

DIRECT MAIL:  
BRAND LAUNCH

**C.O. BIGELOW**  
ESTABLISHED 1838  
APOTHECARIES  
HONEST. GENUINE. TRUSTWORTHY.

**AMERICA'S OLDEST APOTHECARY  
BRINGS YOU AN EXTRAORDINARY  
NEW WORLD OF BEAUTY.**

Founded in 1838, C.O. Bigelow is an American apothecary legend,  
a destination for discerning customers, celebrities and those in the know.

Experience C.O. Bigelow in the 21st century—a completely new incarnation of  
the apothecary both chic and unique. Our international beauty and well-being collection  
satisfies all your beauty needs and overflows with perfect gifts for everyone on your list.

We invite you into the world of C.O. Bigelow. We're gifted at the holidays.



WATER TOWER PLACE 312 642 0551 HAWTHORN CENTER 847 816 3740 WOODFIELD MALL 847 517 7167

Welcome to a new world of beauty, a global selection of incomparable quality and selection where inimitable style and perfect performance meet. This modern incarnation of the apothecary offers future forward beauty solutions based on centuries of research. C.O. Bigelow.

Honest, Genuine, Trustworthy.

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Moisturizing is perhaps the most important step in any skincare routine, and C.O. Bigelow is the destination to meet your moisture needs. With an incomparable selection of hydrating treatments from the world's top experts, we have the perfect match for every skin's changing moisture needs.

C.O. Bigelow, the beauty and well-being destination.

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C.O. Bigelow is the authority on personal care, taking daily beauty routines and raising them to the level of ritual. Our incomparable beauty and wellness collection offers the finest exotic bath preparations, body treatments that combine tradition with science, and luxurious fragrance from simple to seductive—in short, endless combinations in the art and ritual of beauty.

C.O. Bigelow, the beauty and well-being destination.

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Chosen specifically to address modern beauty needs, our picks offer real solutions to real concerns, like uneven skin tone. Leaf and Rusher's Active Serum employs a unique combination of retinol and vitamin c to improve tone and clarity—honest. Our associates are waiting with expert advice and an incomparable selection of products to help you reveal your most beautiful self. If younger-looking skin is your quest, DDF wrinkle relax is ready to tackle those little lines—honest.

Honest Genuine Trustworthy