

Sobeys

Treat yourself, inside and out.



12⁹⁹ SHEA Moisture Hair Care 237-384 mL or 326-340 g



STARTING AT 6⁴⁹ NUDY RUDY Bar Soap 120 g or Hand or Body Wash 500 mL



STARTING AT 14⁹⁹ PHILIPS Battery Toothbrushes or Heads 1-4 pk



REVOL Leak Proof Underwear 1 pk
100 PTS when you buy 2



HEAD & SHOULDERS Bare 400 mL
500 PTS when you buy 2



9⁹⁹ MONDAY Hair Care 200-354 mL

Discover products you'll love. Find your glow in our health and beauty aisles.

Offers available at select stores only. Prices & offers in effect Thursday March 21st - Wednesday May 1st 2024.

Shower power: Elevate your daily ritual

A · W · A · K · E

your radiance



5⁴⁹ DOVE Antiperspirant 45 g or 74 g, Hair Care 195-355 mL or 142-198 g selected varieties

100 PTS
when you buy 2

10⁴⁹ DOVE Body Wash 591 mL or Bars 6x106 g or Men+Care Bars 6x106 g selected varieties

200 PTS
when you buy 2

15% off VASELINE Lotion selected 200-600 mL

200 PTS
when you buy 2



5⁹⁹ DOVE Men+Care Antiperspirant selected varieties 76 g or 85 g



6⁹⁹ TRESemmé Shampoo or Conditioner 180-828 mL or Styling 121-413 g selected varieties



12⁹⁹ SHEA MOISTURE Shampoo or Conditioner 237-384 mL or Hair Masks 326-340 g selected varieties

Visit the health and beauty aisles of your local Sobeys



ogx[®]

DISCOVER OGX EXPERIENCE

STARTING AT 7⁹⁹ OGX Body Wash 577 mL or Hair Care 100-385 mL or 172 g selected

NEW

- damage remedy + **coconut miracle oil** SHAMPOO SHAMPOING
- hydrate + revive + **argan oil of morocco** SHAMPOO
- calming + **amethyst & lavender** BODY SCRUB & WASH NETTOYANT EXFOLIANT POUR LE CORPS
- smoothing + **coconut coffee** SCRUB & WASH exfoliant et nettoyant

GET NUDY IN SOBEYS

STARTING AT 6⁴⁹ NUDY RUDY Bar Soap 120 g or Hand or Body Wash 500 mL

GOOD. CHEEKY. SOAP.
SOAP PUCKS · HAND WASH · BODY WASH

Glow up: Hair, skin & beauty picks

MONDAY
HAIRCARE

GOOD HAIR EVERY DAY

9⁹⁹ MONDAY Hair Care selected 200-354 mL

FIND THIS SEASON'S MUST HAVE BEAUTY PRODUCTS

7⁹⁹ DR. TEAL'S Epsom Salt 1.36-1.81 kg or Foam Bath 1 L

100 PTS when you buy 2

Dr Teal's Foaming Bath WITH PURE EPSOM SALT Bain Mousseant AVEC DU SEL D'EPSOM PUR

Dr Teal's Pure Epsom Salt Soaking Solution Sel d'Epsom Pur Bain de Trempage

Batiste INSTANT HAIR REFRESH SHAMPOO RAPID REISSANT INSTANTANÉ

HERO MIGHTY PATCH[™] Original 24

15% off HERO Mighty Patch Acne Patch selected 10-24 pk

100 PTS when you buy 2

9⁹⁹ BATISTE Dry Shampoo 200 mL

100 PTS when you buy 2

Visit the health and beauty aisles of your local Sobeys

Revitalize your natural beauty

NIVEA

GET VISIBLY **FIRMER** SKIN IN **2 WEEKS***

24H ANTI-WRINKLE ACTION
ACTION ANTI-RIDES

Q10 POWER
Anti-Wrinkle

Q10 ENERGY™
ANTI-WRINKLE DAY CREAM

Q10
Anti-Wrinkle NIGHT REPAIR

ULTRA SERUM
NIGHT RECOVERY

*With NIVEA Q10 Day and Night Creams, excluding eye cream. Full terms and conditions on nivea.ca

NIVEA MEN

DISCOVER **NEW**
NIVEA MEN DEODORANTS

NIVEA Men Deodorant 50 mL

150 PTS
when you buy 2

QUICK DRY
SÉCHAGE RAPIDE

NIVEA MEN

FRESH & ACTIVE

48h
DEODORANT PROTECTION

QUICK DRY
SÉCHAGE RAPIDE

NIVEA MEN

COOL KICK

48h
PROTECTION

NIVEA MEN

OFFICIAL PARTNER

FOR A LONG LASTING KICK OF FRESHNESS!

NIVEA

20% off

NIVEA Deodorant, Body Wash or Lip, Skin or Shave Care selected varieties (excludes Nivea Men Deodorant)

100 PTS
when you buy 2

soft™
REFRESHINGLY SOFT MOISTURIZING CREAM

NIVEA
ESSENTIAL™

24h
MOISTURE D'HYDRATATION

NIVEA
BLACK & WHITE INVISIBLE WHITE BLOSSOM

5-in-1
Complete Care Soins Complète

NIVEA
Body Milk / Lait corporel
Nourishing Nourissant
48H Intense Moisture / Hydratation intense

NIVEA
Including Body Wash / Soins nettoyant-santé
Rose & Almond Oil

NIVEA MEN
ACTIVE CLEAN

500 mL

Visit the health and beauty aisles of your local Sobeys



REVOL CARES. leak proof underwear

REVOL CARES
Leak Proof
Underwear 1 pk

100 PTS
when you buy 2

Perfected leak proof
underwear that won't
let you down.

Periods.
Postpartum.
Bladder Leaks.

*"ABSOLUTE
GAME CHANGER."*
- Amanda R.

*"No leaks, comfy fit,
reasonable price...
what's not to love?"*
- Stephanie P.

Our reusable and washable leak proof undies are a medically-recognized and safe, one-solution product. With super soft, breathable, and stretchy fabric, and complete front-to-back leak protection, they have your back, no matter what you throw at them.

No backups needed.

Heaviest
protection
holds up to:



Period care essentials

U^{by kotex}
Up to **100%**
Leak Free Protection



With No Harsh Ingredients

® Registered Trademark and *Trademark of Kimberly-Clark Worldwide, Inc. © KCWW.

200 PTS
when you buy 1

12⁹⁹ U BY KOTEX Pads or
Tampons selected
30-50 pk

4⁹⁹

ALWAYS Pads or
Liners 14-72 pk or
TAMPAX Tampons
20 pk selected

150 PTS
when you buy 2



Playtex
CLEAN COMFORT™
40% LESS
PLASTIC



400 PTS
when you buy 1

9⁴⁹

PLAYTEX
Tampons
selected
28-30 pk

© Edgewell 2023

Visit the health and beauty aisles of your local Sobeys

Formulated for your unique hair & beauty needs



DERMATOLOGIST RECOMMENDED

Aveeno®



15% off

AVEENO Body Lotion 532 mL

200 PTS when you buy 2

9.49

AVEENO Body Wash selected products 532 mL

300 PTS when you buy 2



20% off

AVEENO Positively Radiant Skincare selected

300 PTS when you buy 2



8.99

AVEENO Scalp Soothing Haircare selected products 354 mL

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Visit the health and beauty aisles of your local Sobeys

Colgate

Colgate
Anticavity Fluoride Toothpaste

NEW

OPTIC
WHITE
PURPLE

Removes 95%
of Daily Surface Stains*
for a Brighter Smile

4⁹⁹

COLGATE Optic
White Toothpaste
selected 90 mL

100 PTS
when you buy 1

*after 2 weeks of twice daily use



4⁹⁹

COLGATE Optic
White Toothpaste
selected 73 mL

100 PTS
when you buy 1



4⁷⁹

IRISH
SPRING
Bar Soap
3 pk

150 PTS
when you buy 1



5⁹⁹

SOFTSOAP or
IRISH SPRING
Body Wash 591 mL

150 PTS
when you buy 1



STARTING AT
6⁴⁹

HELLO
Toothpaste
82-98 mL or
Deodorant
73 g

400 PTS
when you buy 1

Unleash your brightest smile

HALSON

SENSODYNE
PRONAMEL

Actively
Shields
your enamel



- Stronger defence*
- 24-hour cavity protection



SENSODYNE
Pronamel
Toothpaste 75 mL
or Toothbrushes
2 pk

50 PTS
when you buy 1

*against dietary acids.

POLIGRIP

EXPERIENCE
POWER
HOLD + SEAL

ALL DAY 12hr HOLD +
5X PROTECTIVE FOOD SEAL*



6⁹⁹ POLIGRIP
Denture
Adhesive 62.4 g

100 PTS
when you buy 1

*vs. no adhesive.

SENSODYNE

TRIPLE
ACTION



Daily TRIPLE ACTION
for SENSITIVITY RELIEF,
GUM PROTECTION
& ENAMEL STRENGTH



7²⁹ SENSODYNE Rapid Repair
Toothpaste 75 mL or
Toothbrush 2 pk

50 PTS
when you buy 1

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Visit the health and beauty aisles of your local Sobeys

Stock up on everyday essentials

Look your Best

FROM HEAD
TO TOE



HEAD & SHOULDERS
Bare Shampoo
selected varieties
400 mL

500 PTS
when you buy 2



OLAY Indulgent
Moisture Body
Wash 591 mL

200 PTS
when you buy 1



STARTING AT

12⁹⁹

GILLETTE Fusion 5
or Venus Razors
selected varieties 1 pk

100 PTS
when you buy 1



8⁹⁹

SECRET Clinical 45 g or OLD SPICE
GentleMan's Collection or Red
Reserve 85 g Deodorant or
GILLETTE Twin Pack selected

300 PTS
when you buy 2



29⁹⁹

CREST 3D
Whitening Strips
10 pk

500 PTS
when you buy 2

© 2024 P&G



Introducing the **One** that will power your everyday

Philips One Battery
Toothbrush and
Brush Heads by
Sonicare

PHILIPS Battery Power
Toothbrush 1 pk

29⁹⁹



PHILIPS Replacement
Brush Heads 2 pk

14⁹⁹

Visit the health and beauty aisles of your local Sobeys

Self-care starts here

L'ORÉAL® PARIS

THE BEST OF SCIENCE



2X REPLUMPED HAIR

L'ORÉAL Paris Hair Expertise
selected 385 mL

250 PTS
when you buy 2



COLOUR-PROTECTION

9.99 L'ORÉAL
Paris Ever Pure
selected 200-250 mL



MULTI-FACETED COLOUR

13.99 L'ORÉAL
Paris Féria 1 pk



BRIGHTENING SERUM

15% off L'OREAL
Skincare selected
100 PTS
when you buy 1

BECAUSE YOU'RE WORTH IT

GARNIER®



GARNIER Whole
Blends Shampoo or
Conditioner 370 mL

250 PTS
when you buy 2



13.99

GARNIER
Olia Hair Color
selected 1 pk



GARNIER
Fructis
Shampoo or
Conditioner
selected
354-370 mL

4.49

300 PTS
when you buy 2

Cruelty Free
INTERNATIONAL

VEGAN 99% of our
ingredients
are vegan
*no animal derived ingredients

Carol's Daughter

Born in Brooklyn. Made with Love.

CAROLS DAUGHTER
Shampoo selected
325-355 mL

400 PTS
when you buy 2



CAROLS DAUGHTER
Conditioner selected
236-355 mL

400 PTS
when you buy 2



GARNIER
OMBRELLE®



400 PTS
when you buy 2

15% off

OMBRELLE
Suncare selected

Availability of certain products may be limited in some stores. Some products are available only while quantities last. Most products will be in-store March 21 - May 1, 2024. Stores reserve the right to limit quantities. Product packaging of some products found in-store may be different from packaging shown in the insert.