

# Brand changes

## Category focus has moved to Vaginal Care

Kolorex<sup>®</sup>



### Why have our products changed?

- TGA regulatory changes have meant we are no longer able to reference “Candida” as this is not a permitted indication
- Kolorex Intimate Care products and Advanced Candida Care will now be positioned into the vaginal health category
- Product names and content have been updated
- Packaging has been improved to better connect with the consumer

### What are our packaging changes?



1. Modern feminine design & colours
2. Herbal & natural
3. Clearer category segmentation & product indication
4. Bold, female friendly content
5. Horopito logo

#### ADVANCED CANDIDA CARE NOW

##### Vaginal Care Herbal Supplement

- New name
- Now in a retail box
- Product code: FHKVCHS30
- Barcode: 649191001405
- To support and maintain vaginal health



#### INTIMATE CARE WASH NOW

##### Vaginal Care Wash

- New name
- Product code unchanged
- Barcode unchanged
- Formulation unchanged
- Certified Natural by Eco Cert (highlighted on front of pack)



#### INTIMATE CARE CREAM NOW

##### Vaginal Care Cream

- New name
- Product code unchanged
- Barcode unchanged
- Tube is in old packaging until end of May (with Intimate Care Cream name)



#### Product Formulations & Pricing

Formulation and pricing of all products remain the same.

Order your stock today:  
Ph: 1300 654 336 Email: [orders@integria.com](mailto:orders@integria.com)  
Web: [www.myintegria.com](http://www.myintegria.com) | [www.kolorex.com.au](http://www.kolorex.com.au)

**Product Deletions:** Advanced Candida Care and Advanced Intestinal care are no longer available in the Australian market.

Always read the label. Follow the directions for use. If symptoms persist talk to your health professional. **Trade Information Sheet, for trade use only.**