

## THE FOUR ELEMENTS



— WATER —



— WIND —



— FIRE —



— EARTH —



earth



water



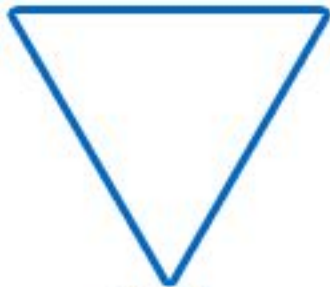
fire



air



Fire



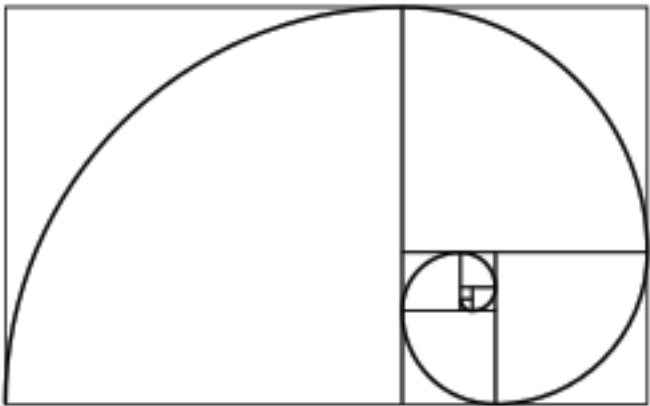
Water



Earth



Air











# FOUR ELEMENTS

NATURE POWER



FIRE



WATER



BIO



WIND





THE UNIVERSE





EARTH





FIRE







AIR





Air



Fire



Aether



Earth



Water

**Craig Peters**  
**IMG-208**  
**Project 2 Elements Product**

**Category:** Personal Product Line – Men's Shampoo  
**Theme:**

- Cosmic
- Earth
  - Sun
  - Ocean
  - Forest
- Roman

**Product Name/Brand:**

- Cosmos & You
- Celestial deodorizing
  - Fragrance
  - Aura
  - Balm
  - Whiff
  - incense
- Nose Meet Cosmos
  - This Is What Space Smells Like
- Imperial Aura

**Possible Names:**

- Fire - represents energy itself, reflects the light
  - Sol Fire
  - Leo
  - Sagittarius
  - Byzantine
  - Mars\*
- Water - constant movement, but slow and steady. This is the element of conception and death, of illusions and fairytales
  - Europa Water
  - Neptune\*
  - Aqueduct
  -
- Wind - winds are often referred to according to their strength
  - plasmaspheric wind



- Gemini
- Libra
- Jupiter\*
- Earth - all want to accomplish – materialization of our desires
  - Terra / Tellus\*
  - Terrene
  - Planet Earth
- Solar Earth
- Solar Fire
- Solar Wind
- Solar Water

**Shampoo Types:**

- Strengthening Shampoo - Wind
- Hair Conditioner - Fire
- Dry Scalp + Dandruff - Earth
- Anti-Aging – Water

Shampoo have a lot of text on backs.

Barcode either across or sideways with numbers facing inward.



New

*Dove.*  
**MEN**   
**+CARE.**

**FORTIFYING  
SHAMPOO +  
CONDITIONER**

**FRESH CLEAN  
2 in 1**

WITH CAFFEINE  
+ COCONUT OIL

**[REMOVES GREASE &  
REVITALIZES]**

12 FL.OZ. (355mL)

New

*Dove.*  
**MEN**   
**+CARE.**

**FORTIFYING  
SHAMPOO**

**ANTI  
DANDRUFF  
SHAMPOO**

WITH CAFFEINE  
+ COCONUT OIL

**[HELPS ELIMINATE  
FLAKES]**

12 FL.OZ. (355mL)

New

*Dove.*  
**MEN**   
**+CARE.**

**FORTIFYING  
SHAMPOO**

**THICKENING**

WITH CAFFEINE  
+ COCONUT OIL

**[THICKER & FULLER  
LOOKING HAIR]**

12 FL.OZ. (355mL)

New

*Dove.*  
**MEN**   
**+CARE.**

**FORTIFYING  
SHAMPOO +  
CONDITIONER**

**SENSITIVE  
SCALP 2 in 1**

WITH CAFFEINE  
+ COCONUT OIL

**[SUITABLE FOR DRY  
SCALPS]**

12 FL.OZ. (355mL)

**CONVENIENT CAVITY** with 100% THERMOPLASTIC

**CONVENIENT CAVITY** with 100% THERMOPLASTIC

**CONVENIENT CAVITY** with 100% THERMOPLASTIC

**CONVENIENT CAVITY** with 100% THERMOPLASTIC

# GO TIME IN NO TIME

Clean, styled, done. You're not asking for much. You're actually asking for less. We get it. We've got just what you need—and nothing more. Now get going, already.

POWER CLEAN  
3 IN 1



DAILY CLEAN  
SHAMPOO



DEEP CLEAN  
SHAMPOO



DAILY 2 IN 1



MAXIMUM HOLD  
GEL



TEXTURIZING  
WAX





DOUBLE DOWN

EVERY MAN JACK

2-in-1  
thickening  
shampoo

for fine or thinning hair

TEA TREE

shampooing conditioner

key proteins thicken  
hair from root to end



DOUBLE DOWN

EVERY MAN JACK

2-in-1  
thickening  
shampoo

for fine or thinning hair

TEA TREE

shampooing conditioner

key proteins thicken  
hair from root to end

1.33 FL. OZ (39.3 mL)



**EVERY MAN JACK.**

2-in-1 thickening  
shampoo + conditioner  
for scalp and hair

**FINE OR THINNING HAIR**



13.5 FL OZ (400 mL)



\$40  
value

**BRICKELL**  
MEN'S PRODUCTS

DAILY STRENGTHENING  
**SHAMPOO**

With Amino Acids, Vitamin E,  
& Hydrolyzed Protein

THICKENS | STRENGTHENS | CLEANSES

FORMULA NO. 2-1 | 8 OZ  
237 ML.e

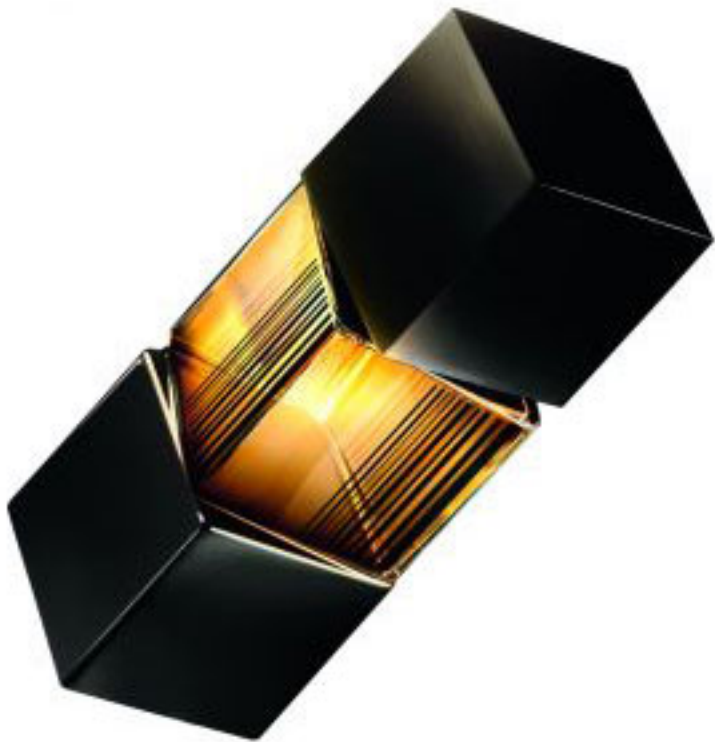
**BRICKELL**  
MEN'S PRODUCTS

REVITALIZING  
**HAIR CONDITIONER**

With Aloe, Vitamin E, &  
Eucalyptus

MOISTURIZES | RESTORES | SHINES

FORMULA NO. 7-6 | 8 OZ  
237 ML.e









A portion of the proceeds from the sale of this product is donated to prostate cancer research.

NO PARABENS  
NO SULFATES  
NO SYNTHETIC DYE  
NO PHTHALATES  
NO TRICLOSAN  
NO SILK AMINO ACIDS  
NO GMOs

Developed for men.  
Borrowed by women.

Method of use: Apply  
deodorant to the  
underarm area.

Caution: For external use only.  
Discontinue use if skin irritation  
occurs. Avoid contact with eyes.

INGREDIENTS: WATER (AQUA), PROPYLENE GLYCOL, PEG-8, SODIUM STEARATE, POLOXAMER 407, OLETH-20, LIMONENE, FRAGRANCE (PARFUM), LINALOOL, EUGENOL, CITRAL, TETRASODIUM EDTA, SODIUM HYDROXIDE, GUAIAZULENE

Against animal testing

[ALLERGY TESTED]

[DERMATOLOGIST TESTED]

Distributed by:  
Anthony Brands LLC  
New York, NY 10012



PO Box 75084  
1070 AB Amsterdam  
The Netherlands

Made in the USA

[www.anthony.com](http://www.anthony.com)









*The Sol Phenomenon*

CELESTIAL AURA



- Strengthening Shampoo - Wind
  - Hair Conditioner - Fire
  - Dry Scalp + Dandruff - Earth
  - Anti-Aging - Water
- 
- Strengthening Shampoo - Wind
  - Hair Conditioner - Fire
  - Dry Scalp + Dandruff - Earth
  - Anti-Aging - Water



IMPERIAL

Mens Shampoo

IMPERIOUS

LEGIONNAIRE

Mens Shampoo



- Strengthening Shampoo - Wind
  - Hair Conditioner - Fire
  - Dry Scalp + Dandruff - Terra
  - Anti-Aging - Water
- 
- Strengthening Shampoo - Wind
  - Hair Conditioner - Fire
  - Dry Scalp + Dandruff - Earth
  - Anti-Aging - Water







# IMPERIOUS

Mens Shampoo



## MARS

Hair Conditioner

600mL



## MARS

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# Neptune

## Hypervitalizing

# IMPERIOUS

## Mens Shampoo

600mL

# Neptune

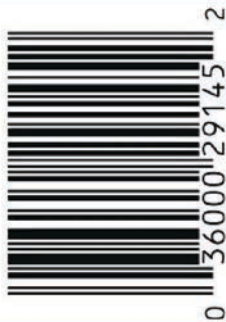
## IMPERIOUS

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Roman Stone





# IMPERIOUS

for MEN of GLORY



## JUPITER

Strengthening

600mL



## JUPITER

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# IMPERIOUS

for MEN of GLORY



## MARS

Conditioner  
&  
Shampoo

600mL



## MARS

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# IMPERIOUS

for MEN of GLORY



## NEPTUNE

Cleansing

600mL



## NEPTUNE

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# IMPERIOUS

for MEN of GLORY



## TERRENE

Vitalizing

600mL



## TERRENE

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