

Brand Awareness and Reasons to Buy:

For more than 80 years, LIRIO has cleaned and maintained clothes gently, safely, and effectively.

LIRIO contains active enzymes that remove tough, set-in stains, such as chocolate, blood, grass, grease, tomato sauce, and more.

LIRIO's biodegradable, phosphate-free ingredients are non-abrasive, safe for the environment, and can be used in all water temperatures, for both hand or machine washing.



Exclusive
Importer & Strategic Partner

*Lightly scented
with aloe vera,
a natural fabric softener*



Presentations:

- LIRIO DETERGENT 20/17.6 oz. (500 g)
- LIRIO DETERGENT 10/35.2 oz. (1 kg)
- LIRIO DETERGENT 5/70 oz. (2 kg)
- LIRIO DETERGENT 4/176 oz. (5 kg)

detergente
biológico

LIRIO



HOUSEHOLD

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Biodegradable, phosphate-free

detergente
biológico

LIRIO

Item ID	Description for Sales	Case UCC	Unit UPC	NET WT. Per Unit	Count Per Case	Case Dimensions LxWxH=Cube	Case Weight	Pallet Ti x Hi =	TL Cases = # Pallet
OSAM-101	LIRIO DETERGENT 1.1 lb.	100 12388 00005 0	0 12388 00005 3	17.6 oz.	20	24 x 12 x 6.125 = 1.02	23.40 lb.	6 x 10 = 60	1,560 = 26
OSAM-102	LIRIO DETERGENT 2.2 lb.	100 12388 00003 6	0 12388 00003 9	35.2 oz.	10	24 x 12 x 6.125 = 1.02	23.40 lb.	6 x 10 = 60	1,560 = 26
OSAM-103	LIRIO DETERGENT 4.4 lb.	100 12388 00018 0	0 12388 00018 3	70 oz.	5	24 x 12 x 6.125 = 1.02	23.40 lb.	6 x 10 = 60	1,560 = 26
OSAM-104	LIRIO DETERGENT 11 lb.	100 12388 00004 3	0 12388 00004 6	176 oz.	4	16.75 x 12.625 x 16 = 1.96	47.30 lb.	8 x 4 = 32	832 = 26



Unit
Dimensions
LxWxH

7.875 x 5.75 x 2.125
10.87 x 7.375 x 2.5
11.5 x 9.375 x 3.25
19 x 14.5 x 3.5

SPECS SHEET- HOUSEHOLD

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DOS AMIGOS
YOUR BEST MEXICAN PRODUCTS
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Brand Awareness and Reasons to Buy:

Tough bars for the toughest stains!

LIRIO®

- LIRIO – the dominant Mexican brand of laundry bars for 80+ years, trusted, familiar, and appealing to Hispanic consumers
- Concentrated stain remover and prewash spot treatment in one lightly scented, hand-held bar
- Removes embedded dirt, grease, oil, perspiration stains, ring around the collar, chocolate, mold and other difficult stains
- Perfect for travel or washing clothes by hand



Brand Marketing Tools:

- In-store Merchandising Service (in selected metro areas across U.S.)
- Seasonal programs and introductory promotions

White – with whiteners and brighteners to get rid of dingy. *For white clothes only.*

Yellow – multipurpose bar with added brighteners for safely cleaning all types of clothing with the utmost confidence.

Pink – with added softener. For all types of clothing.

- **Presentations:** Three Laundry Bar Soaps: Yellow, 7.05 oz. (200 g), White, Yellow, Pink 14.1 oz. (400 g)



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LIRIO

LIRIO laundry bars leave clothes clean, bright, fluffy, and pleasantly scented

Item ID	Description for Sales	Case UCC	Unit UPC	NET WT. Per Unit	Count Per Case	Case Dimensions LxWxH=Cube	Case Weight	Pallet Ti x Hi =	TL Cases = # Pallet
OSAM-002	LAUNDRY BAR SOAP YELLOW (200 g)	100 12388 00242 9	0 12388 00242 2	7.05 oz.	50	13.15 x 5.9 x 9.76 = .44	22 lb.	21 x 5 = 105	1,890 = 18
OSAM-007	LAUNDRY BAR SOAP WHITE (400 g)	200 12388 00063 7	0 12388 00063 3	14.1 oz.	25	15.625 x 8.25 x 5.375 = .40	22.80 lb.	15 x 7 = 105	1,890 = 18
OSAM-008	LAUNDRY BAR SOAP YELLOW (400 g)	200 12388 00001 9	0 12388 00001 5	14.1 oz.	25	15.625 x 8.25 x 5.375 = .40	22.80 lb.	15 x 7 = 105	1,890 = 18
OSAM-009	LAUNDRY BAR SOAP PINK (400 g)	200 12388 00064 0	0 12388 00064 0	14.1 oz.	25	15.625 x 8.25 x 5.375 = .40	22.80 lb.	15 x 7 = 105	1,890 = 18



Lirio Multipurpose



Lirio with Whiteners



Lirio with Softeners

Unit Dimensions LxWxH

- 4.64 x 2.52 x 1.06
- 5.875 x 3 x 1.625
- 5.875 x 3 x 1.625
- 5.875 x 3 x 1.625



Brand Awareness and Reasons to Buy:

- LIRIO – the leading Mexican brand of bar soaps for generations, trusted, familiar, and appealing to Hispanic consumers
- For use as hand or bath soap
- **Lirio Dermatologico** – enriched with glycerin and a natural antibacterial agent for skin conditioning and protection. Its rich lather kills germs while conditioning and moisturizing skin
- LIRIO bar soaps can be used daily by the entire family
- Dermatologist and doctor-recommended
- **Lirio Neutro** – a mild soap with nourishing glycerin to protect skin's natural moisture. Leaves skin soft and clean without drying it out. Recommended for juvenile acne, eczema, and post-surgical delicate cleansing



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Brand Marketing Tools:

- **Wire Rack**
(no-cost sales machine)
- **Merchandise Service at Store**
(in selected metro areas across U.S.)
- **Brochure**

Presentations:

- LIRIO Dermatological Bar Soap
5.3oz. (150g), 7oz. (200g)
- LIRIO Neutro Bar Soap
5.3oz. (150g), 7oz. (200g)
- **PACKS**
3pck ●● 3.17oz. (90g) | **PACKS**
4pck ●● 5.3oz. (150g) | **PACKS**
5pck ●● 3.5oz. (100g)

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**HEALTH &
BEAUTY**

LIRIO – the leading Mexican brand of bar soaps for generations



Item ID	Description for Sales	Case UCC	Unit UPC	NET WT. Per Unit	Count Per Case	Case Dimensions LxWxH=Cube	Case Weight	Pallet Ti x Hi =	TL Cases = # Pallet
OSAM-201	LIRIO DERMATOLOGICAL BAR SOAP	10 0 12388 00031 9	0 12388 00031 2	5.3 oz.	50	10.75 x 7.25 x 7.75 = .35	17.40 lb.	20 x 5 = 100	2,400 = 24
OSAM-202	LIRIO DERMATOLOGICAL BAR SOAP 4PK	10 0 12388 00277 1	0 12388 00277 4	5.3 oz.	48	12.875 x 6.125 x 7.75 = .36	16.80 lb.	21 x 5 = 105	2,520 = 24
OSAM-203	LIRIO DERMATOLOGICAL BAR SOAP 5PK	10 0 12388 00030 2	0 12388 00085 5	3.5 oz.	100	12.25 x 9.5 x 7.125 = .48	23.40 lb.	15 x 6 = 90	1,890 = 21
OSAM-204	LIRIO DERMATOLOGICAL BAR SOAP 3PK	10 0 12588 00142 2	0 12388 00143 2	3.17 oz.	48	13 x 11.125 x 9 = .75	29.60 lb.	12 x 5 = 60	1,440 = 24
OSAM-205	LIRIO DERMATOLOGICAL BAR SOAP	10 0 12388 00096 8	0 12388 00096 1	7 oz.	50	12 x 8.125 x 8.375 = .47	23.00 lb.	20 x 5 = 100	1,800 = 18
OSAM-221	LIRIO NEUTRO BAR SOAP	10 0 12388 00002 9	0 12388 00002 2	5.3 oz.	50	10.75 x 7.25 x 7.75 = .35	17.40 lb.	20 x 5 = 100	2,400 = 24
OSAM-222	LIRIO NEUTRO BAR SOAP 3PK	10 0 12388 00143 9	0 12388 00142 5	3.17 oz.	48	13 x 11.125 x 9 = .75	29.60 lb.	12 x 5 = 60	1,440 = 24
OSAM-223	LIRIO NEUTRO BAR SOAP 4PK	10 0 12388 00276 4	0 12388 00276 7	5.3 oz.	48	12.875 x 6.125 x 7.75 = .36	16.80 lb.	21 x 5 = 105	2,520 = 24
OSAM-224	LIRIO NEUTRO BAR SOAP 5PK	10 0 12388 00008 1	0 12388 00082 4	3.5 oz.	100	12.25 x 9.5 x 7.125 = .48	23.40 lb.	15 x 6 = 90	1,890 = 21
OSAM-225	LIRIO NEUTRO BAR SOAP	10 0 12388 00097 5	0 12388 00097 8	7 oz.	50	12 x 8.125 x 8.375 = .47	23.00 lb.	20 x 5 = 100	1,800 = 18



Unit Dimensions LxWxH

3.5 x 2 x 1.375
3.625 x 4 x 2.875
6 x 3.25 x 1.75
7 x 3.75 x 1.125
4.125 x 1.375 x 1.375

3.5 x 2 x 1.375
7 x 3.75 x 1.125
3.625 x 4 x 2.875
6 x 3.25 x 1.75
4.125 x 1.375 x 1.375

SPECS SHEET- HEALTH & BEAUTY

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Brand Awareness and Reasons to Buy:

- Now available as a liquid for use in washing machines! LIRIO Liquid Detergent launders clothes in one step and offers the LIRIO "clean" guarantee
- Its rich consistency removes stains easily, eliminating the need for pre-washing
- LIRIO – the leading Mexican brand of detergent for generations, trusted, familiar, and appealing to Hispanic consumers



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Brand Marketing Tools:

- Merchandise Service at Store (in selected metro areas across U.S.)
- Seasonal Programs and Introductory Promotions

LIRIO®

**Lirio Lightens Your Load
with the Perfect One-Step Laundry Solution!**



White – LIRIO Liquid Laundry Detergent with Whiteners makes clothes whiter and brighter.

Yellow – LIRIO Multipurpose Liquid Laundry Detergent cleans all types of everyday clothing.

Pink – LIRIO Liquid Laundry Detergent with Softeners is specially formulated for delicate clothing, leaving them soft and clean while reducing wrinkles and static cling.

- **Presentations:** Three Liquid Laundry Detergents: White, Yellow, Pink in 33 fl. oz. (1 L)

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HOUSEHOLD

Too Busy to Pre-Wash? Lirio Lightens Your Load with the Perfect One-Step Laundry Solution!

LIRIO®

Item ID	Description for Sales	Case UCC	Unit UPC	NET WT. Per Unit	Count Per Case	Case Dimensions LxWxH=Cube	Case Weight	Pallet Ti x Hi =	TL Cases = # Pallet
OSAM-030	LIQUID MULTIPURPOSE LAUNDRY DETERGENT (1 L)	100 12388 00171 2	0 12388 00171 5						
OSAM-031	LIQUID WHITENING LAUNDRY DETERGENT (1 L)	100 12388 00182 8	0 12388 00182 1	33 fl. oz.	12	14.9 x 11.3 x 11.1=1.08	26.50 lb.	5 x 10 = 50	1,500 = 30
OSAM-032	LIQUID SOFTENER LAUNDRY DETERGENT (1 L)	100 12388 00183 5	0 12388 00183 8						



Lirio Liquid
Laundry Detergent
Multipurpose



Lirio Liquid
Laundry Detergent
with Whiteners



Lirio Liquid
Laundry Detergent
with Softeners

Unit
Dimensions
LxWxH

3.7 x 3.7 x 10.9

SPECS SHEET- HOUSEHOLD

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