

Sobeys

Full-body beauty.

Self-care in store,
from teeth to toes.



100 PTS
when you buy 1

12⁹⁹

BILLIE Razor Starter Kit
1 pk selected



200 PTS
when you buy 2

4⁹⁹

DIAL Body Wash
473 mL selected



100 PTS
when you buy 2

100 PTS
when you buy 2

EXCLUSIVE
NUDY RUDY Hand or Body Wash 500 mL
or Bar Soap 120 g selected



100 PTS
when you buy 2

12⁹⁹

SHEA Moisture Hair Care
222-384 mL or 326-340 g selected



5⁹⁹

L'OREAL Hair Expertise
375 mL selected



600 PTS
when you buy 4

15% off

SENSODYNE or Pronamel Toothpaste
or Clinical Strength Toothpaste
75 mL selected

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, February 20th - Wednesday, March 26th 2025.

Happy hair, healthy skin

Get stylist fresh



Calling all curly girls

100 PTS when you buy 2

100 PTS when you buy 2

STARTING AT 6⁹⁹

TRESEMME Hair Care 828 mL or Styling 300 mL or 298-413 g selected

12⁹⁹

SHEA Moisture Hair Care 222-384 mL or 326-340 g selected



100 PTS when you buy 2

5⁹⁹

AXE Body Wash or Hair Care 473 mL, Deodorant 76-85 g or Body Spray 113 g selected

Daily rituals done right

Heal, nourish and restore



100 PTS when you buy 2

9⁹⁹

DOVE Beauty Bars 6 pk or Body Wash 591 mL selected



8⁴⁹

DOVE Deodorant or Dry Spray 107-113 g selected



200 PTS when you buy 2

15% off

VASELINE Lotion 200-600 mL selected



Visit the health and beauty aisles of your local Sobeys

NIVEA

Your skincare must-haves

Soothe and protect while you shave

Get **500 PTS**

When you spend \$15 or more on any of these participating Nivea products*.

*before taxes



Shower with the silkiest cream wash

5⁹⁹

NIVEA Body Wash 500 mL selected



4⁴⁹

NIVEA Deodorant 50-150 mL or 51-52 g selected



20% off

NIVEA Men Shave Care 75-100 mL or 125 g selected



Treat your lips every day

3⁹⁹

NIVEA Lip Care 2 pk selected

Visit the health and beauty aisles of your local Sobeys

9⁹⁹

AVEENO Body Wash
532 mL



Calm and
restore dry
winter skin

20%
off

AVEENO Positively Radiant
Skincare selected



15⁹⁹

AVEENO Lotion 532 mL



DERMATOLOGIST RECOMMENDED

Aveeno[®]

Formulated for your unique
hair & beauty needs

Soothe and
nourish your
scalp with
oat milk

9⁹⁹

AVEENO Hair Care
354 mL selected



Natural
formulas for
your littlest

200 PTS
when you buy 2

12⁹⁹

AVEENO Baby Care 532 mL

Visit the health and beauty aisles of your local Sobeys

Take a moment

100 PTS
when you buy 2
5.99

CAPRINA Foam Bath 800 mL-1 L



Hand soap coming soon!
Launching in March



100 PTS
when you buy 2
4.99

CAPRINA Bar Soap 3 pk



NEW

CAPRINA Hand Soap 500 mL



100 PTS
when you buy 2
5.99

CAPRINA Body Wash 500-625 mL



Soak in Dr. Teal's to recharge the body, mind and spirit and all that life has to offer



These bubbles are a dream



100 PTS
when you buy 2
7.99

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

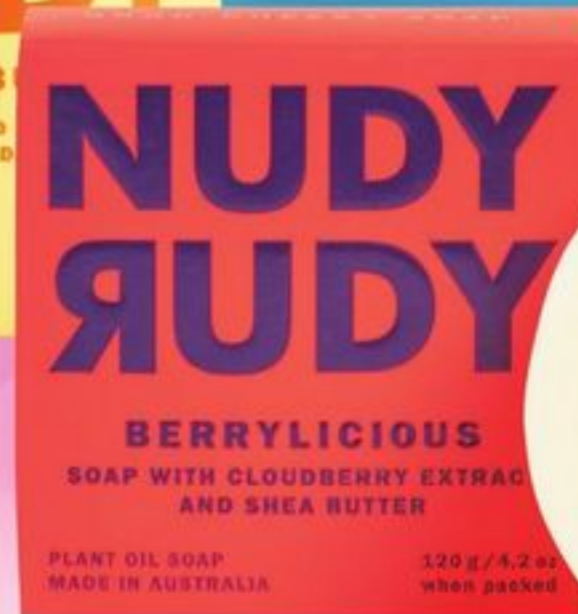
Get soapy, sudsy and soft all over



100 PTS
when you buy 2

NUDY RUDY Hand or Body Wash 500 mL or Bar Soap 120 g selected

EXCLUSIVE

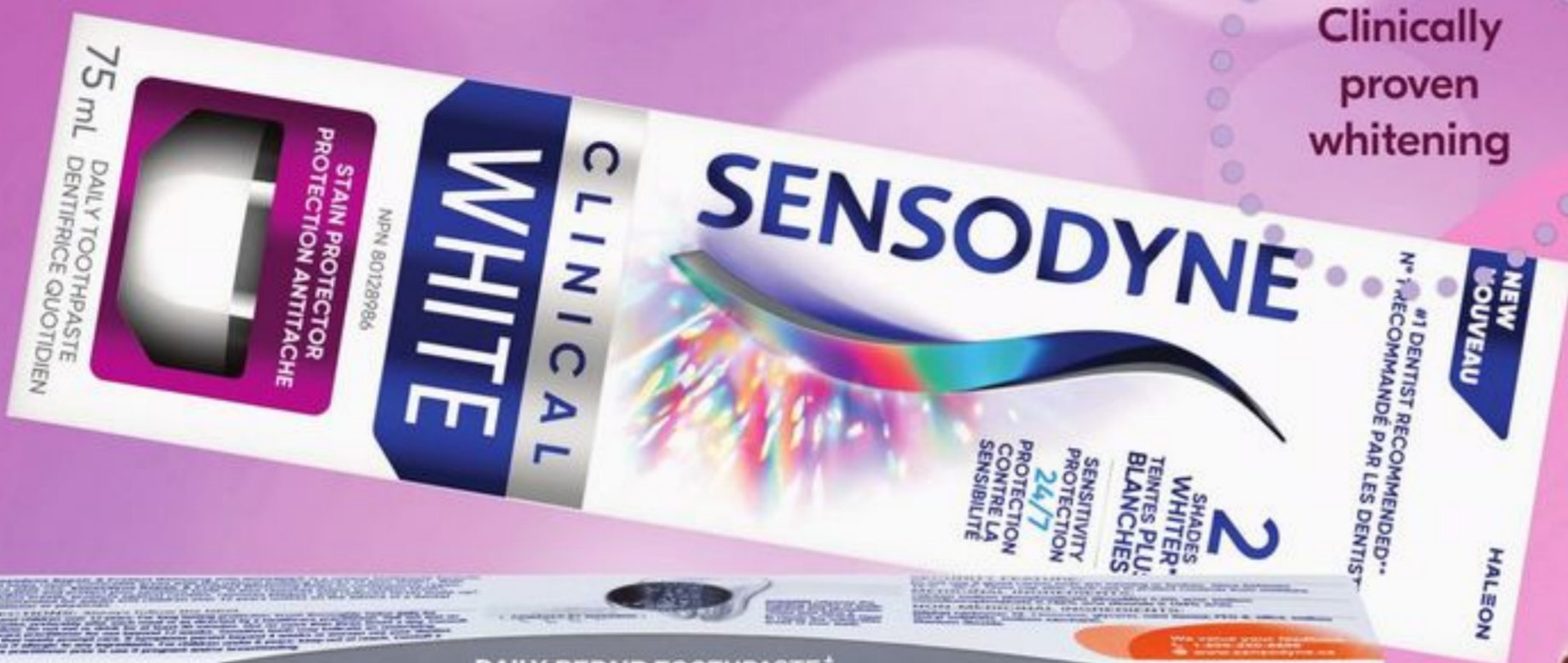


It's Nudy Time

Visit the health and beauty aisles of your local Sobeys

Smile like you mean it

Clinically proven whitening



15% off **600 PTS** when you buy 4
 SENSODYNE or Pronamel Toothpaste or Clinical Strength Toothpaste 75 mL selected

Get ready with great brands

No aluminum, no baking soda, no parabens, no brainer



7.99

HELLO Deodorant 73 g selected



6.99

HELLO Toothpaste 82-98 mL selected



3.99

SPEED STICK Deodorant 45-85 g selected



5.49

COLGATE Toothpaste 73-170 mL or Toothbrushes 1-4 pk selected

Removes 95% of daily surface stains* for a brighter smile

* after 2 weeks of twice daily use

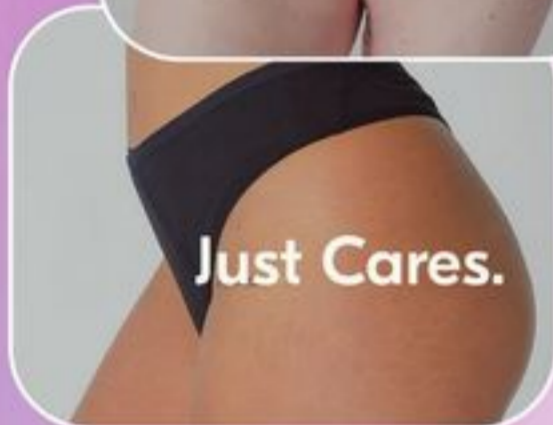
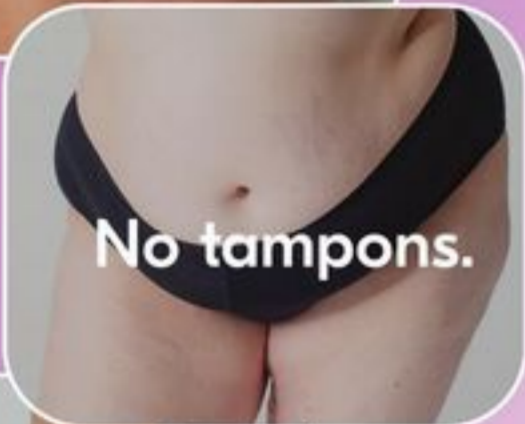
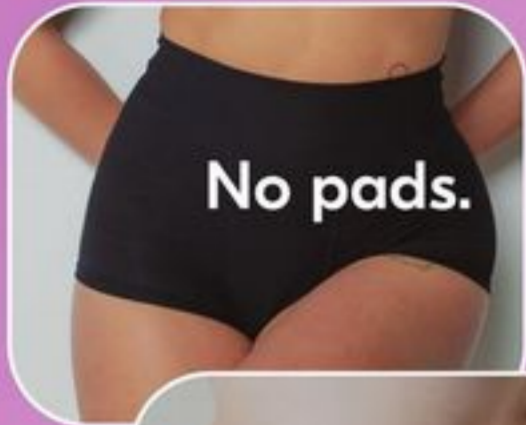


6.99

IRISH SPRING Bar Soap 6 pk selected

Visit the health and beauty aisles of your local Sobeys

Perfected leak proof underwear that won't let you down

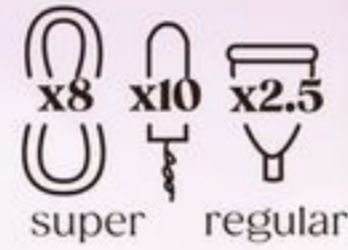


REVOL **cares.**
leak proof underwear

Periods. Postpartum. Bladder Leaks.

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:



20% off

CARES Leak Proof Underwear
1 pk selected

The Award-Winning Razor



billie

Starter Kit
Trousse de départ

- 1x RAZOR HANDLE
MANCHE DE RASOIR
- 2x 5-BLADE REFILLS
CARTOUCHES À 5 LAMES
- 1x MAGNETIC HOLDER
SUPPORT MAGNÉTIQUE

100 PTS
when you buy 1

12⁹⁹

BILLIE Razor Starter Kit 1 pk selected



billie
SHAVE GEL
GEL À RASER
Protects and softens
Protège et adoucit
Lavender Milk
Lait de lavande

100 PTS
when you buy 1

7⁹⁹

BILLIE Shave Gel 1 pk selected

Good hair every day,
no bad Mondays



6⁹⁹

MONDAY Hair Care
354 mL selected

Hyaluronic Acid has moisture-binding properties

Up to 100% Leak Free Protection
with no harsh ingredients



12⁹⁹

U BY KOTEX Pads or
Tampons 30-50 pk selected



Visit the health and beauty aisles of your local Sobeyes

Hair and skin stock up

This is hair colour reinvented

Expert formulas

Revive hair from all kinds of damage

Now packaged in 100% recycled plastic bottles



5⁹⁹

GARNIER Whole Blends Shampoo or Conditioner 346-370 mL selected

5⁹⁹

L'OREAL Hair Expertise 375 mL selected



150 PTS when you buy 2

10% off

GARNIER Micellar Water 400 mL or Wipes 25 pk selected

Reduces the look of fine lines, high SPF broad-spectrum face protection

80 minutes water resistant, broad spectrum protects kids' skin

250 PTS when you buy 1

10% off

OMBRELLE Sunscreen 50-231 mL or 122 g selected

Nothing cleanses like Micellar Water

Ombrelle, the sun made safer
#1 Most recommended brand by Health care professionals*

*Pharmacy Practice + Business and The Medical Post 2024 Survey on OTC Counselling and Recommendations (re: pharmacists; GP physicians, pediatricians).

Visit the health and beauty aisles of your local Sobeys

Body care classics

Get **100 PTS**

When you buy 2 or more of these participating Compliments products.

20% off



COMPLIMENTS Razors, Blades or Shave Cream 1-12 pk or 311 g selected



COMPLIMENTS Hair Care 300-700 mL selected



COMPLIMENTS Body or Hand Wash 236 mL-1.65 L selected



COMPLIMENTS Toothbrushes or Mouthwash 1-3 pk or 1 L selected

Bathtime bubbles, dialed in

Make every day a great hair day

Don't pop it, patch it



100 PTS when you buy 2

10% off

HERO Mighty Acne Patch 10-24 pk



50 PTS when you buy 1

7.99

DIAL Kid's Body Wash 709 mL selected

200 PTS when you buy 2

4.99

DIAL Body Wash 473 mL selected



9.99

BATISTE Dry Shampoo 200 mL selected



The wind doesn't stand a chance!

100 PTS when you buy 1

6.99

GOT2B Styling 170-175 mL selected

Visit the health and beauty aisles of your local Sobeys