



SAME SHELF.
DIFFERENT RULES.

AIM®
| EUROPEAN
BRANDS
ASSOCIATION





THAT BOTTLE YOU TRUST?

IT'S MORE THAN A PRODUCT.
IT'S A COMMITMENT –
TO **QUALITY, SAFETY**, AND DOING THINGS
RIGHT.





BEHIND IT ARE PEOPLE WHO **CARE:**

- ✓ THE CHEMIST
- ✓ THE PACKAGING SUPPLIER
- ✓ THE FAMILY-RUN BRAND WHO BUILT IT





FAIR RULES SHOULD PROTECT
EVERY PRODUCT – AND EVERYONE
BEHIND IT. **IT'S TIME.**

Made by Brands. Made for You.

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