

Band-Aid

WINNER PLASTERS/ADHESIVE BANDAGES



“A well-known brand with a range of great products.”

MALE, 18-24,
WESTERN AUSTRALIA

“Has become a household name for first aid.”

MALE, 30-34,
NEW SOUTH WALES

“A high quality product with an excellent reputation.”

FEMALE, 60-64,
QUEENSLAND

BAND-AID®
BRAND ADHESIVE BANDAGES

YOU KNOW YOU HAVE THE TRUST of the public when your brand name is more popular than its generic term. Synonymous with first aid, the name ‘Band-Aid’ is a catchphrase used by Australians in everyday language when referring to adhesive bandages.

Not only has Band-Aid resonated with consumers for almost 100 years as a quality brand offering steadfast and safe solutions, but its extensive product range and ongoing innovations make it an obvious choice. Recent innovations in the Band-Aid range include the new Advanced Healing series. Acting like a second skin, it uses hydrocolloid technology to support the natural moisture balance of the skin and is designed to heal minor cuts and scrapes faster than ordinary bandages.

And while the brand has the most advanced ways of keeping cuts clean and getting scrapes protected

fast for older Australians, its unique marketing opportunity to partner with Disney means it has the little folk covered, too. Mums and dads can transform moments of hurt into moments of healing instantly with a decorative Disney character Band-Aid. Who would ever have thought that a scraped knee could turn into something fun and exciting?

● www.band-aid.com.au



Always read the label. Follow the instructions for use.