



***Dash***<sup>TM</sup>

***naturally***<sup>TM</sup>

# A Memorable Brand Icon • Dash™

Dash™ was one of the first detergents developed for automatic washing machines. It has a tremendous history and brand identity that still carries on today. It was discontinued in the USA in 1998 but continues to be sold outside the US with sales over \$600 million dollars.



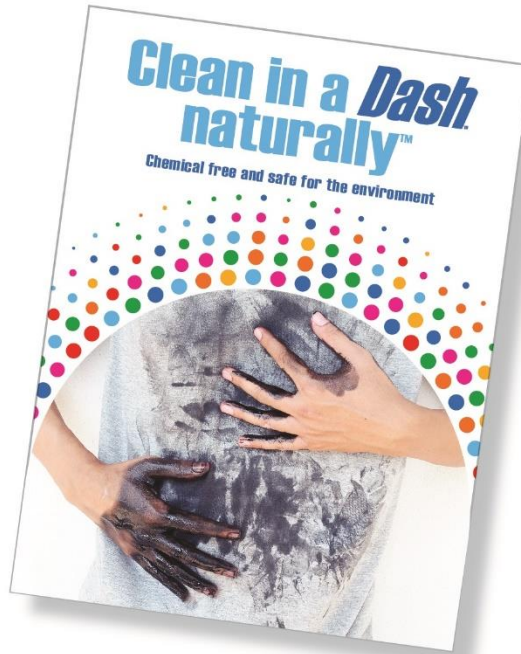
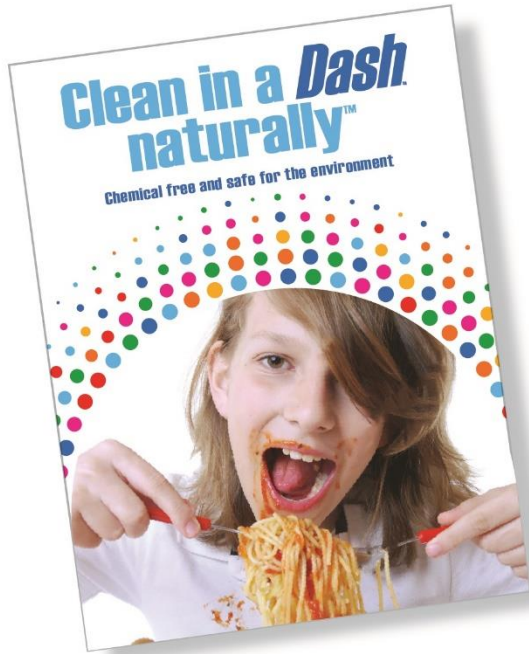


# *It's Time has Come* ●●●●● *Naturally™*

No chemicals ● No artificial dyes or perfumes ● Safe for the environment ● Formulated for sensitive skin



# Cleans in a Dash™ ●●●●● Naturally™





# A Daily Dose of Dash™ ●●●● • Naturally™



The logo features the word "Dash" in a large, bold, blue, italicized sans-serif font. Below it, the word "naturally" is written in a smaller, blue, italicized sans-serif font. The text is centered and surrounded by a decorative pattern of colorful dots in shades of blue, green, orange, pink, and red, arranged in a roughly circular or oval shape.

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**Retrobrands USA LLC - Jeffrey Kaplan, Pres.**

**1771 Blount Road Suite 203**

**Pompano beach Fl. 33069**

**(954) 203 3097**

**[jeff@Retrobrands.net](mailto:jeff@Retrobrands.net)**

**[www.retrobrands.net](http://www.retrobrands.net)**