



# Strawberry Blossom *Limited Edition*



For International Women's Day 2024, Morning Fresh launched a once-in-a-lifetime product to celebrate women for every drop of care they give to their friends, family and the society at large.

The launch event which was held at the PZ Cussons office, marked the release of this product into stores nation wide.



**352%**

growth in  
700ml variant



**151%**

net sales



**48%**

sales growth



**2.4%**

Value share  
increase



**Limited  
Edition**