

**RetroBrands U.S.A.**

**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

NEWS FLASH!



HAI KARATE  
AFTER SHAVE  
3.4 FL OZ

HAI KARATE  
AFTER SHAVE  
3.4 FL OZ

**REINTRODUCING**  
FOUND ONLY HERE

Shop Men's Grooming

HAI KARATE







# Hai Karate

After Shave Foam, After Shave Lotion, and Cologne

## Don't dare use it without memorizing this:

Here are step-by-step instructions on how to defend yourself from women in case you apply an overdose of Hai Karate.

1. When your girl for even your own sister gets too aggressive one hand, keep your balance at all costs. (If she succeeds in knocking you down, you've had it.)
2. Take a deep breath and push both arms downward vigorously while springing from the knees.
3. Now her build is broken. Get her in a good, tight ball and son tell shock her back to reality with a stern warning such as, "Watch it, Betsy!"

Now Hai Karate After Shave is so powerful that you have to be careful how you use it. It feels so good and smells so great that you can be tempted to splash on a little too much. And that can be hazardous. Your girl, or even your own wife, can lose her head and get a passionate grip on you.



That's why we have to put instructions on self-defense in every package of Hai Karate After Shave and Hai Karate Cologne. And Hai Karate Gift Sets. And even in this ad. If you know what's good for you, you'll memorize them right now.

**HAI KARATE**—be careful how you use it.



**Every Bottle Came with Self Defense Instructions**



## SUPERMISTLETOE

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

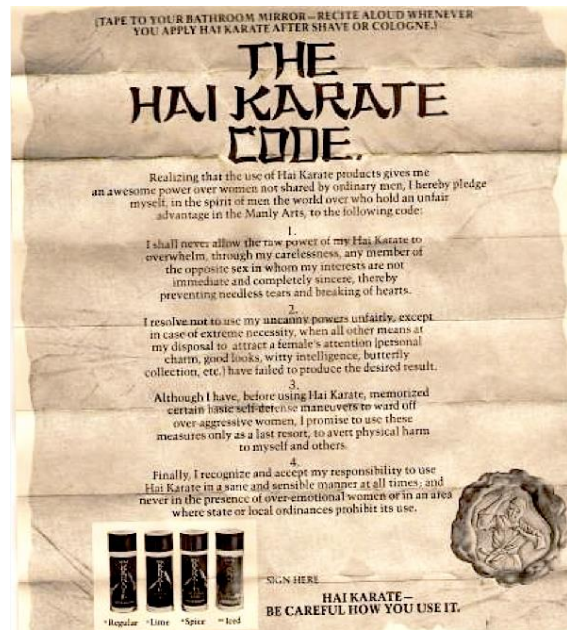
That's why men should ask Santa for Hai Karate® After Shave and Cologne. Hai Karate really works. Sometimes too well. That's why we include instructions on self-defense in every package. Hai Karate. Available in regular, oriental lime and oriental spice. And in attractive gift sets. They're all like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



After Shave and Cologne Gift Sets in regular, oriental lime and oriental spice. Also, regular after shave with soap on a rope.

© 1992 The First & Co., Inc., New York, N.Y. 10007





1977 Photo of Elvis Presley's Bathroom Toiletries

HAI  
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."



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



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



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



Try to tear you apart.



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



HAI KARATE. Fast-breaking  
aerosol after shave foam.



Dripless foam.  
Dribbless foam.



Turns into a soothing,  
cooling lotion.



HAI KARATE. After shave,  
cologne and gift sets.



All with indispensable  
instructions on self-defense.



HAI KARATE. Be careful  
how you use it.

# RetroBrands U.S.A.

## Full Color Logo Guidelines:

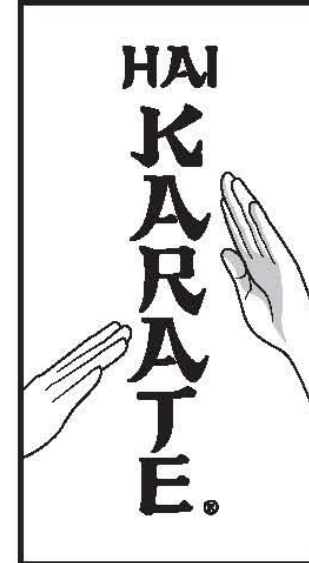
- Preferred signature logo for print and web.
- Always use logo lockup as shown, with colors indicated.
- Logo should not be violated with other graphics or type.

## 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.



HK\_Logo\_Rev



HK\_Logo



HK\_Icn\_01



HK\_Icn\_02



HK\_Icn\_03

01 LOGOS & ICONS

These phrases can be featured as logo lockups or in suggested fonts on the next page.

**BE CAREFUL HOW YOU USE IT™**

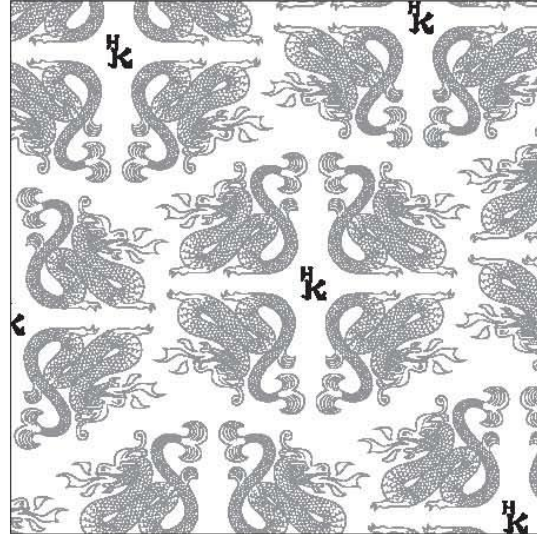
**don't dare use it without memorizing this™**

**USE WITH CAUTION™**

**WHAT DID YOU SAY YOUR NAME WAS?™**



HK\_pat\_01



HK\_pat\_02



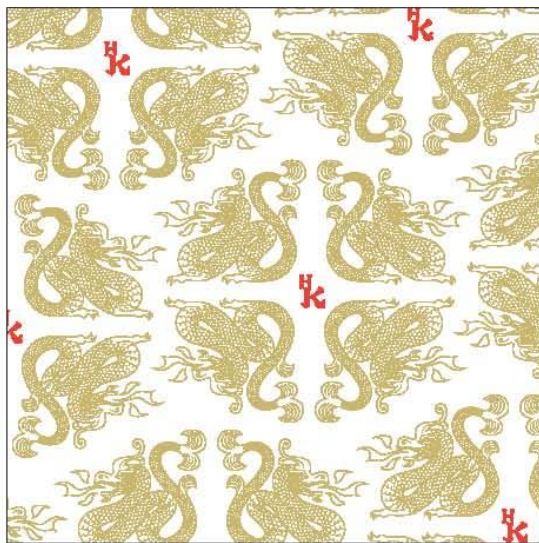
HK\_brdr\_01



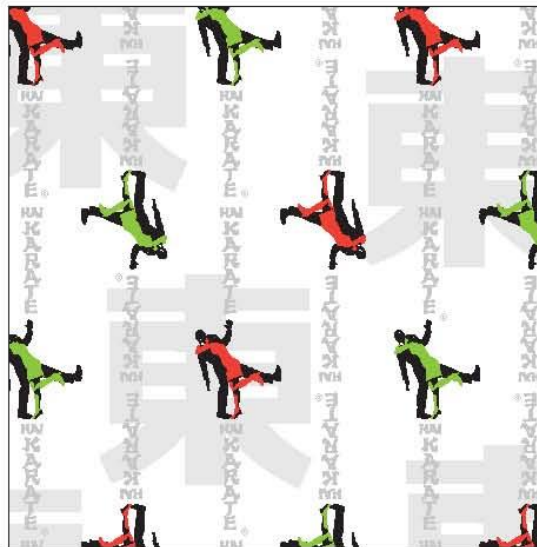
HK\_brdr\_02



HK\_brdr\_03



HK\_pat\_03



HK\_pat\_04

# RetroBrands U.S.A.



HK\_Vig\_01



HK\_Vig\_02



HK\_Vig\_03



HK\_Vig\_04



HK\_Vig\_05

06 VIGNETTES

**RetroBrands U.S.A.**



**08PRODUCT**





**Hit Disney Animated Movie: The Incredibles**