

Fastesth Denture Adhesive
 Favor (S. C. Johnson & Son)
 Final Net (Clairol)
 Final Touch (Lever Brothers)
 Finesse (Helene Curtis)
 Fisher-Price Bath Care
 Fixodent (Procter & Gamble)
 Foamy Shaving Cream (Gillette)
 Foot Guard (Gillette)
 Formula 409 (Clorox Co.)
 For Oily Hair Only (Gillette)
 Fragrance Marketing Group
 Freezone (Whitehall Labs)
 Fresh & Lovely (Schering & Plough)
 Fresh Start (Colgate-Palmolive)
 Frost & Tip (Bristol-Myers Squibb)
 Future (S. C. Johnson & Son)
 Gain (Procter & Gamble)
 Gentle-Treatment (Johnson Products Co.)
 Geoffrey Beene Fragrances (Sanofi Beauty Products)
 Gillette Company, The
 Ginza (Conair)
 Giorgio Armani (Cosmair)
 Givaudan Corporation
 Glade (S. C. Johnson & Son)
 Glamorene (Airwick)
 Glass Plus (Dow Brands)
 Glass Works (Miles, Inc.)
 Gleem (Procter & Gamble)
 Glo Coat (S. C. Johnson & Son)
 Gloria Vanderbilt (Cosmair)
 Grease Relief (Dow Brands)
 Grecian Formula 16 (Combe, Inc.)
 Guerlain, Inc.
 Guy Laroche (Cosmair, Inc.)
 Hai Karate (Pfizer)
 Halsas Swedish Botanical (S. C. Johnson & Son)
 Handi Wipes (Colgate-Palmolive)
 Hawk After Shave (Mennen)
 H. Clay Glover, Inc.
 Head & Shoulders (Procter & Gamble)
 Heads Up (Gillette)
 Heather Spray (Whitehall Labs)
 Heaven Scent (Mem Company)
 Heet (Whitehall Labs)
 Helene Curtis Industries, Inc.
 Helene Rubenstein (Colgate-Palmolive)
 Hero (Chesebrough-Ponds)
 Hold & Hold Hair Spray (Dow Brands)
 Home Perms (Gillette)
 Icy Hot (Procter & Gamble)
 Imagine Body Spray (Gillette)
 Impulse (Chesebrough-Ponds)
 Infusion 23 (Clairol)
 Ipana Toothpaste (Dow Brands)
 Irish Spring (Colgate-Palmolive)
 Ivory (Procter & Gamble)
 Janitor in a Drum (Dow Brands)
 Jheri Redding Products (Conair)
 Jhirmack (Playtex Products)
 Johnson & Johnson Products Co.
 Johnson Products Co., Inc.
 Johnson's Foot Soap (Combe)

Johnson's Odor Eaters (Combe)
 Johnson's Paste (S. C. Johnson & Son)
 Johnny Mop Toilet Bowl Cleaner (Kiwi Brands)
 Jose Eber (Chesebrough-Ponds)
 Jovan (Quintessence)
 Joy Dishwashing Liquid (Procter & Gamble)
 Jubilee (S. C. Johnson & Son)
 Kerl (Bristol-Myers)
 Kimberly-Clark Corporation
 Kirk's Castle (Procter & Gamble)
 Kirkman Borax Soap (Colgate-Palmolive)
 Kiwi Brands, Inc.
 Klean 'n' Shine (S. C. Johnson & Son)
 Klear (S. C. Johnson & Son)
 Kleen Guard (Alberto-Culver)
 Kleenite (Procter & Gamble)
 Kleentite (Richardson-Vicks)
 KL Fragrance for Women (Bethco Fragrance)
 Lady Grecian Formula (Combe)
 Lady Stetson (Pfizer)
 Lady's Choice (Carter-Wallace)
 Lagerfeld (Bethco Fragrance)
 L'Aimant (Pfizer)
 Lamour, Inc.
 Lanacane (Combe)
 Lanacort (Combe)
 Lancome (Cosmair)
 Laundry Aids (Airwick)
 Lauren by Ralph Lauren (Cosmair)
 Lava (Procter & Gamble)
 L'effleur (Coty)
 Lemon Dash (Procter & Gamble)
 Lestoil (Noxell)
 Lever Brothers Company
 Lever 2000 (Lever Brothers)
 Lewis Red Devil Lye (Boyle-Midway)
 Lifebuoy (Lever Brothers)
 Liquid Bold (Procter & Gamble)
 Liquid Glory (S. C. Johnson & Son)
 Liquid Plummer (Clorox Co.)
 L'Oreal (Cosmair)
 L'Origan (Pfizer)
 Love (Mem Co.)
 Love My Carpet (Sterling Drug)
 Loving Care (Clairol)
 Luminescent Lipstick (Pfizer)
 Lustrasilk (Gillette)
 Lux (Lever Brothers)
 Lysol (Sterling Drug)
 Macleans (SmithKline Beecham)
 Magic Mushroom (Airwick)
 Massengill (SmithKline Beecham)
 Matchabelli (Prince Matchabelli)
 Maybelline (Schering-Plough)
 Mem Company, Inc.
 Mennen Company, The
 Men's Fragrance (Chesebrough-Ponds)
 MFC (Mennen)
 Mia Skin Care Products (Kiwi)
 Miles, Inc.
 Mink Difference (Gillette)
 Mink Lash Mascara (Pfizer)
 Miracle White (Kiwi)
 Moisture Formula Cosmetics (Johnson)

Moisture Powder (Pfizer)
 Moisturewear Makeup (Noxell)
 Monchel (Procter & Gamble)
 Mop & Glo (Sterling Drug)
 Mr. Clean (Procter & Gamble)
 Mr. Muscle (Drackett)
 Musk Dust Body Deodorant (Dow Brands)
 Musk for Men (Pfizer)
 Navy (Noxell)
 eet (Whitehall Labs)
 Nice 'N' Easy (Clairol)
 Norwich (Procter & Gamble)
 Noxell Corporation
 Noxema (Noxell)
 Nuance (Pfizer)
 Nutrament (Drackett)
 Nyquil (Procter & Gamble)
 O-Cedar (Drackett)
 Octagon Dishwashing Liquid (Colgate-Palmolive)
 Ogilvie (Sterling Drug)
 Oil of Olay (Procter & Gamble)
 Old English (Boyle-Midway)
 Old Spice (Procter & Gamble)
 Oracin (Procter & Gamble)
 Oral-B Laboratories
 Oral Care (Pfizer)
 Oral Research Labs, Inc.
 Overnight Success (Pfizer)
 Oxy Products (SmithKline Beecham)
 Oxydol (Procter & Gamble)
 Paloma Picasso (Cosmair)
 Pan Handl'rs (Airwick)
 Pantene (Procter & Gamble)
 Parfums Intl. Ltd. (Elizabeth Arden)
 Parfums Krizia (Sanofi Beauty Products)
 Passion (Elizabeth Arden)
 Patchovli Blend (Pfizer)
 Pazazz (Clairol)
 Pearl Drops (Carter-Wallace)
 Pepto-Bismol (Procter & Gamble)
 Pepsodent (Chesebrough-Ponds)
 Perfect Lashes (Pfizer)
 Performing Preference (Clairol)
 Permasoft (Dow Brands)
 Pert (Procter & Gamble)
 Pfizer, Inc.
 Physicians Formula
 Pine Liquid (Procter & Gamble)
 Pine Power (Dow Brands)
 Pine Sol (Clorox Co.)
 Pledge (S. C. Johnson & Son)
 Polly Bergen (Chesebrough-Ponds)
 Polo (Cosmair)
 Ponds (Chesebrough-Ponds)
 Powderessence Mascara (Pfizer)
 Power Stick (Chesebrough-Ponds)
 Press (Procter & Gamble)
 Pre-Sun (Bristol-Meyers)
 Prince Matchabelli (Chesebrough-Ponds)
 Procter & Gamble
 Prop Pre-Shave (Mennen)
 Protein 21 Hair Groom (Mennen)
 Protein 29 Hair Groom (Mennen)
 Punch Laundry Detergent (Colgate-Palmolive)