

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 August 2007 (16.08.2007)

PCT

(10) International Publication Number
WO 2007/092484 A1

(51) International Patent Classification:
B65D 33/00 (2006.01)

(21) International Application Number:
PCT/US2007/003232

(22) International Filing Date: 5 February 2007 (05.02.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/764,893 3 February 2006 (03.02.2006) US

(71) Applicant (for all designated States except US): **THE PROCTER & GAMBLE COMPANY** [US/US]; One Procter & Gamble Plaza, Cincinnati, OH 45202 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **ZIMMER, Gregory, Alan** [US/US]; 808 BERRY STREET, #480, Saint Paul, MN 55114 (US). **KELLY, Amy, Schroeder** [US/US]; 4609 Hampton Pointe Drive, Cincinnati, OH 45248 (US).

(74) Common Representative: **THE PROCTER & GAMBLE COMPANY**; HUGHETT, Eileen, L., Winton Hill Business Center, 6110 Center Hill Road, Cincinnati, OH 45224 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

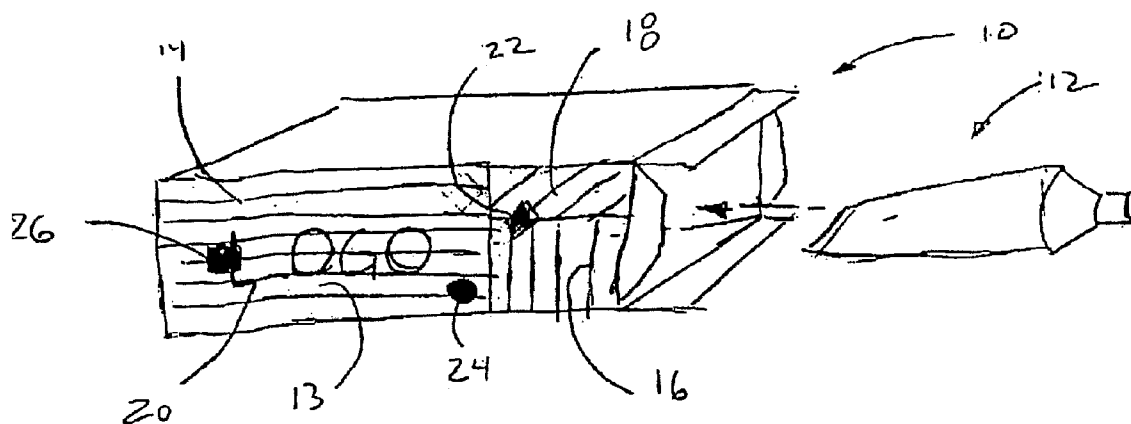
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: ORAL CARE PACKAGES AND ARRANGEMENTS THEREOF



(57) Abstract: An array of oral care packages is disclosed. The array includes a first group of display packages and a second group of display packages. Each display package of the first group is for a distinct oral care product, and each of the display packages of the first group have a first package characteristic and a logo. Each of the display packages of the second group include the logo and a second package characteristic distinct from the first package characteristic, and the display packages of the second group do not include the first package characteristic.

WO 2007/092484 A1

ORAL CARE PACKAGES AND ARRANGEMENTS THEREOF

FIELD OF THE INVENTION

The present invention relates to a plurality of consumer packages, and, in one
5 embodiment, to a plurality of oral care packages and arrangements thereof.

BACKGROUND OF THE INVENTION

Current merchandising displays typically shelve and arrange oral care products according
to brand. While color may play a part in the packaging, there is a continuing need to, among
10 other things, provide packaging and arrangements that simplify the presentation of oral care
products to a consumer and/or which permit quicker identification of oral care products intended
for a specific consumer group or for use in a particular regimen or benefit area.

SUMMARY OF THE INVENTION

15 An array of oral care packages is disclosed. The array includes a first group of display
packages and a second group of display packages. Each display package of the first group is for
a distinct oral care product, and each of the display packages of the first group have a first
package characteristic and a logo. Each of the display packages of the second group include the
logo and a second package characteristic distinct from the first package characteristic, and the
20 display packages of the second group do not include the first package characteristic. Optionally,
second, third, fourth, fifth, and sixth group of display packages with unique package
characteristics and a logo may also be included. A method of displaying oral care product to a
consumer in a retail environment is also disclosed. The method comprises the steps of providing
a first packaged oral care product with a first package characteristic, providing a second
25 packaged oral care product with a second package characteristic distinct from said first package
characteristic, providing on each first and second packaged oral care product a logo, and
shelving the first and second packaged oral care products in a retail display environment such
that both the first and second package characteristic and logo are observable by a consumer.

30

DESCRIPTION OF DRAWINGS

Fig. 1 is a perspective view of toothpaste display package of the present invention;

Fig. 2 is an array of display packages arranged in a plurality package groups;

Fig. 3 is a representation of the color wheel;

5 Figs. 4A to 4D are a plurality of display packages of the array of Fig. 2;

Figs. 5A to 5D are a plurality of display packages of the array of Fig. 2;

10 Fig. 6 is a front view of toothbrush display package of the present invention;

Fig. 7 is a front view of a rinse display package of the present invention;

15 Fig. 8 is a front view of a display unit comprising a plurality of display packages and a plurality of package groups.

Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION OF THE INVENTION

20 As used herein, "comprising" means that other steps and/or ingredients can be added. This term encompasses the terms "consisting of" and "consisting essentially of". The terms top, bottom, front, rear, left and right refer to locations on a package with reference to a package oriented as intended at a point of sale.

The present invention may be used with a plurality of consumer products provided by an
25 entity, such as a manufacturer, distributor, or retailer. The present invention may be used in combination with branded (e.g., Crest®, Oral B®, Braun®, Colgate®, etc.) private label, and non-branded products and combinations thereof. While the discussion hereafter will focus on oral care products for simplicity, it is recognized that the present invention may be applied to other consumer products. The oral care products may be provided in a variety of forms,
30 including manual toothbrushes, electric toothbrushes, dentifrices, rinses, denture compositions, floss, whitening products, oral irrigators, etc. Each oral care product may require different packaging shape, size, or functional features due to its associated product form (e.g., the package for a toothbrush is distinct from a package for a rinse). An oral care product may be
35 packaged in one or more packages. A primary package is a package that stores the product, such as a bottle that contains a liquid or a tube that contains a toothpaste. A secondary package comprises one or more primary packages. For example, an outer box or carton may store a tube of toothpaste. The package that is visible to the consumer at the point of purchase is referred to

herein as the display package. The display package may comprise one or more faces, such as a front face, top face, rear face, right face, left face, and bottom face. The display package can be a primary package, a secondary package, or a combination thereof, such as where a primary package is visible through a window in a secondary package. As used herein, "point of sale" refers to point where a consumer selects an oral care product for purchase. Typically, the point of sale is a shelved display within a store.

Referring to Fig. 1, a toothpaste display package 10 comprises a tube 12 of toothpaste and one or more faces, such as front face 13. The display package 10 is a secondary package while the tube 12 is a primary package. The display package 10 may include one or more identifying package characteristics. Identifying package characteristics may include, but are not limited to, colors, text, symbols, and the shape of a package or labels disposed thereon. Identifying package characteristics are those characteristics that, in the eye of an ordinary observer giving such attention as a purchaser usually gives, represent a noticeable visual element that differentiates one package from another.

For purposes of discussion, the display package 10 may include identifying package characteristics in the form of a first field 14, a second field 16, a third field 18, a logo or brand name or identifier 20 (e.g., Crest®, Oral B®), a first symbol 22, a second symbol 24, and a third symbol 26. The symbols may be textual, graphical, or combinations thereof. As will be appreciated, display packages of the present invention may include more than or fewer than the identifying package characteristics shown in Fig. 1. The first, second, and third fields represent distinct spaces and may comprise of distinct colors or combination of colors. As used herein, the term "distinct" is intended to refer to a difference that, in the eye of an ordinary observer giving such attention as a purchaser usually gives, the difference is sufficient to differentiate one package from another or one feature or identifying package characteristic from another.

Referring to Fig. 2, a plurality of display packages having first and second fields 14 and 16 are shown. A border may be provided between the first and second fields. The border may or may not be the same between the display packages of a single package group and, further, may or may not be the same among display packages of a plurality of package groups. Referring to Figs. 5A to 5D, the border is illustrated as the same among the display packages of the package group 280 in order to aid in the visual identification of the package group 280.

While display package 10 is illustrated as having three fields, it will be appreciated that more than, or less than, three fields may be provided. One or more fields may form at least about 10%, 15%, 20%, 25%, 30%, 35%, 40%, or 45% and/or less than about 80%, 70%, 60%, 55%, 50%, 45%, or 40% of a display package or a face of a display package. The fields (as well as other identifying package characteristics), of the display package may be used to: 1) provide visual connectivity between groups of related display packages, or package groups, so that related oral care products can be more easily identified by a consumer at the point of sale, and/or 2) provide a visual cue to a consumer at the point of sale as to which group of display packages relate to a particular characteristic of a consumer. In one embodiment, at least one identifying package characteristic of the display packages within a single package group is the same, or substantially so, and distinct from the identifying package characteristics of other package groups.

For instance, the consumer characteristic may include age, physical developmental state (e.g., child, adult, or senior), a common oral care need of a consumer, or approach to oral care by a consumer. Age may be separated into greater than about 0, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 25, 30, 35, 40, 45, 50, and 55 years of age and/or less than about 90, 80, 70, 65, 60, 55, 50, 45, 40, 35, 30, 25, 20, 18, 16, 14, 12, 10 and 8 years of age. A common oral care need can relate to one or more actual or perceived oral care needs, such as preventing an oral care condition or treating or improving an existing oral care condition. An approach to oral care by a consumer can also be described as grouping products by benefits provided by the product. Some non-limiting examples of oral care treatment needs include malodor, periodontitis, gingivitis, caries, re-mineralization, sensitivity, tooth shine and tooth whitening. Some non-limiting examples of oral care preventative needs include anti-caries, anti-tartar, anti-microbial, tooth sealing. A consumer characteristic may also relate to the type of oral care product or type of benefit desired that is preferred by the consumer. Benefit areas can include health, beauty, experiential, naturals, or basic, or any combination of benefits. Health benefits can include but are not limited to treatment for sensitivity, gingivitis, cavities, tartar, and plaque. Beauty benefits can include but are not limited to whitening, fresh breath, or extra cleaning such as long lasting clean. Experiential benefits can include but are not limited to unique or new flavors, extra foam, or signals or changes that occur while brushing. Natural benefits can include but are not limited natural ingredients or flavors that deliver a variety of benefits such as health, experiential, and

beauty. For example, a consumer group may prefer oral care products that provide basic benefits, such as cavity prevention, tartar prevention, or basic tooth whitening. Another consumer group may prefer oral care products that provide enhanced or advanced oral care benefits alone or in combination with basic benefits, such as cavity prevention plus breath
5 freshening. Yet another consumer group may prefer oral care products that provided enhanced or advanced health benefits, such as treating tooth sensitivity or antimicrobial benefits. Still yet another consumer group may prefer oral care products that provide advanced or enhanced beauty benefits, such as tooth whitening.

The oral care products are preferably grouped into 2, 3, 4, 5, 6, 7, or 8 consumer
10 categories, wherein each consumer category is directed to a different consumer characteristic. In one embodiment, the oral care products are grouped into five consumer categories based upon life stages (e.g., infants, kids, teens, adult, and seniors). In another embodiment, the oral care products are grouped into six categories: a first category directed to children ages 0 to 6; a second category directed to children 7 to 12; a third category directed to basic oral care benefits;
15 a fourth category directed to enhanced oral care benefits; a fifth category directed to advanced beauty benefits, and a sixth category directed to advanced health benefits. Each consumer category preferably has a distinct package group associated with it so that a consumer can more easily locate and identify each category. The package groups may be arranged as an array on a store shelf. In one embodiment, the package groups are located adjacent to each other such that
20 the package groups form a generally unified display, as shown for example in Fig. 2. In another embodiment, some of the packages groups may be located adjacent to each other while one or more package groups may be separated from the others such that they form separate but related displays. The latter embodiment may be formed, for instance, by a first plurality of package groups arranged on an aisle shelf (or shelves) in a store while one or more package groups are
25 arranged on an end cap in the store separate for the aisle shelf.

Referring again to Fig. 1, the colors within and/or among the fields 14, 16, and 18 may be related by their position on the color wheel, shown for reference in Fig. 3. For example, the colors might be the primary colors (e.g., red hues, yellow hues, and blue hues), secondary colors (e.g., green hues, orange hues, and violet hues) or tertiary colors (e.g., a mixture of two
30 secondary colors), or any combination of the foregoing. Whites, blacks and grays may also be combined with any colors in any of the fields. A palette of primary colors (with or without

white, black, or gray hues) might be especially useful for a package group that is intended for very young children, such as children age 0 to 6, who can be attracted to such colors. In an alternate embodiment, the palette may comprise secondary colors such as green hues, orange hues, and violet hues. A palette of secondary colors and or tertiary colors might be especially
5 useful for a package group that is intended for older children, such as ages 7 to 16, where such colors relate to that stage of development (i.e., one of exploration). As will be appreciated, the palette of a display package may include colors that do not share the same relationship on the color wheel. For instance, a display package having primary colors as the dominant colors of the display package might also incorporate secondary colors as subordinate colors.

10 Fields within a package group may share one or more field characteristics that are associated with the field. Field characteristics may also be considered a type of identifying package characteristic herein. For example, field characteristics can include, but are not limited to, the color scheme (e.g., monochromatic colors, analogous colors, complimentary colors, primary colors, secondary colors, tertiary colors, color gradations, color saturation, and color
15 value), size of the field, shape of the field, location of the field, nature and type of textual identifiers within the field, etc. Monochromatic colors are one or more colors within the same color family, or substantially so, but with differing saturation (i.e., intensity of the color or how little or much gray a color contains) or value (i.e., the lightness or darkness of the color) between them. Examples of monochromatic, or substantially so, fields are shown in Figs. 4A to 4D. As
20 can be seen in Figs. 2 and 4, display packages within the same package group 28 might utilize monochromatic fields in the same or similar location on each display package, but the color family or hue are different between the display packages of the package group 28 to differentiate between different oral care products within that package group. Oral care products may
25 considered different by virtue of having different Stock Keeping Unit numbers (SKUs), formulations, compositions, product configurations, and combinations thereof. For instance, the oral care product of display package 10 may have a different SKU and/or formulation from the oral care product of display package 110. The hue for each similarly situated field of a display
30 package in a package group may also be related. For example, red and blue are primary colors. In combination with gray, these colors can provide a consistent look and feel for different display packages with the same package group so that a consumer can identify the package group as related and therefore are directed to a common consumer category. Further, the use of

primary colors can be a visual cue that the package group is further directed to basic oral care benefits as may be implied by the monochromatic nature of the colors with the fields.

Referring again to Figs. 4A to 4D, a field 14 can be provided that is graduated from a first color to a second color. In Fig. 4A, the field 14 is graduated from a blue hue to a white hue. Alternatively, the field 14 could be graduated from a red hue to a white hue or any other combination of colors. The field 14 may be the same or different between the display packages of a single package group. The fields 14 are shown, for purposes of discussion, as the same among the display packages of the package group 28. The field 14 may further be associated with a logo 20, such as Crest®.

As seen in Figs. 5A to 5D, a second package group 280 can contain a different field 114 having a color gradation from a first color to a second color, in the same or similar location as the field 14 of the package group 28 in Fig. 4. The colors of the fields 416, 716, 916, and 1116 of the second package group may be different from the colors of the similarly located fields 16 to 316 of the first package group in Fig. 4. A field may extend from the top to bottom, or partially or substantially so, of a face or a field may extend from left to right, or partially or substantially so.

In addition to color, text font size, weight, and type may be used to provide a particular look and feel for a package group. Referring again to Figs. 4A to 4D, the fields 16 to 316 contain a primary textual identifier 22 to 322 (e.g., tartar, cavity, whitening, etc.), wherein the textual identifier describes an attribute of the oral care product and has the same, or similar, font type and/or size between the packages of the package group 28. Textual identifiers of different display packages that are disposed at the same, or similar, locations of a display package may communicate related information, such as an oral care benefit or aesthetic feature of an oral care product. Such related textual identifiers may be placed within fields that are also related among the display packages of a particular package group. In Figs. 4A to 4D, textual identifiers 22 to 322 having the same font type, weight and size and which communicate an oral care benefit are disposed at the same location on the same face of the display packages, wherein the textual identifiers are juxtaposed within fields sharing a plurality of field characteristics (e.g., monochromatic colors that are related on the color wheel). The textual identifier and the field with which it is associated may also be related. For instance, the textual identifiers "extra whitening" and "dual action whitening" both have a white field color. As used herein, field

color is intended to refer to the dominant background color of a field. A secondary textual identifier can also be provided that is separated in distance and/or grammatically from the primary textual identifier. In one embodiment, “extra whitening” and “clean mint” are primary and secondary textual identifiers. For display package 910 in Fig. 5A, the field color of the field 916 is related to the secondary textual identifier 923, “cinnamon rush”.

Referring to Fig. 6, a toothbrush display package 30 is illustrated. The package 30 includes a back card 32 and a toothbrush 34. The back card 32 can be made from any suitable material, including a paper based material. The toothbrush 34 can be retained in place by a transparent cover that is attached to the back card 32. As will be appreciated, other toothbrush packages can be provided. For example, the toothbrush package 30 might be provided in the form of a carton or box that contains the toothbrush 34. The toothbrush 34 can be an electric or manual toothbrush as is known in the art. The back card 32 has first color 14, a second color 16, and a third color 18. Additional colors may be provided. For purposes of illustration, the first, second, and third fields of the display package 30 are shown as the same as package 10 in Fig. 1. The display package 30 further comprises a first symbol 22, a second symbol 24, a third symbol 26 and a logo 20, all the same as shown in Fig. 1 for package 10.

Referring to Fig. 7, a rinse display package 40 is illustrated in the form of a bottle 44. The package 40 includes a label 42. The label 42 has first field 14, a second field 16, and a third field 18. Additional fields may be provided. For purposes of illustration, the first, second, and third field of the display package 40 are shown as the same as package 10 in Fig. 1. The display package 40 further comprises a first symbol 22, a second symbol 24, a third symbol 26 and a logo 20, all the same as shown in Fig. 1 for package 10.

Referring to Fig. 8, display packages, such as packages 10, 30, 40, 110, 210, 410, 710, and 910 can be arranged in a plurality of package groups 28 and 280. A first package group 28 and a second package group 280 are illustrated for purposes of discussion. The first and second package groups 28 and 280 are arranged on a display unit 52 within a store. The display unit can comprise one or more shelves, such as shelves 60 and 62 which store the display packages. Alternatively, the display packages can be hung on a rear surface 63 of the display unit. While two package groups are discussed herein, it is contemplated that additional package groups can be provided on one or more display units. For example, one display unit might be located on a store aisle while a second display unit may be located on a store aisle end cap.

One or more of the package groups may contain at least about 2, 4, 6, 8 or 10 different oral care products and/or less than about 20, 18, 16, 14, 12, 10, or 8 different oral care products within the package group. For example, while the first package group 28 is illustrated as comprising a dentifrice 10, toothbrush 30 and rinse 40, it may further contain additional
5 dentifrices, rinses, and toothbrushes that are distinct from the dentifrice 10, toothbrush 30, and rinse 40. In addition or alternatively, the first package group 28 might contain other product forms, such as floss, denture compositions, tooth whitening compositions, etc.

The display packages within the first package group 28 have at least 1, 2, 3, 4, 5, 6, 7, 8, 9, or 10 and/or less than about 20, 18, 16, 14, 12, or 10 package identifying characteristics in
10 common. For example, the display packages 10, 30, and 40 in the first package group 28 have the first field 14, second field 16, third field 18, logo 20, first symbol 22, second symbol 24, and third symbol 26. Due to the common or shared package identifying characteristics, a consumer can recognize that the display packages in the first package group 28 are related. Further, the shared package identifying characteristics might also communicate their applicability to a
15 common consumer characteristic. For instance, the first, second, and third fields 14, 16, and 18 might comprise primary colors, such as blue, red, and yellow which might communicate their applicability to children in a first age range (e.g., 0 to 6 yrs of age). Similarly, the first symbol 22 might be an icon or graphic that represents a child within the first age range. Alternatively, the first, second, and third fields 14, 16 and 18 might comprise secondary colors, such as orange,
20 green, and purple which might communicate their applicability to children in a second age range (e.g., 7 to 12 years of age). Similarly, the first symbol 220 might be an icon or graphic that represents a child within the second age range. A third package group (not shown) might be directed to consumers who are interested in superior health-related benefits (e.g., anti-bacterial) while a fourth package group (not shown) might be directed to consumers who are interested in
25 superior beauty related benefits (e.g., advanced whitening). A fifth package group (not shown) might be directed to consumers who are interested in basic or traditional oral care benefits (e.g., anti-cavity or fluoride enhanced toothpastes).

In some embodiments, it might be desirable for an identifying package characteristic to be repeated across a plurality of package groups to illustrate a unified theme among the distinct
30 package groups. For example, the logo 20 might be repeated across a plurality of package groups. Referring to Figs. 4 and 5, a water element, droplets in Fig. 4 and a splash in Fig. 5, is

illustrated. In another embodiment, an identifying package characteristic might be repeated across a plurality of package groups to illustrate common use in a regimen or method of oral care hygiene. For example, in certain instances it may be desirable for a consumer to be able to quickly locate different oral care products, such as a toothpaste, toothbrush, and rinse, that might be suitable for use with sensitive teeth but which are distributed in more than one package groups or which might not be co-located spatially but be present in the same package group. A common package identifying characteristic, such as second symbol 24, might be used to signal to the consumer that those products should be purchased and used together as part of a regimen.

In order to further assist a consumer in identifying or locating a package group, an identifier 64 or 66 (shown in Fig. 8) might be placed near the package group, such as groups 28 and 280, to assist with identifying the location of the package group. The identifier can be in the form of text, graphics, or combinations thereof. Further, the identifier might incorporate some of the same package identifying characteristics as provided in the display packages of its associated group. For example, the identifier 64 might incorporate one or more of the first, second, and/or third fields 14, 16, and 18. In addition, an informational display 68 might be provided adjacent one or more package groups. The informational display 68 can contain useful information for a consumer concerning the oral care products, their use, or oral health related information for the consumer of its associated package group. For example, if the second package group 280 is directed to oral care products for use by children ages 0 to 6, the informational display 68 might contain textual and/or graphical information concerning oral hygiene for children in this age group, textual or graphical information concerning the oral care products in the second package group and their use by children ages 0 to 6, or dispense coupons related or related promotional information associated with the second package group 280. The informational display 68 can be provided in the form of an interactive display. For instance, the informational display might include a battery powered display having a screen.

All documents cited in the Detailed Description of the Invention are, are, in relevant part, incorporated herein by reference; the citation of any document is not to be construed as an admission that it is prior art with respect to the present invention. To the extent that any meaning or definition of a term in this document conflicts with any meaning or definition of the term in a document incorporated herein by reference, the meaning or definition assigned to the term in this document shall govern.

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is significant to note that any of the features, aspects, or details of any method and/or product described
5 herein can be combined, either entirely or partially, with any other feature, aspect, or detail of one or more other methods or products described herein. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. An array of oral care packages, comprising:

a first group comprising a plurality of display packages, wherein each display package of said first group is for a distinct oral care product and wherein each of said display packages of said first group comprises a first package characteristic and a logo;

a second group comprising a plurality of display packages, wherein each display package of said second group is for a distinct oral care product and wherein each of said display packages of said second group comprises said logo and a second package characteristic distinct from said first package characteristic and wherein said display packages of said second group do not comprise said first package characteristic;

optionally, a third group comprising a plurality of display packages, wherein each display package of said third group is for a distinct oral care product and wherein each of said display packages of said third group comprises said logo and a third package characteristic distinct from said first and second package characteristics and wherein said display packages of said third group do not comprise said first and second package characteristics;

optionally, a fourth group comprising a plurality of display packages, wherein each display package of said fourth group is for a distinct oral care product and wherein each of said display packages of said fourth group comprises said logo and a fourth package characteristic distinct from said first, second, and third package characteristics and wherein said display packages of said fourth group do not comprise said first, second, and third package characteristics;

optionally, a fifth group comprising a plurality of display packages, wherein each display package of said fifth group is for a distinct oral care product and wherein each of said display packages of said fifth group comprises said logo and a fifth package characteristic distinct from said first, second, third, and fourth package characteristics

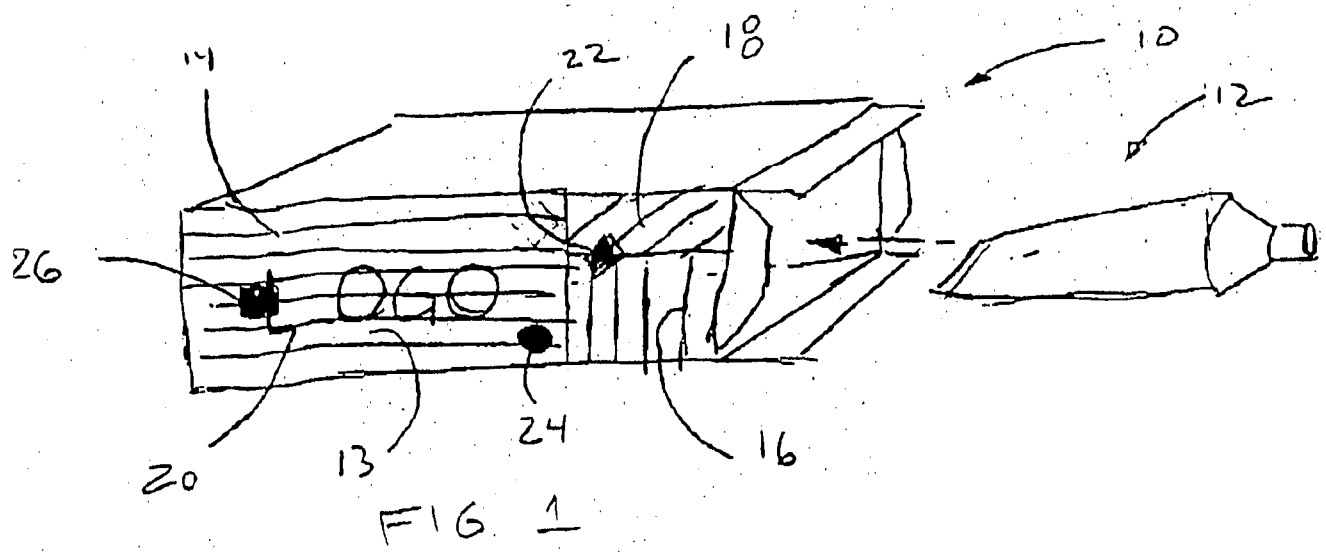
and wherein said display packages of said fifth group do not comprise said first, second, third, and fourth package characteristics;

optionally, a sixth group comprising a plurality of display packages, wherein each display package of said sixth group is for a distinct oral care product and wherein each of said display packages of said sixth group comprises said logo and a sixth package characteristic distinct from said first, second, third, fourth, and fifth package characteristics and wherein said display packages of said sixth group do not comprise said first, second, third, fourth, and fifth package characteristics; and

wherein said first and second groups and optionally third, fourth, fifth, and sixth groups, are arranged in a store display.

2. The array of oral care packages of claim 1 wherein the first group is for basic oral care benefits and the second group is for health benefits.
3. The array of oral care packages of claim 2 wherein the third group is for enhanced oral care benefits.
4. The array of oral care packages of claim 3 wherein the fourth group is for beauty benefits.
5. The array of oral care packages of claim 2 wherein the third group is for natural oral care benefits.
6. The array of oral care packages of claim 2 wherein the third groups is for children.
7. The array of oral care packages of claim 1 wherein the first group and second group are dentifrices.
8. The array of oral care packages of claim 1 wherein the first group is a dentifrice and the second group is selected from the group consisting of toothbrushes, rinses, denture products, floss, and oral irrigators.
9. A method of displaying of oral care products according to claim 1.
10. A method of displaying oral care products to a consumer in a retail environment, the method comprising the steps of:
 - a. providing a first packaged oral care product with a first package characteristic;
 - b. providing a second packaged oral care product with a second package characteristic distinct from said first package characteristic;

- c. providing on each separately-packaged oral care first and second products a logo;
and
- d. shelving the first and second oral care products in a retail display environment
such that both the first and second package characteristic and logo are observable
by a consumer.



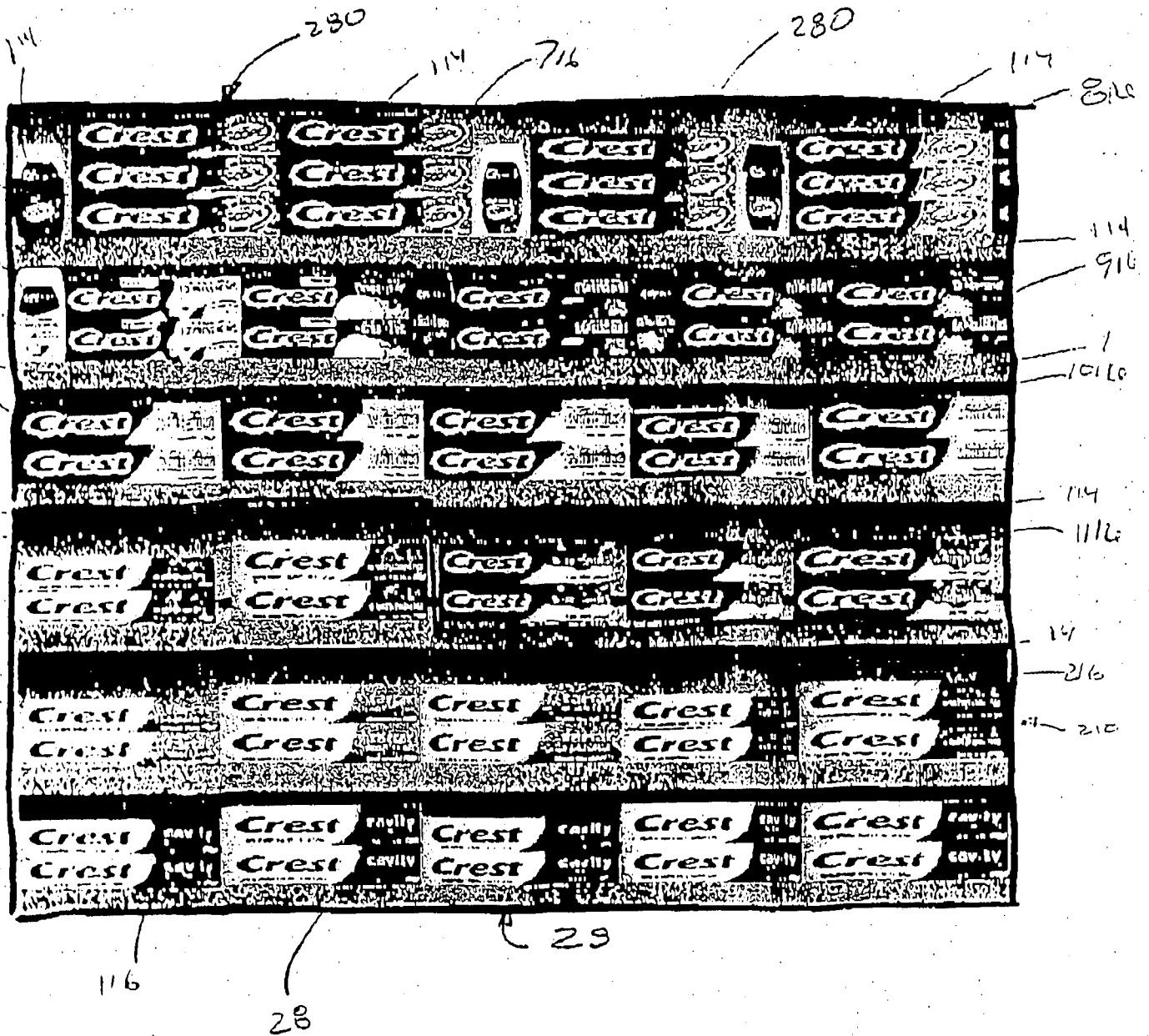


FIG. 2

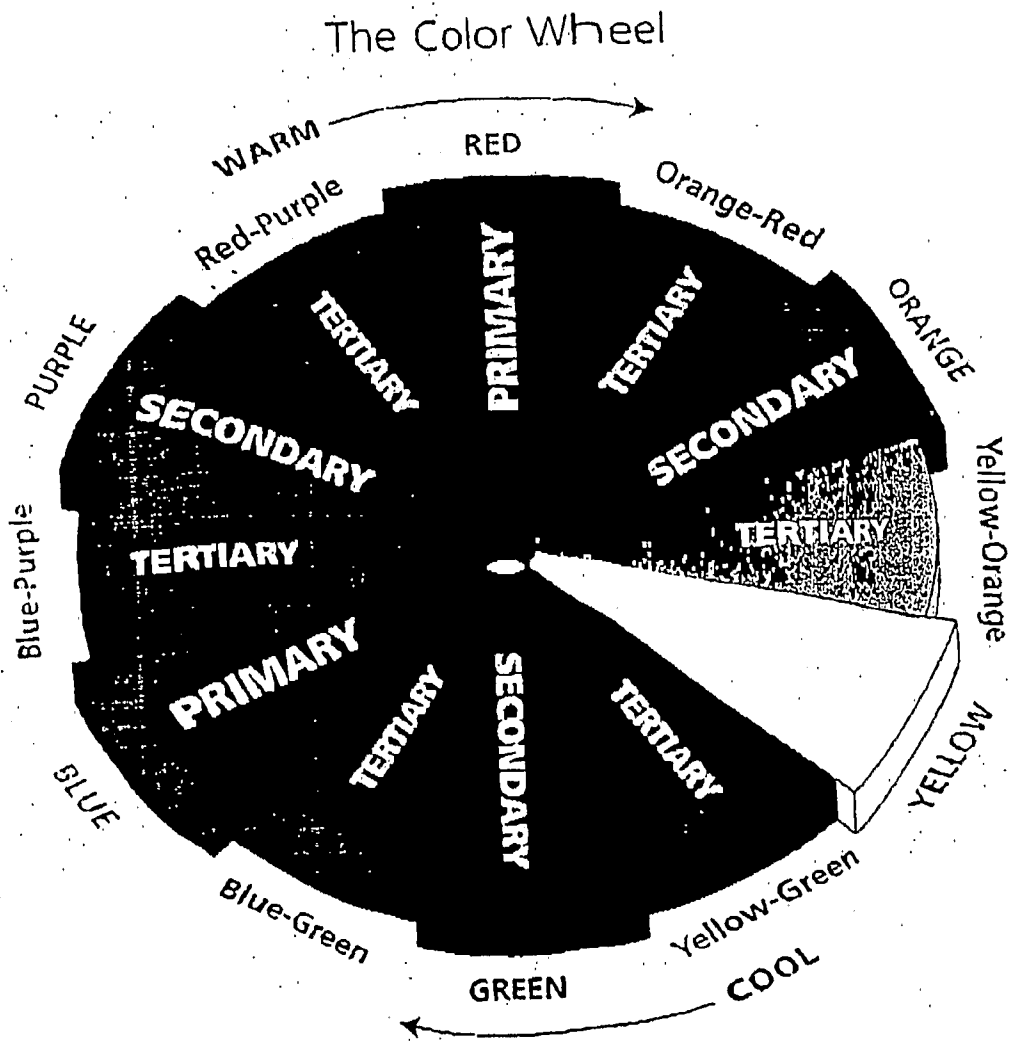
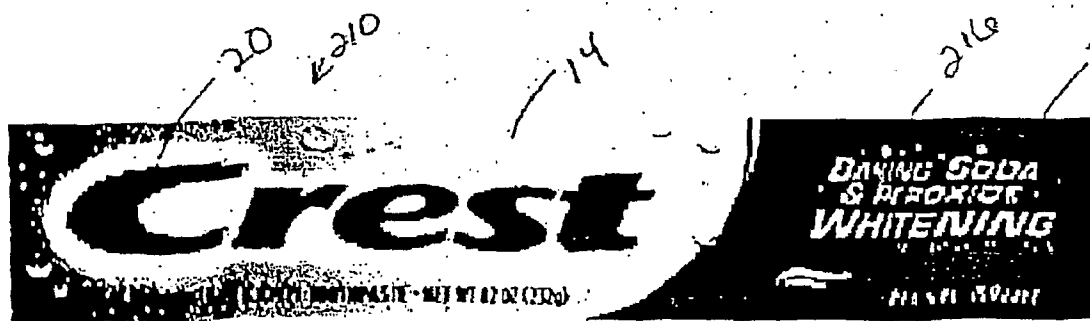


FIG 3



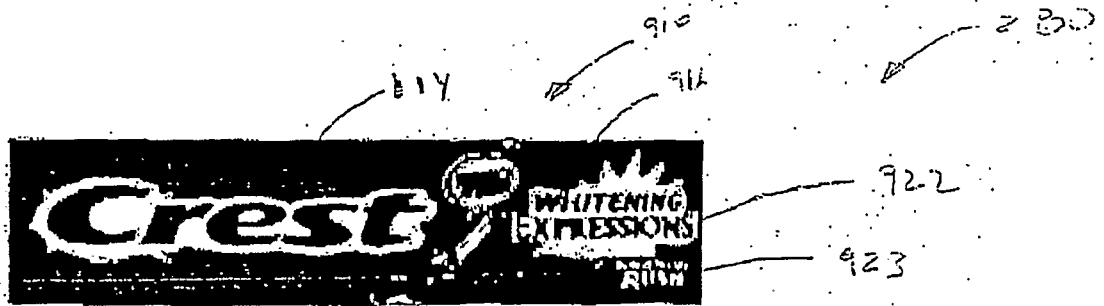


FIG. 5A

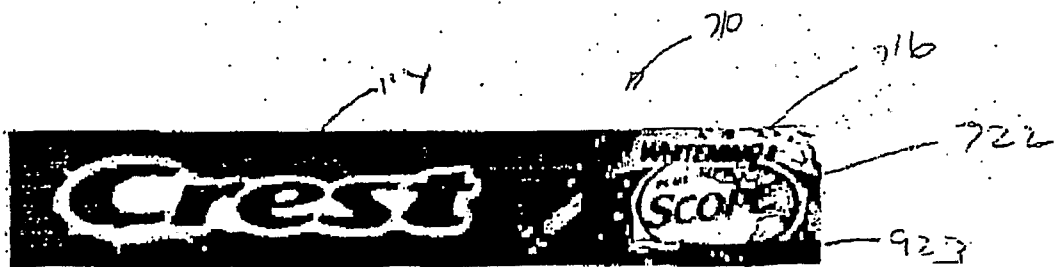


FIG. 5B



FIG. 5C

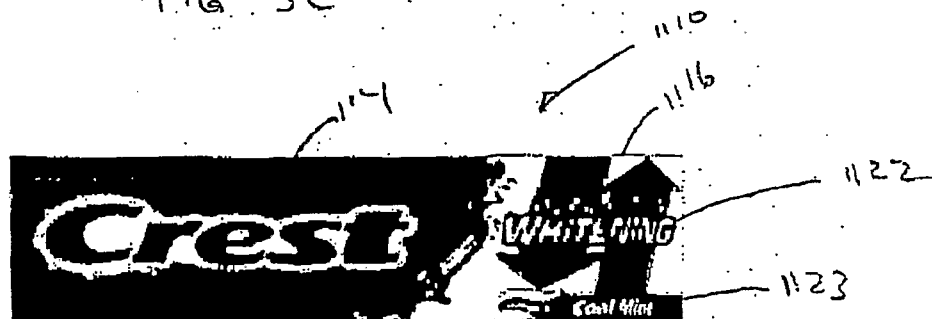
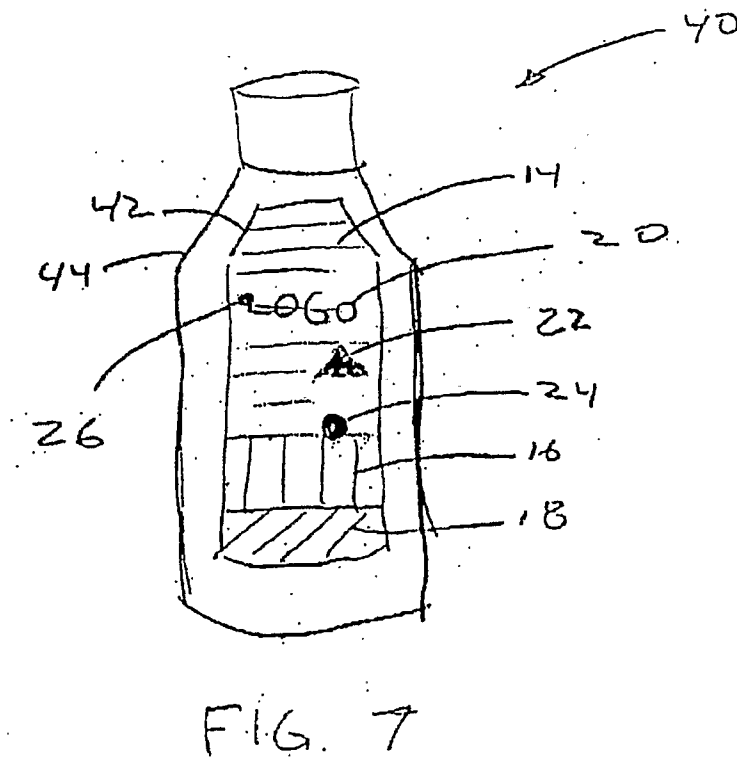
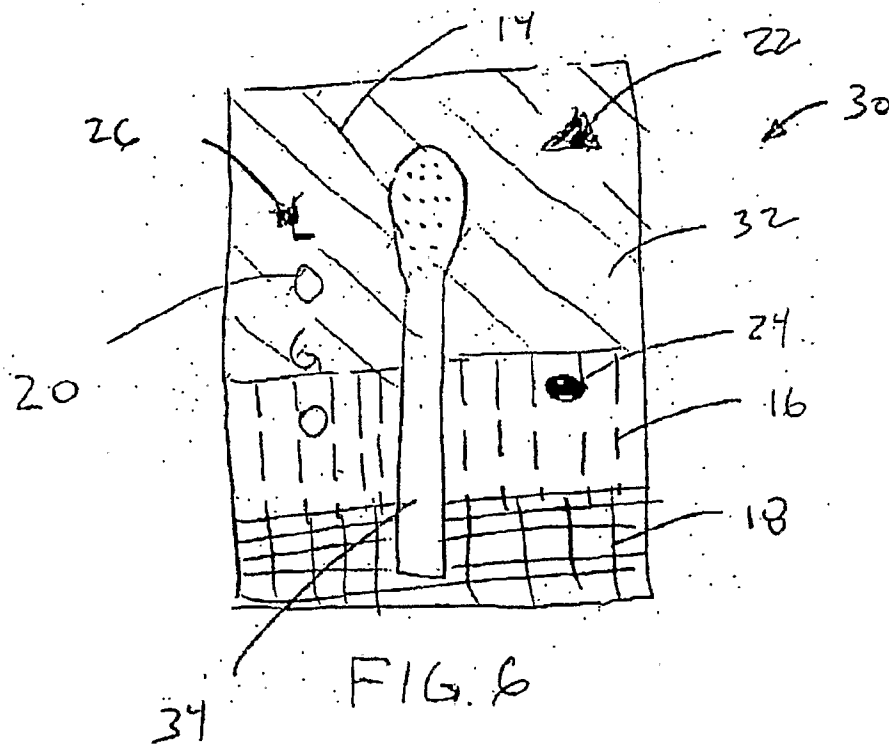


FIG. 5D



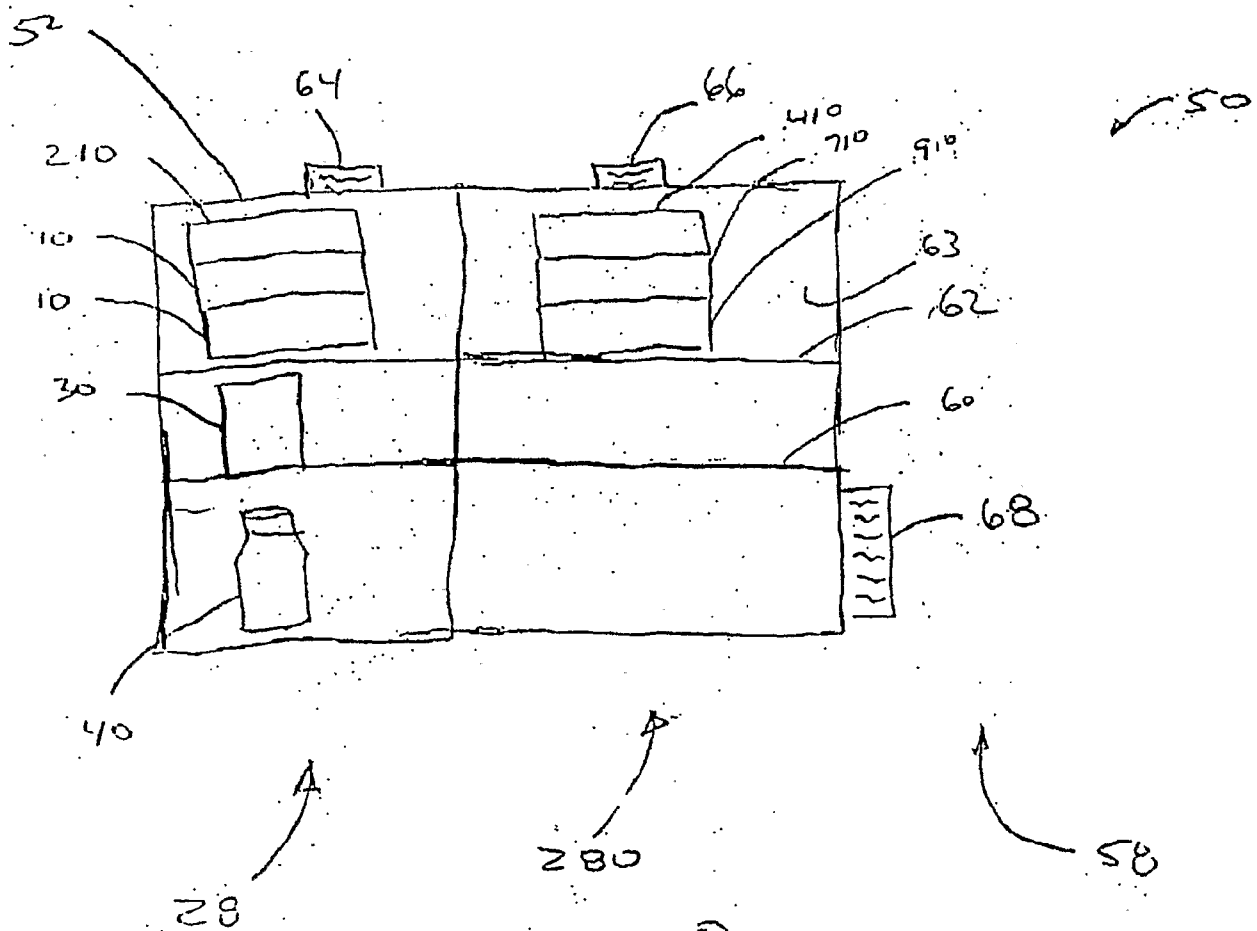


FIG. 8

INTERNATIONAL SEARCH REPORT

International application No

PCT/US2007/003232

A. CLASSIFICATION OF SUBJECT MATTER

INV. B65D33/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/279579 A1 (MILK JEREMY I [US] ET AL) 22 December 2005 (2005-12-22) paragraphs [0007], [0008], [0021], [0025]; figure 1	1-10
A	US 2003/201281 A1 (DONOVAN JAMES A [US]) 30 October 2003 (2003-10-30) paragraphs [0015], [0016]; figure 1	1-10
A	US 2005/263353 A1 (JENNINGS STEVEN A [US]) 1 December 2005 (2005-12-01) abstract paragraph [0011]; figures 1-11	1-10
A	US 2003/064186 A1 (MOURTADA ANSELMO CEZAR [BR] ET AL) 3 April 2003 (2003-04-03) paragraphs [0012], [0019]; figure 3	1-10

☐ Further documents are listed in the continuation of Box C.

☒ See patent family annex.

* Special categories of cited documents :

- *A* document defining the general state of the art which is not considered to be of particular relevance
- *E* earlier document but published on or after the International filing date
- *L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- *O* document referring to an oral disclosure, use, exhibition or other means
- *P* document published prior to the international filing date but later than the priority date claimed

- *T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- *X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- *Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- *&* document member of the same patent family

Date of the actual completion of the international search

12 June 2007

Date of mailing of the international search report

25/06/2007

Name and mailing address of the ISA/

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Leijten, René

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2007/003232

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
US 2005279579	A1	22-12-2005	NONE	
US 2003201281	A1	30-10-2003	NONE	
US 2005263353	A1	01-12-2005	NONE	
US 2003064186	A1	03-04-2003	WO 03022699 A1	20-03-2003