



# wild stripes

Reliable protection,  
stylish plaster.



# THE EXPERTS IN BRANDING COMMODITIES & SETTING TRENDS





# wild stripes

THE SUCCESS CASE

Sales above established brand in shelf during launch phase (+62%)

15+ Mio. plasters sold within 6M

10+ clients across Europe

Brand launched in 5 countries

4.5K+ POS activations



## CONSUMER INSIGHTS

83%

confirm that the range of plasters offered in retail is boring.



84%

confirm that they have bought colourful plasters/with patterns before.



89%

confirm that they would prefer to buy colourful plasters/with patterns.



**wild stripes**

## MISSION

For all genders. For all skin colours. For all adventures.  
Simply for everyone.  
No matter what:



Taking care of cuts and scrapes doesn't have to be boring.

Show your courage with a little style.

We've developed innovative plasters that let you pack your aches and pains in style.

Wild Stripes offers a variety of medical plasters in different sizes that move like a second skin thanks to their thin, flexible fabric and are easy to remove.

# PRODUCT USPS



**Unique & extra soft fabric material\***

**On trend designs**

**Extra absorbent pad**

**Reliable & hypoallergenic glue**

**Painless removal**

*\* Excluding waterproof*



THE CORE PORTFOLIO

EU compliant  
medical device

Skin friendly & hypoallergenic

Super strong hold

Reliable protection  
against dirt & bacteria

Water resistant

Up to 24 h wearing time  
& painless removal



Unique designs

Extra soft & flexible textile fabric

Customized, patented shapes

# wild stripes

## CLASSIC SENSITIVE

*Skin-friendly plasters for the  
protection of small wounds*



EU compliant  
medical device

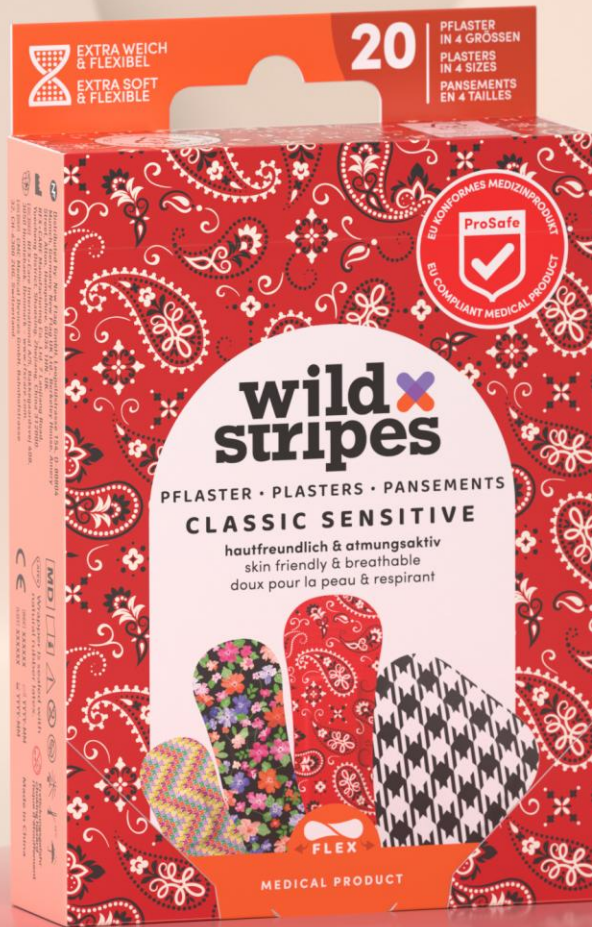
Skin friendly & hypoallergenic

Super strong hold

Reliable protection  
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Water resistant

Up to 24 h wearing time  
& painless removal



Unique designs

Extra soft & flexible textile fabric

Customized, patented shapes

# wild x stripes

## CLASSIC SENSITIVE

*Skin-friendly plasters for the  
protection of small wounds*



EU compliant  
medical device

Skin friendly & hypoallergenic

Ergonomic fit for  
fingers & tips

Super strong hold

Reliable protection  
against dirt & bacteria

Water resistant

Up to 24 h wearing time  
& painless removal



Unique designs

Extra soft & flexible textile fabric

Customized, patented shapes

# wild stripes

## FINGER FLEXI

*Ergonomic fit especially  
suitable for finger injuries*



EU compliant  
medical device

Skin friendly & hypoallergenic

Waterproof  
& extra strong adhesion

Long wearing time even  
in constant contact  
with wetness

Super strong hold

Reliable protection  
against dirt & bacteria

Painless removal



# wildx stripes

## WATERPROOF

*Flexible & waterproof plasters  
for the protection of small wounds*

Unique designs

Extra robust & flexible material

Customized, patented shapes



EU compliant  
medical device

Skin friendly & hypoallergenic

Super strong hold

Reliable protection  
against dirt & bacteria

Water resistant

Up to 24 h wearing time  
& painless removal



# wild stripes

## KIDS

*Skin-friendly plasters for the  
protection of small wounds*

Unique designs

Extra soft & flexible textile fabric

Customized, patented shapes



# wild stripes

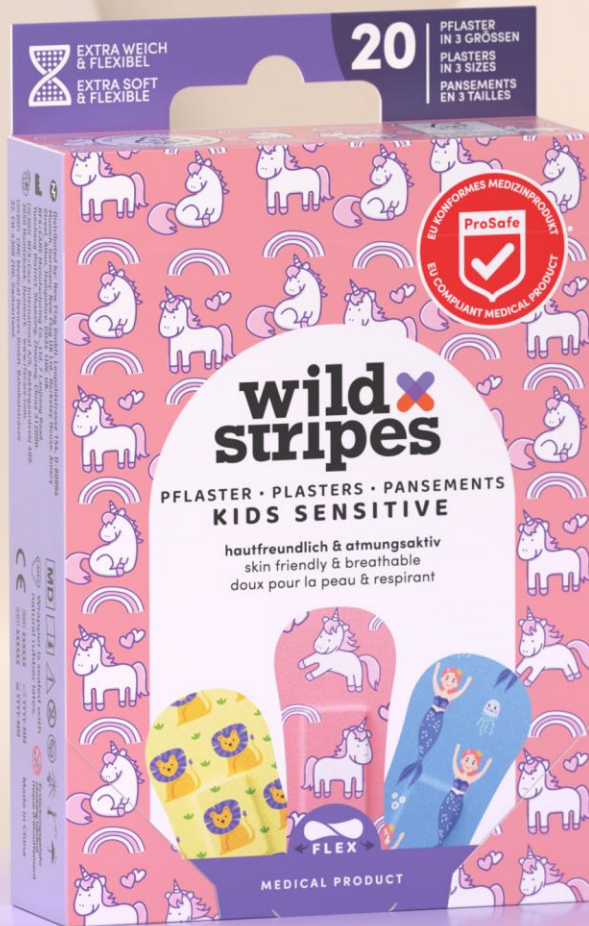
## KIDS

*Skin-friendly plasters for the protection of small wounds*

Unique designs

Extra soft & flexible textile fabric

Customized, patented shapes



EU compliant medical device

Skin friendly & hypoallergenic

Super strong hold

Reliable protection against dirt & bacteria

Water resistant

Up to 24 h wearing time & painless removal



# ROTATION SKU at retail chains

## Drugstore

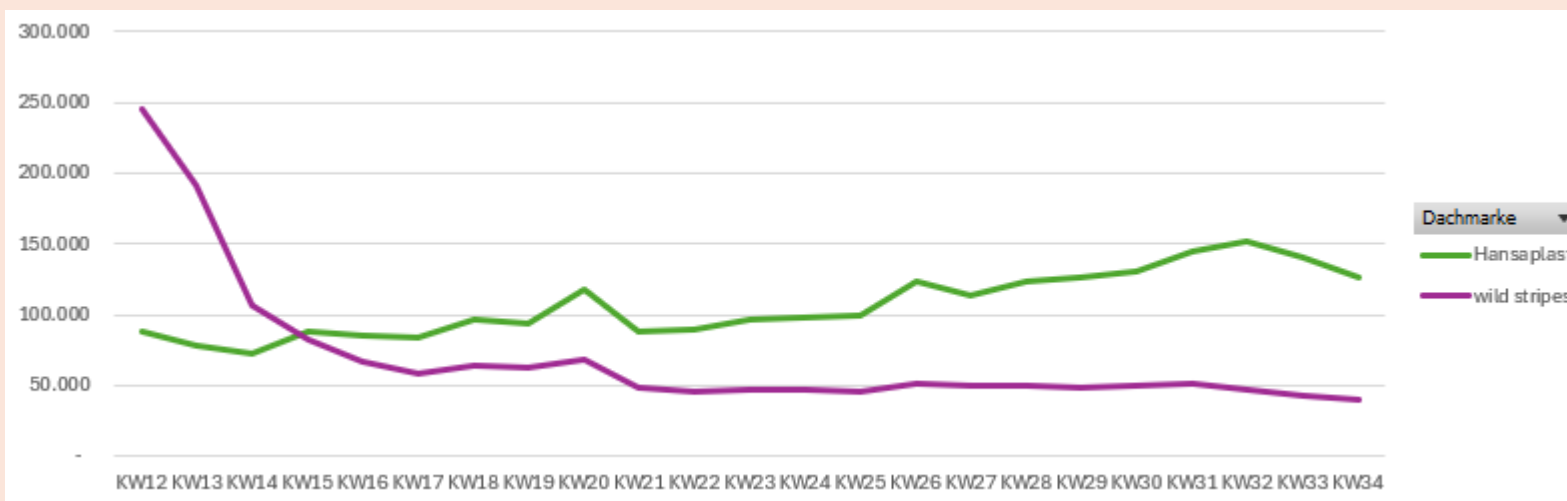
Description	Rotation
Wild Stripes Classic Animal	1.57
Wild Stripes Classic Fashion	0.52
Wild Stripes Kids Fantasy	1.59
Wild Stripes Kids Space	1.16

2100 stores

## Parfumery

Description	Rotation
Wild Stripes Classic Waterproof Rainbow	2.67
Wild Stripes Classic Animal	2.46
Wild Stripes Kids Fantasy	2.37
Wild Stripes Finger Flexy Food	1.98

150 stores



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POS



Table Display



SHELF

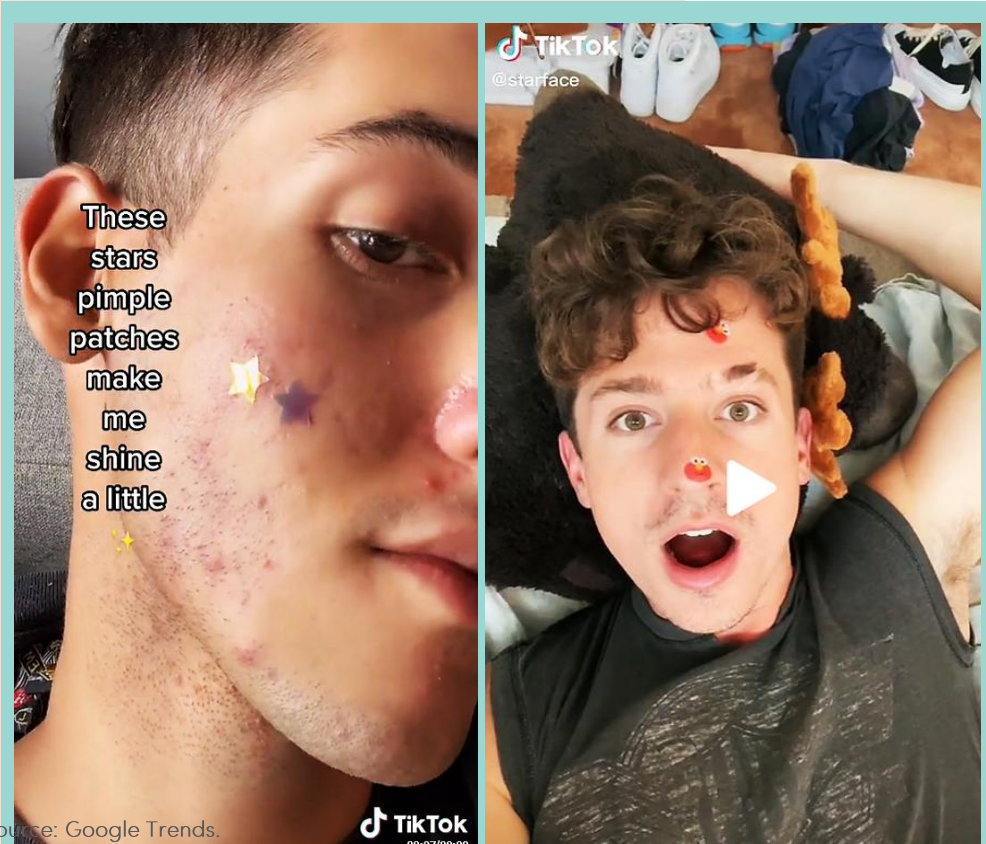
Wobbler, Communication

Floor-Display  
82-er Assortment

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## SOCIAL MEDIA TREND

Plaster & pimple patches are becoming socially acceptable!

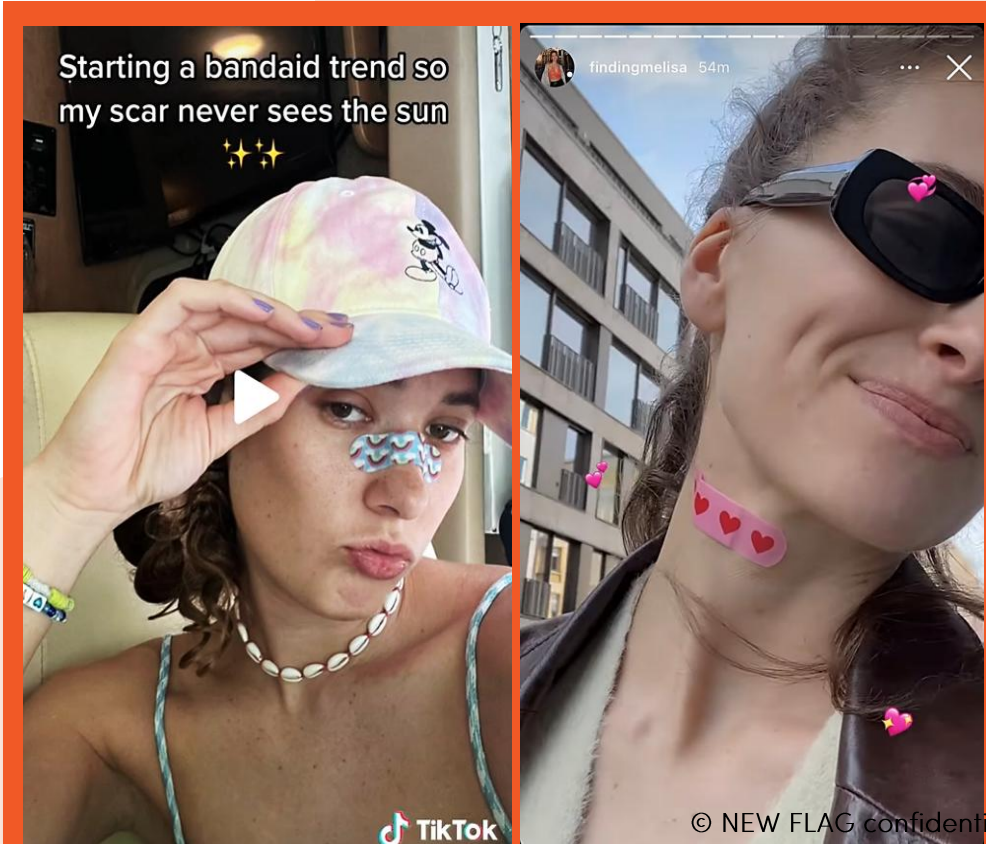


+100% searches for colourful plasters & pimple patches in the last 12 months.

398m views  
#pimplepatches



63m views  
#bandages



EU-compliant medical device

Skin-friendly & hypoallergenic

Super strong hold

Reliable protection against dirt and bacteria

Water resistant

Up to 24 hours of wear & painless removal



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**CLASSIC SENSITIVE  
PASTEL FUN**

20 plasters in 4 sizes



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## CLASSIC SENSITIVE COLLEGE LIFESTYLE

20 plasters in 4 sizes

EU-compliant medical device

Skin-friendly & hypoallergenic

Super strong hold

Reliable protection against dirt  
and bacteria

Water resistant

Up to 24 hours of wear &  
painless removal



© NEW FLAG confidential

EU-compliant medical device

Skin-friendly & hypoallergenic

Super strong hold

Reliable protection against dirt and bacteria

Water resistant

Up to 24 hours of wear & painless removal

Extra size to protect larger wounds



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## KIDS SENSITIVE JUNGLE VIBE

20 plasters in 4 sizes



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EU-compliant medical device

Skin-friendly & hypoallergenic

Super strong hold

Reliable protection against dirt and bacteria

Water resistant

Up to 24 hours of wear & painless removal

Extra size to protect larger wounds



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## KIDS SENSITIVE ANIMAL FUN

20 plasters in 4 sizes



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## Product Innovations

To further develop the portfolio

New sub-categories

Innovative shapes,  
finishes & ingredients

Reaching new target  
groups

# IMPERFECTION PATCHES



Growing demand for pimple patches in fun colors and shapes – viral trends that are shaking up offline retail.

*No hiding – for more self-confidence and pride!*



Innovative pimple patches for safe and effective healing of impurities.

- Safe & accelerated healing process with hydrocolloid patches.
- Active ingredients such as salicylic acid, tea tree oil or hyaluronic acid.
- Has a preventive effect during healing and supports healing processes.
- Complement your skincare routine for clear, flawless skin.
- Clinically proven to visibly reduce blemishes.

## FACTS

Each set contains 24 pieces  
3 SKUs with different shapes and finishes  
Confirmed availability: Q4 2024 (lead time 5M)



ANTI-PIMPLE PATCHES

Smile Edition

Groovy Edition

Hologramm Edition





With tea tree oil

Immediate punctual help & calming of redness

Dermatologically tested

Made of hydrocolloid

Silicone-free & vegan

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## ANTI-PIMPLE PATCHES

24 Patches in 2 sizes



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## ANTI-PIMPLE PATCHES

24 Patches in 2 sizes



With salicylic acid

Absorbs oil & reduces the appearance of impurities

Dermatologically tested

Made of hydrocolloid

Silicone-free & vegan

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## ANTI-PIMPLE PATCHES

24 Patches in 2 sizes



With hyaluronic acid

Soothes the skin & protects against contamination

Dermatologically tested

Made of hydrocolloid

Silicone-free & vegan



# ANTI-PIMPLE PATCHES



24 Patches each | 8 per unit

# MOUTH & NOSE TAPES



Impairment of quality of life due to difficult breathing and associated reduction in well-being.

*Not just a viral trend – but better sleep & athletic performance!*

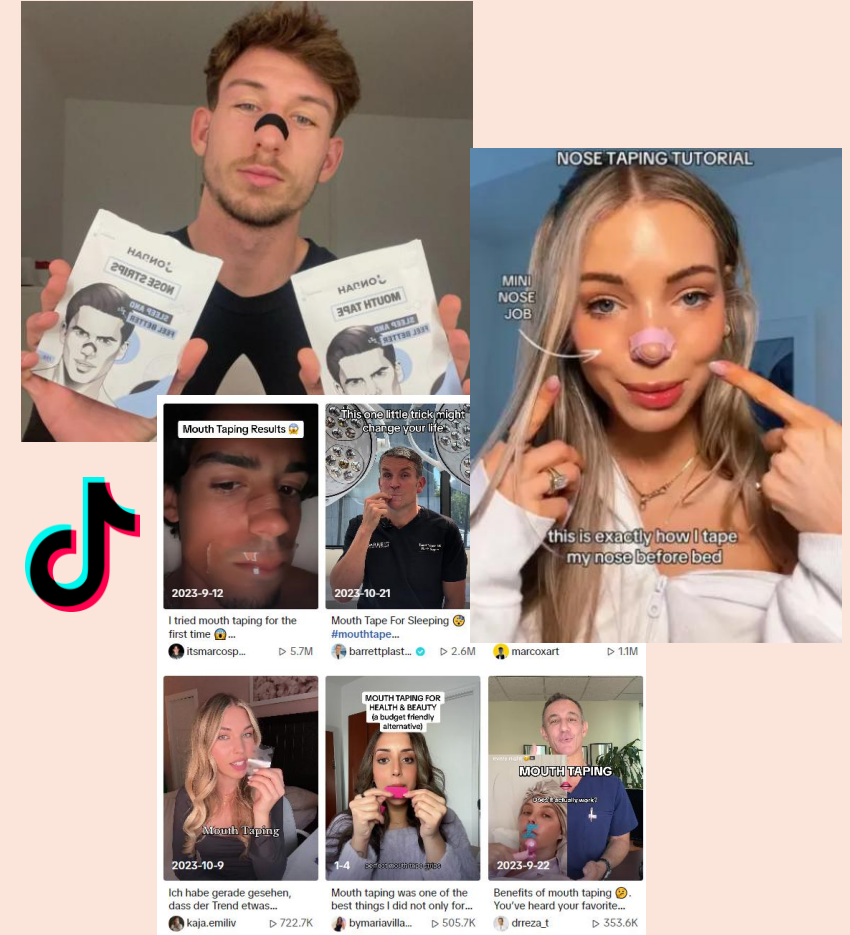


Flexible, skin-friendly patches (with active ingredients TBD) in innovative forms for improved breathing and recovery at night.

- Mouth taping: Promotes nasal breathing and restful sleep, without snoring.
- Nasal Patches: Help open and widen the airways to facilitate breathing. Reduces nasal congestion, such as those with allergies or colds.
- Improve athletic performance by increasing airflow and oxygenation.
- Confirm results through extensive research and testing.

## FACTS

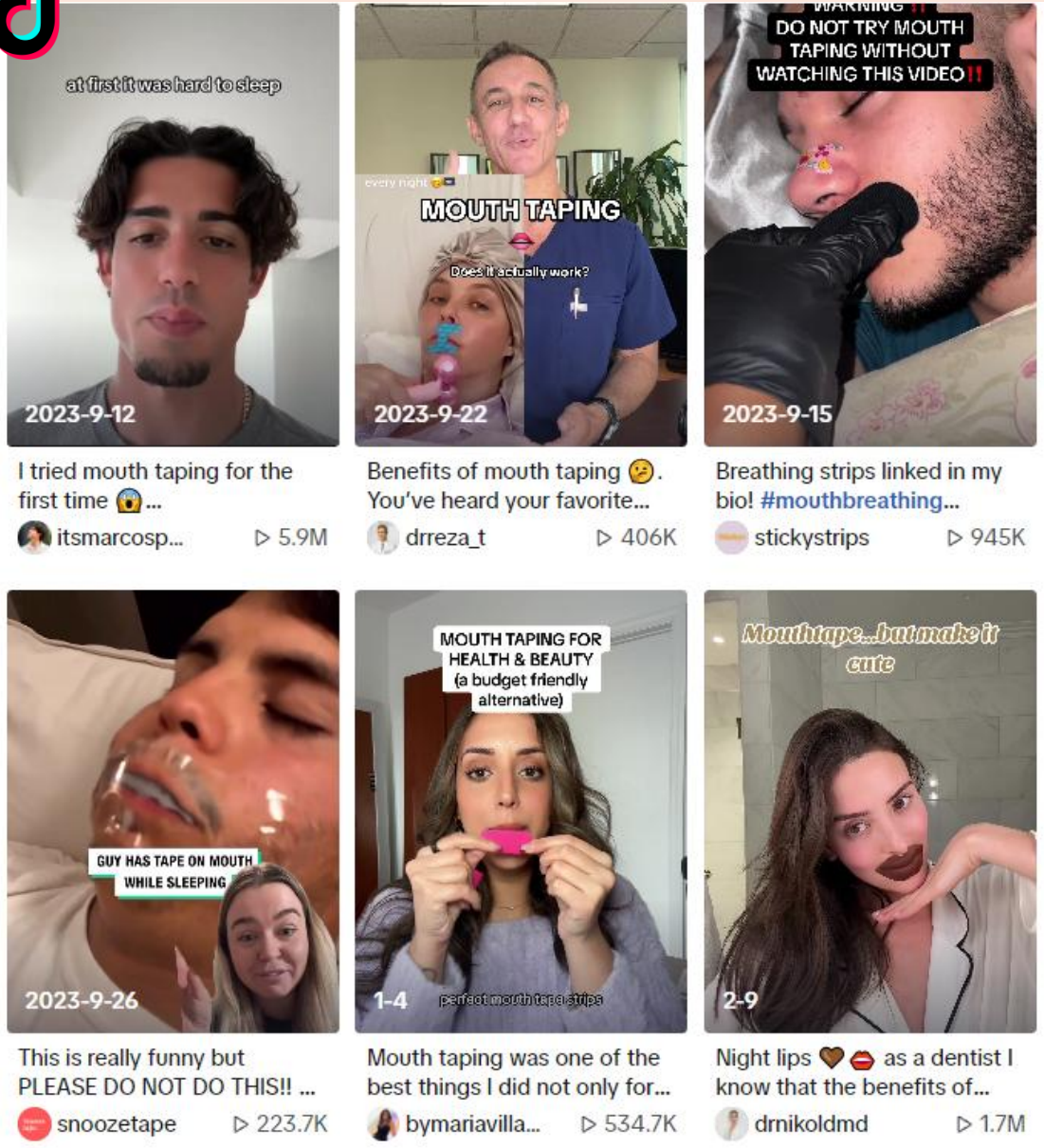
Each set 20 pieces  
1 set each for nose and mouth



# MOUTH TAPES



Not just a viral trend – but better sleep & athletic performance!



+60% searches for Mouth Tapes worldwide (2024 vs. 2023)



Viral videos with +5.9 million views of the top posts  
Educational content & testimonials



+100K posts with #mouhtapes  
Increasing number of online brands actively engaged in paid advertising

+1566% Oral Plaster Search Volume (2020-2024)



2 of the top 10 products in the Respiratory Aids & Nasal Strips category are mouth patches. The other 8 products are nasal strips, which have been established in the market for some time.

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## MOUTH TAPES

20 Tapes in 2 Formen



Facilitates nasal breathing

Reduces snoring

Improves sleep

EU-compliant medical device



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## NOSE STRIPES

12 Strips in 2 Designs

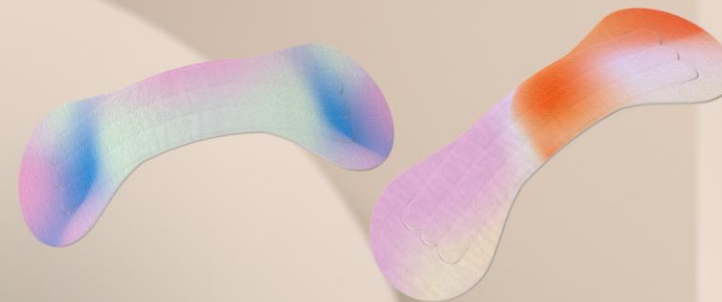


Easier breathing when sleeping & exercising

Reduces snoring

Improves sleep

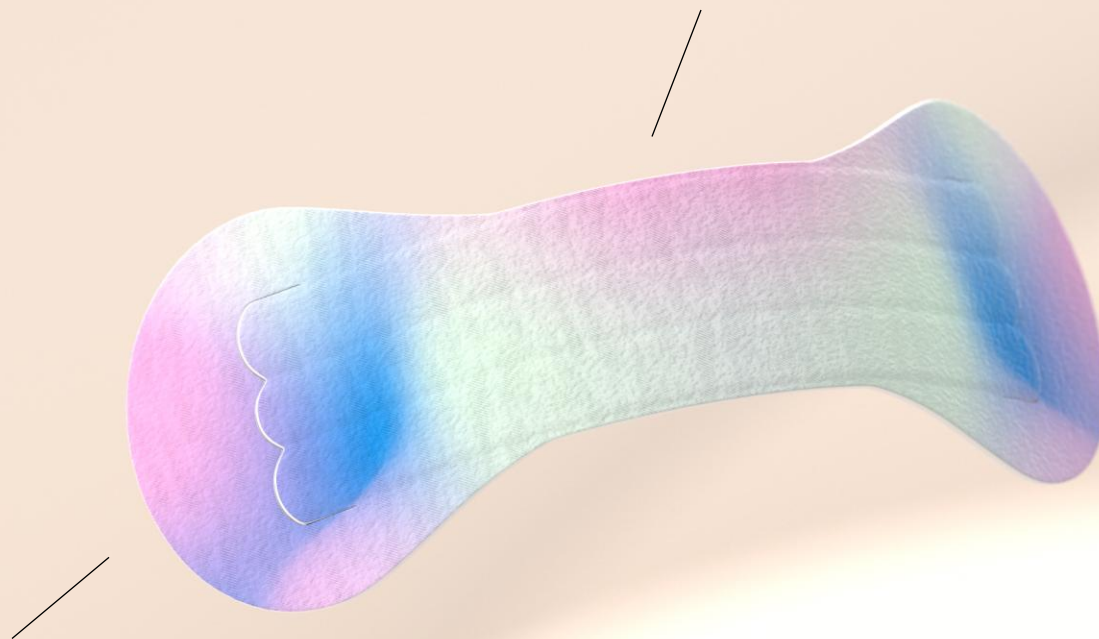
EU-compliant medical device



# NOSE STRIPS



REINFORCEMENTS FOR A  
BETTER GRIP



CUT-OUTS FOR A  
BETTER FIT

# Travel Essentials



Small mishaps also happen when traveling. Suitable plasters and bandages are often not immediately available or sorted in one place.

*Different packaging when traveling and boring motifs are old news!  
The indispensable companion for every trip!*



The Travel Essential Kit contains many necessary products to protect smaller and larger wounds while traveling – smartly packaged suitable for on the go.

- Fast first aid for minor injuries such as cuts, scratches or burns.
- Skin cleansing wipes and swabs help keep wounds clean and minimize the risk of infection to prevent complications.
- Saves space and weight in luggage, as there is no need to carry additional products

## FACTS

- Set of 1 elastic bandage 4mx6cm, 2 pcs burn pad, 4 x skin cleansing wipes, 2 x cellulose swabs, 12 pcs plasters (3 sizes)
- Resealable packaging, suitable for transport
- Confirmed availability: Q4 2024 (lead time 4M)



# TRAVEL ESSENTIALS KIT



Ideal for on the go  
and when traveling

All essentials in one  
handy box

EU-compliant  
medical products



ELASTIC  
BANDAGE



BURN WOUND  
LINT PADS

SKIN CLEANSING WIPES



DRY SWAB



## CLASSIC SENSITIVE – 1 METER STRIPE



Wounds are as individual as the stories they tell. Products that can be individually tailored have a high relevance among all age groups.

*Plasters in one piece for more flexibility – because more is more!*



Individually cut-to-size plasters in different patterns with extra soft and flexible textile material.

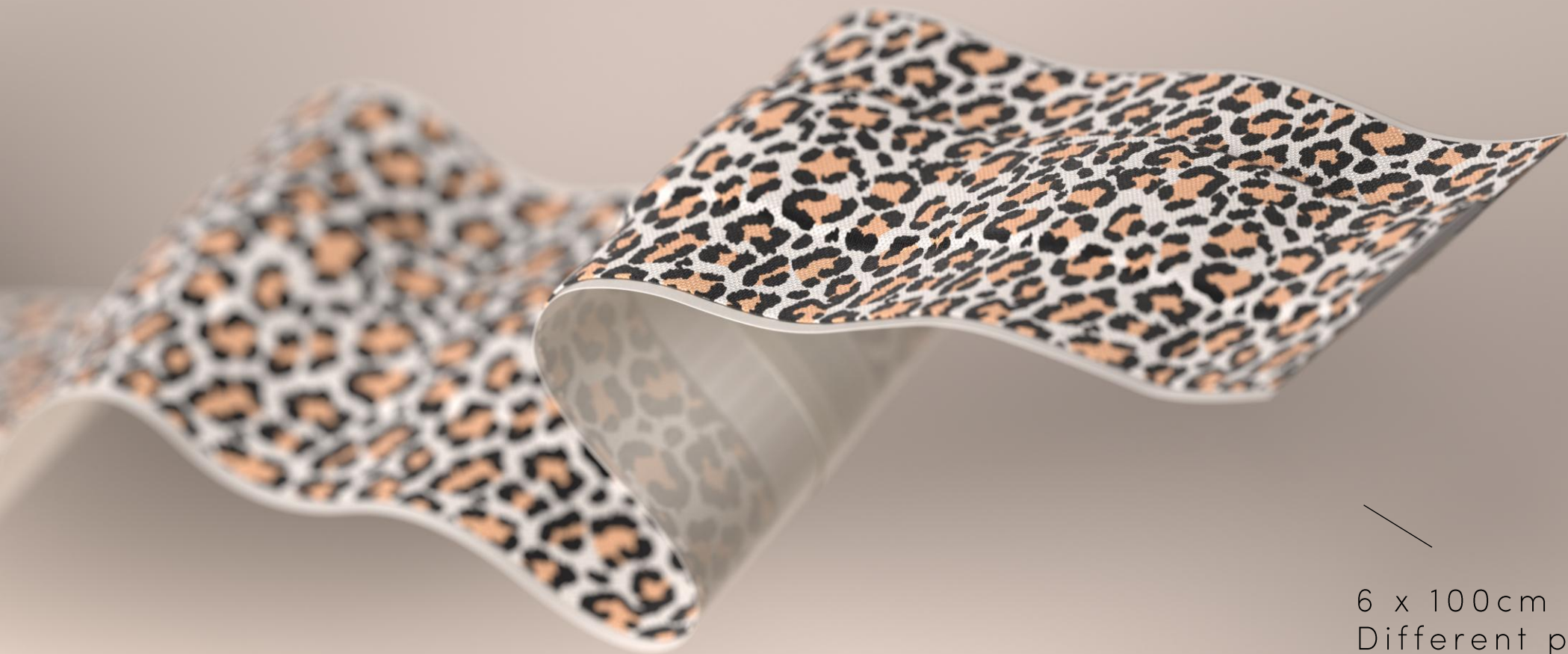
- Water-resistant despite very soft and textile material
- Up to 24 hours of wearing time
- Reliable protection against dirt and bacteria
- EU-compliant medical device
- Unique designs
- Comfortable to wear

### FACTS

Each set 1 piece (6cm x 100cm)  
2 sets Kids Sensitive & Classic Sensitive  
Planned availability: Q4 2024 (lead time 3M)



CLASSIC SENSITIVE – 1 METER STRIPE



6 x 100cm  
Different patterns possible

# MOSQUITO BITES



Thoughts of last summer should no longer be characterized by mosquito bites and itching. The demand for simple, effective solutions for all age groups is growing.

*No more itching and scratching in the summer months  
– instead, let's get plenty of sun!*

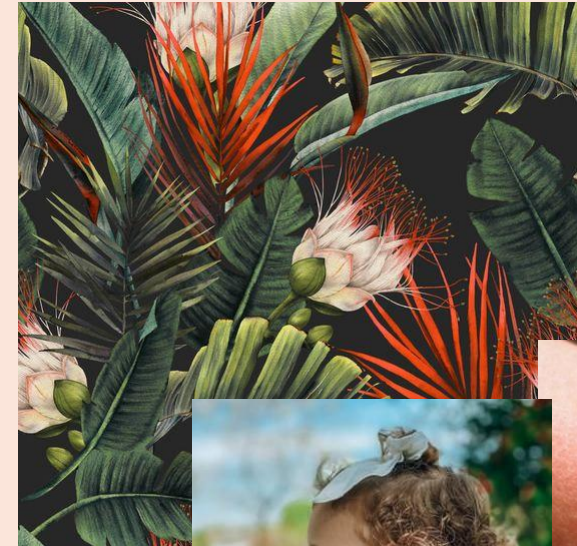


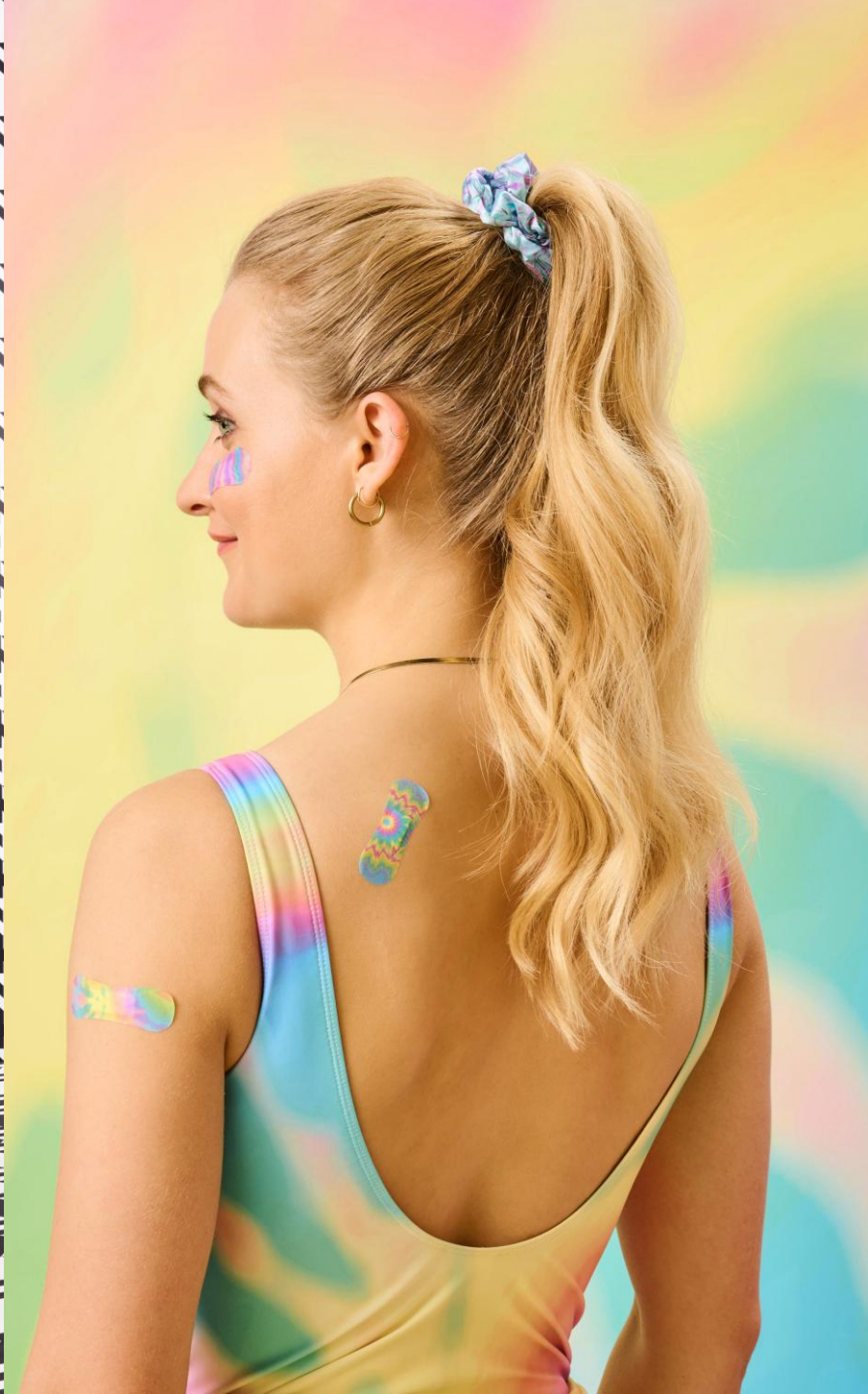
Mosquito repellent plasters for quick relief from bites.  
A combination of healing properties and natural defenses.

- Immediate relief from itching and irritation from mosquito bites.
- Prevents scratching in acute itching.
- Effective, yet sensitively suitable for use with children.
- Proactive protection against future mosquito bites through active ingredients and fragrances.
- Tested and researched in entomology and dermatology.

## FACTS

Each set 24 pieces  
2 sets Kids Sensitive & Classic Sensitive  
Planned availability: Q1 2025 (lead time 4M)





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Reliable protection,  
stylish plaster.

