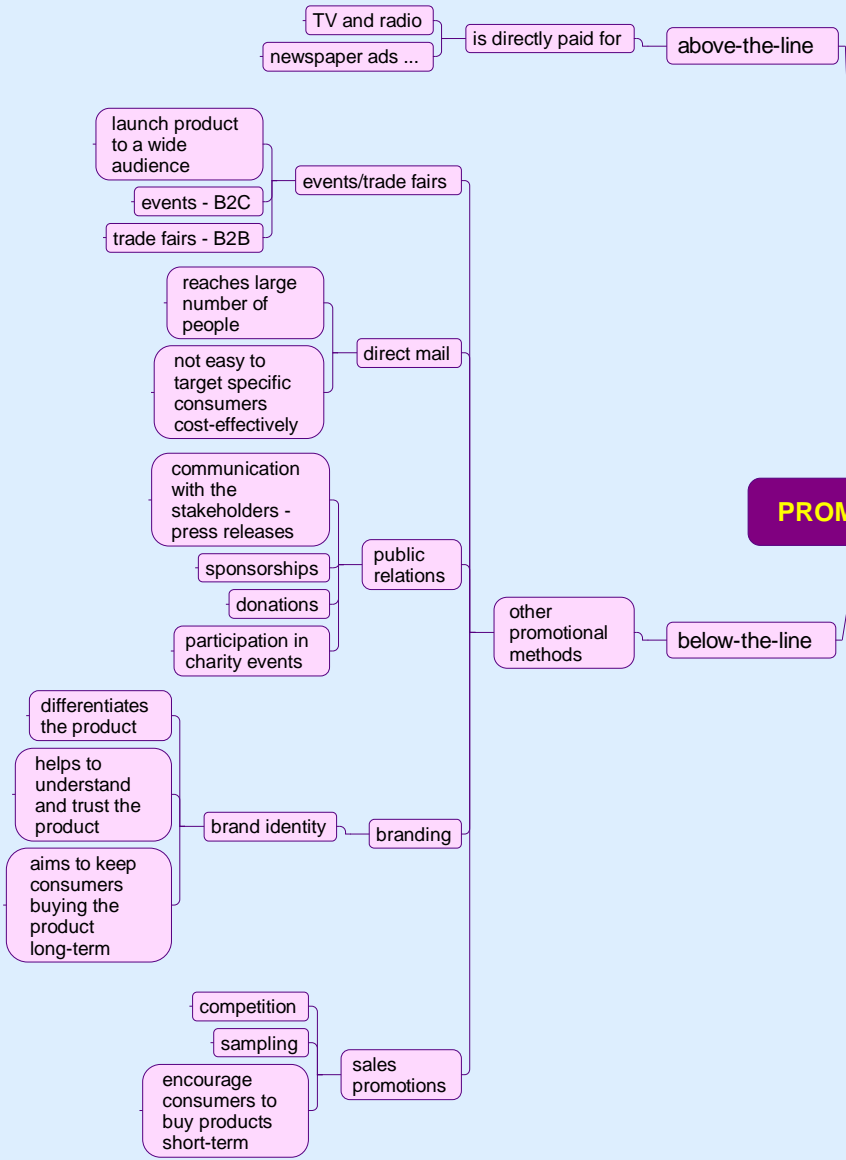


PROMOTION

tells customers that the product is available and persuades them to buy



NIVEA's promotional strategies

