

#### **Brand Reference Guide**





## **Irresistible since 1968**

- Born out of the '70s martial arts craze ushered in by Bruce Lee
- Heritage of wacky fun and self-parody long before Axe and Old Spice
- At its height a \$200 million business that extended beyond fragrance to include shampoo and other personal care items
- The product is still available on eBay with vintage bottles priced for as much as \$50
- It remains a significant part of pop culture with many movie, TV and radio references



## **Two Brands to Learn From**





# VERMONTCOUNTRY STORE.COM







# Don't dare use it without memorizing this:

thise are steplin-step instructions on how to defend instruction from women in case you apply an exceedence of this Kerate.



The first performance of the position of the p

HAI KARATE-be careful how you use it.

**Every Bottle Came with Self Defense Instructions** 



#### SUPERMISTLETOE

Let's face It. Mistleton might make a nice shrub and all, but a 100 proof lady-killer it's not.

That's why men should ask Santa for Hal Karate" After Shave and Cologne. Hai Karate really works. Sometimes too well. That's why we include instructions on self-detense in every package. Hai Karate. Available in regular, oriental time and oriental spice. And is attractive gift sets. They're all like supermistletoe in a bottle. Hai Karate-be careful how you use it.

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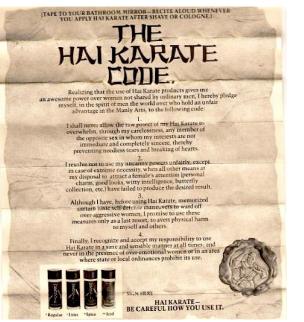








1977 Photo of Elvis Presley's Bathroom Toiletries





KARATE

### **POWERFULLY DIFFERENT TV CAMPAIGN**

#### Hilarious Color Commercial! Heavy Prime Time Network Schedule:

Get Smart, The Virginian, Star Trek, I Dream of Jeannie, Frank McGee News, Accidental Family, High Chaparral and the new Jerry Lewis Show! PLUS: 10 to 15 Spots per week Coast to Coast



(GUY-) "'Hi, Honey. Thought we'd take in a movie tonight."



HAI KARATE. Use just a little too much and your girl---or even your wife---can lose control.



HAI KARATE. Fast-breaking aerosol after shave foam.



HAI KARATE. After shave, colugne and gift sets.



(GIRL:) "Wow! What's that after shave you're wearing? oh! you smell so great!"



Try to tear you apart.



Dripless foam. Dribbless foam.



All with indispensible instructions on self-defense.



(ANNOUNCER:) This man's got trouble. Trouble because he used too much of a new after shave called HAI KARATE.



That's why we have to put instructions on self-defense in every HAI KARATE package.



Turns into a soothing, cooling lotion.



HAI KARATE. Be careful how you use it.

A REPORT AND A DESCRIPTION AND ADDRESS ADDRESS

### RetroBrands U.S.A.

#### **Full Color Logo Guidelines:**

- Preferred signature logo for print and web.
- Always use logo lockup as shown, with colors indicated
- Logo should not be violated with other graphics or type.

#### **Black and White Logo Guidelines:**

- Use only in limited applications, such as engravings, limited color or challenges in size.
- Logo should not be violated with other graphics or type.



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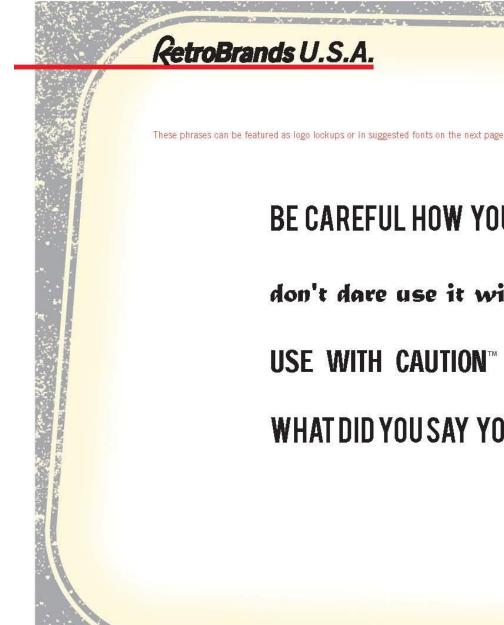
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**BE CAREFUL HOW YOU USE IT**<sup>™</sup>

don't dare use it without memorizing this™

**J3TAGLINE** 

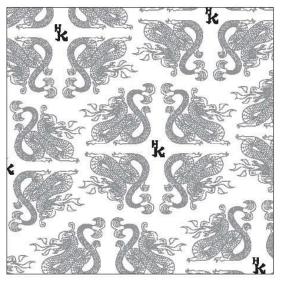
**USE WITH CAUTION**<sup>™</sup>

WHAT DID YOU SAY YOUR NAME WAS?"





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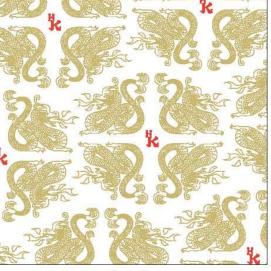
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**05PATTERNS/BORDER** 

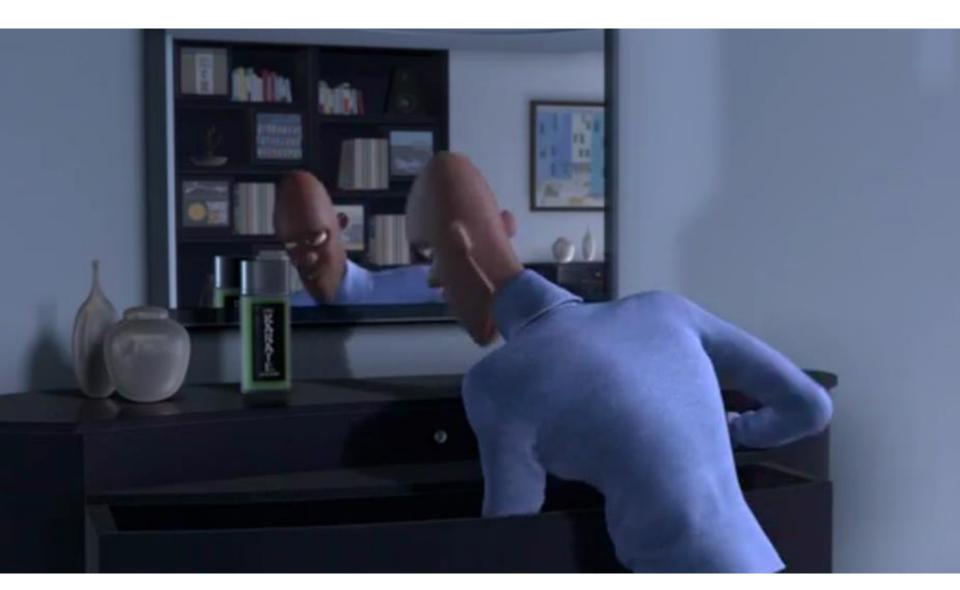
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#### Hit Disney Animated Movie: The Incredible's