun.com.my



MAJESTIC

PREMIUM INTERIOR PAINT

Design



DIAMOND
LUXURIOUS SPARKLE
FINISH



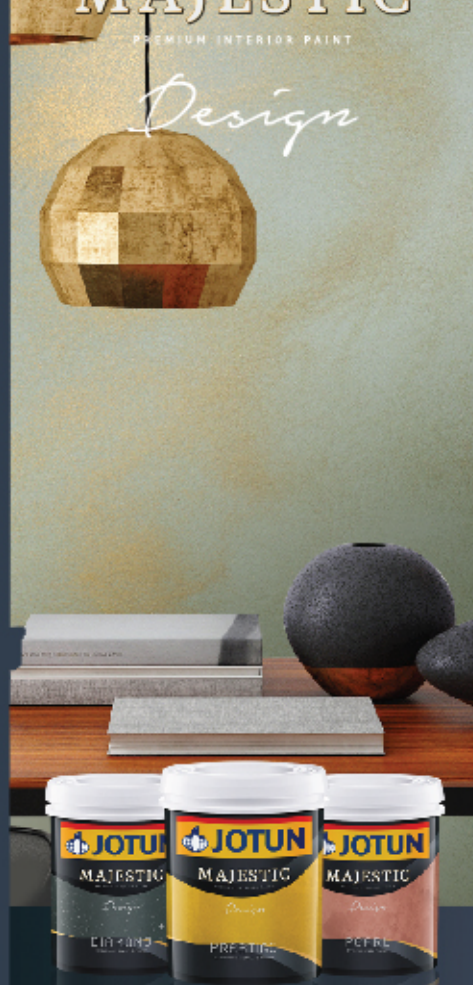
jotun.com/ap



MAJESTIC

PREMIUM INTERIOR PAINT

Design



PRESTIGE
LUXURIOUS METALLIC
FINISH



jotun.com/ap



MAJESTIC

PREMIUM INTERIOR PAINT

Design



PEARL
LUXURIOUS PEARL
FINISH



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