



THAT BRAND YOU  
**TRUST?** IT'S MORE  
THAN A LOGO.  
**IT'S A PROMISE.**





# BEHIND EVERY **TRUSTED BRAND IS:**

- ✓ TESTING
- ✓ REGULATION
- ✓ YEARS OF INVESTMENT
- ✓ A PROMISE KEPT







# REAL EFFORT. REAL PEOPLE.

BUT NOT EVERY PRODUCT PLAYS FAIR.  
PARASITIC COPIES CUT CORNERS AND SKIP  
THE STANDARDS.





IT'S TIME TO PROTECT  
**WHAT MATTERS.**

Made by Brands. **Made for You.**

AIM®  
| EUROPEAN  
BRANDS  
ASSOCIATION