

A UNIQUE STRATEGY IS JUST WHERE WE START...
IT'S OUR EXECUTION THAT SETS US APART.

CHANGING MINDS > MOVING PRODUCTS > ENTERING MARKETS

SDNY

STRATEGIC DESIGN GROUP OF NY, INC.
30 East 33rd Street 2nd fl. New York NY 10016
212 924 8151 212 924 8252 fax Steve@strategicny.com



ACCELERATED NEW PRODUCT AND BUSINESS DEVELOPMENT - IN A NY MINUTE



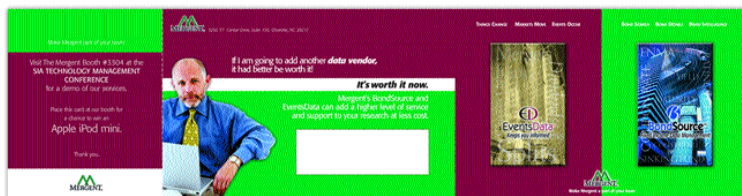
Folder/Brochures Inserts

Mergent Inc.: The premier business and financial information provider to the world. From creating their corporate and product logos and signage to developing and writing of its literature we helped to develop the Mergent brand. And see it through. The brochures ads, direct mail and trade show displays and materials we created and produced all helped to increase their presence and build their new brand image. Our public relations program has also worked to high profile their financial and data products as well as Mergent's Dividend Achievers Index™ franchise, which has attained world-wide recognition in the media.



PR

Displays



Direct Mail Program



Booth Display

Value Line: A foremost player and competitor in the financial (equity) information arena. SDNY has, over the years, created and handled their major new product ads and direct mail programs that were positioned to high-income investors and upscale readers of financial publications. We took charge of the program, seeing it through from concept to mailing. We also help to establish and create new products from their inception. Many products sold into the millions of dollars. Additionally, we worked with their educational development people to create brochures and develop pre and post trade show mailing pieces to boost attendance and sales.



VALUE LINE INVESTMENT SURVEY FOR WINDOWS®

It's this easy to review your stock portfolio with our unique investment software.

Quick. Easy. Tested by Time.

Discover fully integrated Internet access to incomparable Value Line research.

Now, a revolutionary new electronic version of the world's most respected source of investment research.

Now seeing is believing.

FREE GIFT!

Direct Mail

THE PREMIER VALUE LINE SOURCE FOR TODAY'S INVESTOR

VALUE LINE SELECT

The Value Line Investment Survey

1 PROVEN INVESTMENT SYSTEM. 2 EASY WAYS TO USE IT.

Here's America's most widely used investment information service in your choice of print or CD-ROM.

1 PROVEN INVESTMENT SYSTEM.

2 EASY WAYS TO USE IT.

Choose the Value Line Investment Survey for Windows® or CD-ROM.

1 PROVEN INVESTMENT SYSTEM.

2 EASY WAYS TO USE IT.

BUSINESS REPLY MAIL

Value Line Investment Survey for Windows®

Introducing The Value Line Mutual Fund Survey

Condensed Edition

By the three months - and get the valuable guide down before - all the rest!

Outstanding research.

Outstanding offers.

Value Line Mutual Fund Survey

WHAT WOULD IT TAKE TO MAKE YOUR INVESTMENT RESEARCH MORE SUCCESSFUL?

VALUE LINE INVESTMENT SURVEY FOR WINDOWS®

1-800-535-9648

MARKETS BETTER TALK ABOUT VALUE!

BREAKTHROUGHS TO BETTER STOCK SELECTION

THIS PRICELESS INFORMATION IS YOURS TO BE FOR ONLY \$5.00!

For Print service: 1-800-833-0046, ext. 2952

For CD-ROM service: 1-800-535-9648, ext. 2391

Value Line outperformed the Dow by better than 15 to 1 over a 35-year span.

The Value Line Investment Survey for Windows®

Our 10 Ranked stocks beat Dow again in 2002, up 13.5% vs. Dow down 6.2%

The Value Line Investment Survey for Windows®

2001. The next generation.

Are you going to secure your family's future and yours?

The Value Line Investment Survey.

1-800-535-9648

valueline.com/Trade

Call 24 hours a day 1-800-535-9651

or fill in the form below

Ads



US Ink®: Produces and sells over half of all the newspaper inks in the U.S. We were selected to develop and create a high profile ad campaign to overcome a most aggressive competitor. Our positioning, headlines and creative ads were an instant success. They were run throughout the industry in most publications and used as mailing pieces. We also worked with US Ink® to develop their trade show materials and promotional programs and handled various public relations projects.



Ads



Brochures



Wall and Desk Calendars

Products for bald guys. What a great idea. It wasn't ours. But fortunately the Head Bald Guy of the company called us in to develop the creative on this new line of products called BaldGuyz®. We created the logo and the primary and secondary packaging and helped create the powerpoint presentation. We also developed the retail ads and POS power panels, and the banners to fly across the nations beaches. Just recently introduced, these products are already on a roll.

SDNY

BaldGuyz

Specifically Formulated for The Bald Guy

BaldGuyz
Specifically Formulated for The Bald Guy

Sun Protection Center

Sunscreens SPF 30+

Moisturize and protect your head from the sun's harmful UVA/UVB rays. This quick-drying sweat-resistant formula contains green tea and is vitamin enriched.

Head Wipes

Refresh and cool your head with this moist, quick-drying Swiss formula. Contains green tea. Use anytime anywhere.

Moisture Gel

Soothe and refresh your head from the irritations and burns from shaving and sun. This green tea formula contains herbal moisturizers and aloe vera.



Products

BaldGuyz
Specifically Formulated for The Bald Guy

Grooming Center

Displays

Finally. A Product Line To Call Our Own.

Introducing **BaldGuyz**

Over 20 million men have some amount of Bald. Bald Guyz® will help more men enjoy confidently bald by offering the best care for all grooming products for bald guys. It's time to change the way you look at bald guys. We're ready to change the way you look at bald guys. We're ready to change the way you look at bald guys. We're ready to change the way you look at bald guys.

Ad



Folder



United Envelope: A major supplier to the credit card, banking and direct mail industry. This large multi-division company wanted to unite, consolidate and position itself under one banner. We redesigned their logo, stationary and signage. Created a new corporate positioning that can be used across the country, new display and promotional materials. Wrote, created and produced their new corporate brochure, website, pocket folder and developed a program that introduced these changes to management and personnel with t-shirts, jackets, hats and other goodies for the uniting festivities.



20' Booth

Announcement Cards



Booth Materials



Website



Folder



Brochure



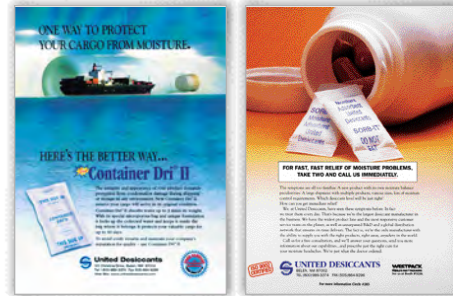
SDNY: Company brochures, ads, packaging and displays when you need to get noticed and attract attention to bring in a prospect or for ammunition for salespeople, companies of all sizes rely on SDNY. Absolutely. So can you.



Industrial Brochures - New Positioning



Unique POS & ad/sellsheet



Chemicals – Niche product trade ads



Risk Management Supplier – Image-building, testimonial ad campaign



New business development/positioning brochure



Corporate Capabilities



Trade Show Display



Dairy Products – Upscale trade/ consumer ad campaign



Business Outsourcing – Direct mail/e-mail program and research survey



Chemical Additives – High profile trade ad campaign and direct mail



Marine Coatings – In-store informational display and storage system



ASCTFS Payroll & Tax Filing Specialists - A legend in New York. For over 60 years they have processed and delivered the payrolls and tax information to small to medium size businesses. We helped them attract attention and gain new business when going up against the 2 industry giants, ADP and Paychex. Ads, logos, public relations direct mail programs, Web site and brochures all have positioned and enabled ASCTFS to be in the forefront of the market in several specific niches for payroll and tax filing programs.

Payroll Processing • Tax Filing • Direct Deposit • Payroll Reports • 401(k) • COBRA • Workers Comp • Life & Health Ins. • 401(a)

ASCTFS PAYROLL SERVICES WITH A PERSONAL TOUCH. PLUS SAVE 25-40% AND RECEIVE MORE BENEFITS.

For over 60 years, ASCTFS has delivered performance excellence in payroll administration and tax management services. Our experienced, highly skilled staff is dedicated to deliver technologically-driven efficiencies and unparalleled customer support that guarantee payroll records always adhere to time.

High value benefits are standard at ASCTFS

- 25-40% off your current pricing
- Free delivery to Manhattan
- Free Direct Deposit
- Free same day service
- Free on any account open up and services
- Low cost insurance services
- Cost-effective 401(k) plan
- Always speak with payroll specialist
- No hidden fees
- Free first month payroll service

- Quality and timely file, receive any specification
- Ability to handle surpluses & expense
- 24-hour client consultation
- Services available through our 24-hour call center
- Low cost insurance services tailored to your business
- Quality and timely file, receive any specification
- Never pay a penalty
- Award recognition about your payroll team

www.asctfscorp.com
ASCTFS
The Better Way To Pay
www.asctfscorp.com

Ads

WELCOME TO ASCTFS PAYROLL SERVICES

There are many reasons for your firm to select ASCTFS - But there is one that knowledge gained from all our years of experience preparing payroll for New York food and beverage establishments.

ASCTFS food and beverage payroll people are experienced with payroll for waiter, tips, kitchen tips, lunch and dinner meal allowances and more. When it comes restaurant payroll transactions of any kind, ASCTFS does it better!

Why first-class in payroll services to NY's small to medium business community?
 We've been doing it since 1952. ASCTFS has delivered performance excellence through comprehensive payroll administration and tax management services to thousands of New York businesses. An experienced high level staff manages the payroll preparation, creating communication with payroll clients. They can receive any kind of payroll problem or struggle with off-the-wall changes. We are the right one for your business. ASCTFS has all the capabilities of those large payroll companies and all the personalized human care an insurance agent can't do. Best people, paid to be known by name, deliver payroll programs, calls and provide knowledgeable advice before and consultation with a visible response from a live person, every time you call.

Personalized service, fast and friendly. Ask for us by name. Because we know you.
 We continually review your payroll account, making that review and procedure all in compliance with the IRS, Advanced, user-friendly electronic communications systems and single direct deposit data forms to your clients, farmers, fax, call us, and update employee information records. Reservations and back up documents are properly submitted. Employees will be ready to go when you need them. We are prepared for you. For increased productivity and lower cost.

Annual Information
 Balance of Tip Income and Allowance Tips, IRS form 8322 - T1

Single reports take advantage of the service
 The Minimum

Income Tax Credit This will not be considered with the Tip-qualification & Financial Responsibility Act (TFR)

SAVE 25%-40% ASCTFS keeps you up-to-date on the ever-changing payroll tax laws and the complexities of restaurant regarding safety, OSHA, communications and other compensation. We assure you accurate on-time filing every time. We maintain close, active ties with all relevant federal, state and local agencies, and faithfully represent our restaurant clients payroll and tax interests.

For over 62 years we've built relationships based on trust by supporting thousands of restaurateurs with integrity, accuracy and an unwavering personal commitment to satisfying all their payroll needs.

ASCTFS
www.asctfscorp.com
ASCTFS PAYROLL & TAX FILING SPECIALISTS
30 EAST 33RD ST. 2ND FL. NEW YORK NY 10016
T 212 684 0800 F 212 684 3299

ASCTFS
ASCTFS PAYROLL & TAX FILING SPECIALISTS

Restaurant, Food & Beverage Payroll Specialists

THE BETTER WAY TO PAY

NO HIDDEN FEES FOR PAYROLL
 THE BEST WAY TO PAY FOR YOUR BUSINESS IS ASCTFS
 ASCTFS PAYROLL & TAX FILING SPECIALISTS
 30 EAST 33RD ST. 2ND FL. NEW YORK NY 10016

Brochures

A good morning run, a donut and coffee at your desk. Now it's nice to relax at work knowing ASCTFS Payroll Services is there

Welcome to ASCTFS Payroll Services

Payroll & Tax Filing Services with a higher level of service and support. 100% by hand.

Who's a first-class in payroll services to New York's small to medium business community?
 For over 60 years, ASCTFS has delivered performance excellence through comprehensive payroll administration and tax management services to thousands of NY businesses. An experienced, highly skilled staff delivers managed payroll preparation, engineering and on-time payments.

Better communication with a personal touch.
 There is no need to employ a high, impersonal payroll firm or struggle with off-the-wall tax software. We put the right people for the job. ASCTFS has all the capabilities of those large payroll companies and all the personalized human care an insurance agent can't do. Best people, paid to be known by name, deliver payroll programs, calls and provide knowledgeable advice before and consultation with a visible response from a live person, every time you call.

Personalized service, fast and friendly. Ask for us by name.
 We continually review your payroll account, making that review and procedure all in compliance with the IRS, Advanced, user-friendly electronic communications systems and single direct deposit data forms to your clients, farmers, fax, call us, and update employee information records. Reservations and back up documents are properly submitted. Employees will be ready to go when you need them. We are prepared for you. For increased productivity and lower cost.

Payroll services are a crucial part of your business. ASCTFS has delivered performance excellence through comprehensive payroll administration and tax management services to thousands of NY businesses. An experienced, highly skilled staff delivers managed payroll preparation, engineering and on-time payments.

Call us and experience our payroll services with a personal touch. Nobody does it better.

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ASCTFS PAYROLL SERVICES
THE BETTER WAY TO PAY.

OUR SERVICES
 INPUT PERSONAL DATA SHEET
 INPUT OF QUICK AND EASY
 CONTROL OF INCREASE
 CONTROL OF EXCESSIVE
 CONTROL OF DAYS
 WOULD CHOOSE

Why we are the best choice for your business:
 We ensure precision of record and confidentiality. For accuracy, monthly confidentiality and reliability of your payroll processing. ASCTFS has multiple data processing and controlling records to make up with changing government regulations. Therefore, we assure you always a complete solution of all regulations.

Why the easy automatic tax filing (ETFS)?
 No more over- or under-payments, including penalties or penalties. ASCTFS always takes full responsibility for all payroll law filings, keeping up with related correspondence, and responding to official requests on your behalf.

Unique from Business Class
 Prefer to your own team, but need help with your payroll? Go Business Class, and we'll provide payroll and tax reports with the same personal attention and quality performance, while you're the one who pay our own taxes.

A great solution for CEOs, executives, full service payroll solution to clients of all sizes.
 Our payroll ASCTFS has the reliable service, consistently pricing, management reports designed especially for them, including comprehensive tax reporting, monthly payroll journal, commitment statements and more. Our services without hidden fees, with payroll deductions in record versus cost. Questions or changes get an immediate response, and there is never any surprise charge. In fact, we'll convert your system at no charge!

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SOME NYC RESTAURANTS WHO RELY ON OUR PAYROLL & TAX FILING SERVICE

Il Cantanori
Mickey Mantle's
Riviera Cafe
Chin Chin
Marchi's Restaurant
Niles NEW YORK CITY
Villa Berulia
French Kiss Restaurant Group
Ellen's Stardust Diner

THE PAYROLL SERVICE FOR NEW YORK'S FOOD & BEVERAGE COMPANIES

THE BETTER WAY TO PAY
 ASCTFS PAYROLL & TAX FILING SPECIALISTS
 30 EAST 33RD ST. 2ND FL. NEW YORK NY 10016
 T 212 684 0800 F 212 684 3299

Promotion

2012 MONTHLY CALENDAR

ASCTFS PAYROLL & TAX FILING SPECIALISTS
 30 East 33rd Street, New York, NY 10016
 T 212 684 0800 F 212 684 3299

Month	Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
JANUARY																																	
FEBRUARY																																	
MARCH																																	
APRIL																																	
MAY																																	
JUNE																																	
JULY																																	
AUGUST																																	
SEPTEMBER																																	
OCTOBER																																	
NOVEMBER																																	
DECEMBER																																	

2012 HOLIDAYS
 2012 New Year's Day (Monday)
 2012 Martin Luther King Jr. Day (Monday)
 2012 Good Friday (Friday)
 2012 Memorial Day (Monday)
 2012 Independence Day (Thursday)
 2012 Labor Day (Monday)
 2012 Columbus Day (Monday)
 2012 Veterans Day (Monday)
 2012 Thanksgiving Day (Thursday)
 2012 Christmas Eve (Friday)
 2012 Christmas Day (Saturday)
 2012 New Year's Eve (Friday)

ASCTFS
THE BETTER WAY TO PAY

Save 25-40% Guaranteed
 Minimum \$500 per month
 T 212 684 0800
 www.asctfscorp.com

BE EMPLOYED & EMBROIDERED IN A NAME. GET ALL THE FACTS. YOU'LL WANT TO KNOW AND GET MORE AT ASCTFS.

GUARANTEED SAVINGS OF 25%-40%
 Find out how much money you can save. Call 212 684 0800. Fax 212 684 3299.

QUICK QUOTE
 Number of employees on payroll _____
 Pay Period: _____
 Payroll: _____
 Identity: _____
 Client: _____
 Company/Firm/Company (optional) _____

*Include a confidential meeting on your or the client's premises (if applicable)
 *Incentive for our 2012-2013 Tax Calendar (please check) ()

Company Name: _____
 Contact: _____
 Address: _____
 City: _____
 State: _____
 Zip: _____
 Telephone: _____
 Fax: _____
 E-mail: _____
 Website: _____

FOR SMALL BUSINESSES IN THE BIG CITY.
 ASCTFS Payroll & Tax Filing Specialists
 Payroll services and tax support, efficient and cost-effective.

ASCTFS
 www.asctfscorp.com
 ASCTFS PAYROLL & TAX FILING SPECIALISTS
 30 EAST 33RD ST. 2ND FL. NEW YORK NY 10016
 T 212 684 0800 F 212 684 3299

ASCTFS IS THE BETTER WAY TO PAY. SUPERIOR SERVICE & VALUE PLUS YOU'LL SAVE 25% - 40%, GUARANTEED.

Why a payroll and tax management service that helps you better and faster?
 We are a NYC based, award-winning payroll service that has helped thousands of small businesses through comprehensive payroll administration and tax management services. ASCTFS has the expertise and resources to help you manage your payroll and tax filing needs. Our services are tailored to your business and we provide a personal touch to our payroll services.

You call us, we get on.
 ASCTFS has the expertise and resources to help you manage your payroll and tax filing needs. Our services are tailored to your business and we provide a personal touch to our payroll services.

We're the right way payroll company for your business.
 ASCTFS has the expertise and resources to help you manage your payroll and tax filing needs. Our services are tailored to your business and we provide a personal touch to our payroll services.

Save 25%-40% on payroll services - Save on insurance programs too - from 40% to 50%!
 ASCTFS has the expertise and resources to help you manage your payroll and tax filing needs. Our services are tailored to your business and we provide a personal touch to our payroll services.

Save 25%-40% on payroll services - Save on insurance programs too - from 40% to 50%!
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MDSolarSciences

Taking Sunscreens to another level. Very hi-end skin's exemplify all that is good to protect the skin from skin cancer and aging. We developed positioning and look for all communications material. From ads to trade show material and dispenser boxes to sell sheets and displays we helped coordinated all production and follow through.

HERE COMES THE SUN
And now there's a better way to protect your skin. It's from MDSolarSciences.

With advanced technology, technical expertise and the highest standards of efficacy and safety, our advanced sunscreens offer the most powerful protection for your skin. MDSolarSciences sunscreens offer broad spectrum UVA and UVB protection for delicate and sensitive skin, with the added ingredients of antioxidants, vitamins and essential oils. Formulated to be gentle enough for the whole family, it's just what you would expect from a company that's been in the sun protection business for over 20 years.

TO LEARN MORE
www.mdsolar.com

MDSolarSciences
ADVANCING THE SCIENCE OF SUN PROTECTION

Sunscreens safe enough to protect baby, strong enough for you and your family.

With advanced technology, technical expertise and the highest standards of efficacy and safety, our advanced sunscreens offer the most powerful protection for your skin. MDSolarSciences sunscreens offer broad spectrum UVA and UVB protection for delicate and sensitive skin, with the added ingredients of antioxidants, vitamins and essential oils. Formulated to be gentle enough for the whole family, it's just what you would expect from a company that's been in the sun protection business for over 20 years.

TO PURCHASE
Call 877-301-5355 or visit us at www.mdsolar.com

MDSolarSciences
ADVANCING THE SCIENCE OF SUN PROTECTION

Ads

ADVANCED SUNSCREEN TECHNOLOGY FROM MDSOLARSOCIENCES

A NEW STANDARD IN SUN PROTECTION FOR EVERY PERSON, EVERY LIFESTYLE...EVERYWHERE.

WHEREVER YOU GO, WHATEVER YOU DO, PROTECT YOUR SKIN WITH MDSOLARSOCIENCES SUNSCREEN

Now adults and children alike can enjoy the great outdoors free from worry about dangerous UVA and UVB rays. Our products including lotion, mineral based sunscreens meet FDA guidelines and European CE/CPA standards. They are free from harmful chemicals that can penetrate and damage skin cells, as well as fragrances, preservatives and other ingredients that can irritate both the skin and the sensitive ecosystems in which we live.

MDSolarSciences' unique mineral formulations provide true broad spectrum protection from both UVA and UVB rays without dangerous, photoreactive chemicals that can harm your skin. Yet they are gentle enough for sensitive complexions, even a baby's delicate skin.

Many chemical based sunscreens contain potentially harmful and irritating ingredients that can penetrate the skin and may cause irritation, as well as damage the marine environment. Many products advertise ultra-high SPF ratings, giving users a false sense of security while offering little UVA protection.

Our safer, patent pending formulae utilize organic mineral compounds (titanium and zinc oxide) to provide a barrier against UVA and UVB rays. However, applied properly, unlike the thick, sticky physical sunblocks of old, our advanced sunscreens remain virtually invisible, letting your skin's natural beauty show through, while keeping harmful solar radiation out.

Feel the difference! Light and luxurious to the touch, our gentle sunscreen formulae are moisturizing, leaving all types of skin radiant and smooth, never oily or dry.

Our family of sunscreen products—a gentle lotion; silky smooth gels, including an elegant and efficacious tinted version; a unique "no touch" body spray; and a convenient, on-the-go spray—all developed to serve

FOR ALL YOUR OUTDOOR JOURNEYS WE HAVE YOU COVERED!

In every season, at high altitude or at sea level, you'll know that you're protected from the sun's harmful rays with the most advanced UVA/UVB screening technology from MDSolarSciences.

Our family of sunscreen products—a gentle lotion; silky smooth gels, including an elegant and efficacious tinted version; a unique "no touch" body spray; and a convenient, on-the-go spray—all developed to serve

PROTECTION WORKS

Broad Spectrum Sunscreen UVA - UVB

Mineral Screen Tinted Gel

SPF 30+ Broad Spectrum UVA/UVB Sunscreen

Mineral Screen Tinted Gel

Sensitive Skin Formula for Face

Very Easy Application

Very Easy to Use

Non-comedogenic (won't clog pores)

Water Resistant

Safe for Use by Children 6 Months and Older

8.1 FL. OZ.

SUNSCREENS FOR PEOPLE WHO LOVE THE SUN

Years of research and patient care led to the development of a portfolio of gentle sunscreens that provide true broad spectrum protection, feel luxurious and are safer for people and the planet.

Our world class sunscreen formulae feature innovative technologies and delivery systems to help prevent premature aging and skin cancer. Lightweight, comfortable and easy to use, our sunscreens are suitable for all family members and skin types.

KNOW THE FACTS ABOUT SUN EXPOSURE

- Always use your sunscreen when outdoors and follow usage recommendations.
- Avoid burning. Burns significantly increase our lifetime risk of developing skin cancer, especially for children.
- Use sun tanning and tanning beds. UV light from the sun and tanning beds causes skin cancer and wrinkling.
- Apply your physical sunscreens sparingly. Use about one ounce to cover exposed skin 20 minutes before sunbathing outside.
- Sunscreen should have a Sun Protection Factor (SPF) of at least 30 and provide protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Broad spectrum application every two hours, even on cloudy days.
- Wear water, snow, and sand so caution on the reflection from the dampening rays of the sun can increase your chance of being burned.
- Wear protective clothing, such as a long-sleeved shirt, pants, a well-brimmed hat, and sunglasses, when possible.
- The American Cancer Society recommends a skin cancer team as part of every routine check-up after age 20.

MDSOLARSOCIENCES SUNSCREEN PRODUCTS

SAFE ENOUGH FOR BABY, STRONG ENOUGH FOR YOU AND YOUR FAMILY

The MDSolarSciences product line was designed in consultation with a Scientific Advisory Council of esteemed professionals from a cross section of disciplines including dermatology, oncology, ophthalmology, pediatrics and internal medicine as well as chemists, behavioral and educational specialists.

PROTECTION WORKS

Broad Spectrum Sunscreen UVA - UVB

Mineral Screen Tinted Gel

SPF 30+ Broad Spectrum UVA/UVB Sunscreen

Mineral Screen Tinted Gel

Sensitive Skin Formula for Face

Very Easy Application

Very Easy to Use

Non-comedogenic (won't clog pores)

Water Resistant

Safe for Use by Children 6 Months and Older

8.1 FL. OZ.

Why is MDSOLARSOCIENCES Different?

- Physician driven and developed
- Formulas developed by our SAC Scientific Advisory Council and vetted for known allergens and for environmental concerns
- Very high UVA/UVB broad spectrum protection
- Safe Ingredients
- Easy to apply and feels luxurious

Highly rated among thousands of products by a national environmental health and product safety watchdog group.

"Our analysis shows that many of the best mineral-based sunscreens are among the safest and most effective sunscreens on the market."

The Environmental Working Group

MDSOLARSOCIENCES
128 E. 14th St. | NEWARK, CT 06851
PHONE: 877-301-5355
www.mdsolar.com

ADVANCING THE SCIENCE OF SUN PROTECTION

ADVANCING THE SCIENCE OF SUN PROTECTION

MINERAL SCREEN LOTION SPF 40

Moisturizing Protection

A physical block, moisturizing, easily absorbing... protect against the most intense rays.

For use every day of the year, we strongly recommend that you use every day of the year. This gentle, non-comedogenic, non-irritating, non-fragrant, non-chemical sunscreen is perfect for children, babies, and people with sensitive skin.

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (2%)
- ZINC OXIDE (3.5%)

NO CHEMICAL SUNSCREEN ACTIVES

- NO PABA, PARABENS, VITAMIN A OR ADDED FRAGRANCE
- NON-COMEDOGENIC (WON'T CLOG PORES)
- WATER RESISTANT
- SAFE FOR SENSITIVE SKIN AND SAFE FOR CHILDREN 6 MONTHS AND OLDER
- IDEAL FOR POST-COSMETIC PROCEDURES
- IDEAL FOR OILY SKIN
- LIGHT SILKY FEEL
- BROAD SPECTRUM UVA/UVB PROTECTION
- INCLUDED IN THE ENVIRONMENTAL WORKING GROUP LIST (ENVIRONMENTAL DEFENSE FUND)

ADVANCING THE SCIENCE OF SUN PROTECTION

MINERAL SCREEN GEL SPF 30+

Very Skin

It contains titanium dioxide and zinc oxide and is formulated to very high protection standards. Silky smooth, very water resistant, non-comedogenic, fragrant. This product offers unparalleled application and feel. This special broad spectrum, high UVA and UVB protection with an SPF of 30+ is suitable for sensitive skin and those with rosacea.

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (2%)
- ZINC OXIDE (3.5%)

NO CHEMICAL SUNSCREEN ACTIVES

- NO PABA, PARABENS, VITAMIN A OR ADDED FRAGRANCE
- NON-COMEDOGENIC (WON'T CLOG PORES)
- WATER RESISTANT
- SAFE FOR SENSITIVE SKIN AND SAFE FOR CHILDREN 6 MONTHS AND OLDER
- IDEAL FOR POST-COSMETIC PROCEDURES
- IDEAL FOR OILY SKIN
- LIGHT SILKY FEEL
- BROAD SPECTRUM UVA/UVB PROTECTION
- INCLUDED IN THE ENVIRONMENTAL WORKING GROUP LIST (ENVIRONMENTAL DEFENSE FUND)

INTRODUCING MINERAL SCREEN TINTED GEL SPF 30+ SENSITIVE SKIN FORMULA FOR FACE

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (2%)
- ZINC OXIDE (3.5%)

NO CHEMICAL SUNSCREEN ACTIVES

- NO PABA, PARABENS, VITAMIN A OR ADDED FRAGRANCE
- NON-COMEDOGENIC (WON'T CLOG PORES)
- WATER RESISTANT
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- IDEAL FOR POST-COSMETIC PROCEDURES
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- LIGHT SILKY FEEL
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- INCLUDED IN THE ENVIRONMENTAL WORKING GROUP LIST (ENVIRONMENTAL DEFENSE FUND)

ASK US ABOUT IT HERE!

MDSolarSciences
ADVANCING THE SCIENCE OF SUN PROTECTION

Brochure

MDSOLARSOCIENCES NEWS

Vol. 1 | Spring 2011

Introducing the newest product from the MDSolarSciences product line!

Mineral Screen Tinted Gel

Cover your skin with the most powerful protection from the sun's harmful rays with the most advanced UVA/UVB screening technology from MDSolarSciences. This gentle, non-comedogenic, non-irritating, non-fragrant, non-chemical sunscreen is perfect for children, babies, and people with sensitive skin.

Mineral Screen Tinted Gel

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Product Sheets

MINERAL SCREEN LOTION SPF 40

Moisturizing Protection

A physical block, moisturizing, easily absorbing... protect against the most intense rays.

For use every day of the year, we strongly recommend that you use every day of the year. This gentle, non-comedogenic, non-irritating, non-fragrant, non-chemical sunscreen is perfect for children, babies, and people with sensitive skin.

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (2%)
- ZINC OXIDE (3.5%)

NO CHEMICAL SUNSCREEN ACTIVES

- NO PABA, PARABENS, VITAMIN A OR ADDED FRAGRANCE
- NON-COMEDOGENIC (WON'T CLOG PORES)
- WATER RESISTANT
- SAFE FOR SENSITIVE SKIN AND SAFE FOR CHILDREN 6 MONTHS AND OLDER
- IDEAL FOR POST-COSMETIC PROCEDURES
- IDEAL FOR OILY SKIN
- LIGHT SILKY FEEL
- BROAD SPECTRUM UVA/UVB PROTECTION
- INCLUDED IN THE ENVIRONMENTAL WORKING GROUP LIST (ENVIRONMENTAL DEFENSE FUND)

MINERAL SCREEN GEL SPF 30+

Very Skin

It contains titanium dioxide and zinc oxide and is formulated to very high protection standards. Silky smooth, very water resistant, non-comedogenic, fragrant. This product offers unparalleled application and feel. This special broad spectrum, high UVA and UVB protection with an SPF of 30+ is suitable for sensitive skin and those with rosacea.

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (2%)
- ZINC OXIDE (3.5%)

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Product Sheets

ULTRA MINERAL SCREEN GEL SPF 50+

Ultimate Protection

An elegant, silky smooth, sensitive skin gel, this product appeals to people of all ages and skin types, who desire high SPF 50+ broad spectrum UVA/UVB protection with a light feel, that is easily absorbed into the skin. At physical block, it contains titanium dioxide and zinc oxide in a higher concentration than our other gel and is cosmetically elegant. It is an ideal choice for post-cosmetic procedures. It is safer for children (6 months and older) and adults, as well as the environment.

PHYSICAL BLOCK CONTAINING:

- TITANIUM DIOXIDE (10.3%)
- ZINC OXIDE (3.5%)

NO CHEMICAL SUNSCREEN ACTIVES

- NO PABA, PARABENS, VITAMIN A OR ADDED FRAGRANCE
- NON-COMEDOGENIC (WON'T CLOG PORES)
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Newsletter

Dear Hindy: Lessons in Learning



Dear Hindy,
I am 8 years old I like school but when I hate to read out loud. It takes me along time to sound out words. The other kids in the class start to giggle. I get embarrassed. What should I do?

Signed Never Read Alone

Dear Never Read,
Sounding out words is called decoding. For some kids putting sound together is easy. For me it was very hard. I never raised my hand to read out loud. But now I can. My DE Tutor helped me put the sounds in the right place so that when I see a word I know just what to do. Now reading out loud is fun

What are your great expectations for your child's reading abilities?

As your child struggles unsuccessfully to keep up with classmates, his or her confidence, self-esteem, social skills and emotional health may continue to deteriorate. The after school 1-to-1 tutoring program that seeks the cause of a child's reading difficulty and can correct it. For children 7-9, Ohr Halimud is accepting children who have exhibited delays in reading, writing, spelling and comprehension.



Announcing Operation "Gold Rush"

Dear Friends,
As part of our innovative efforts to raise funds to help us with our capital and building fund we are asking for your help. Please go through your drawers, closets and jewelry boxes and discover us an old earring or broken gold "diamonds". You know, those old "no one should know what to do with, so you don't have to learn to do it." Who are you kidding? We need your help. I help in more than one gold brick. Be a part of it!

- Single and broken earrings • Old rings
- Old broken bangles and bracelets
- Gold links • Pins and more • Gold Watches • Gold Coins
- Broken gold chains • Charms and pendants • Diamonds
- 10K • 14K • 18K • 24K

If it's not gold and it sparks it will help children read!



One broken earring is just a broken earring...but at Ohr Halimud it's Worth Its Weight in GOLD!

URGENT! URGENT! URGENT! URGENT!
Please contact Mrs. Leah David for more information on gold pickup!

Teacher Training

Scholarships Available

Through a Grace Lipman Family Foundation Teacher Training Grant

The Associate Level Course is designed in accordance with the curriculum and guidelines of the Academy of Orton-Gillingham Practitioners and Educators. This evening course is open to both men and women with separate seating. Learn how to help all children in our community to read using a research based approach. Course begins early May 2008. A Certified Level Course is also being offered for those who have completed Associate Level coursework or equivalent. Call today for the course application package!

Join us and become part of the Ohr Halimud Team. Call today for course application package!

OHR HALIMUD
1681 42nd Street • Bklyn, NY 11204
718-972-0170 • info@ohrhalimud.org
www.ohrhalimud.org

Now accepting applications for our successful Boro Park Youth Center (BYC) Program!
CALL FOR OUR OFFICIAL PRICES FOR CHILDREN AGE 7-9
Maximuming children with reading, writing, spelling and comprehension.

ALL CHILDREN MUST BE ABLE TO READ!

"It doesn't take a miracle, just the RIGHT approach for your clever child who is nevertheless struggling to read."



Don't know where to go for help when tutoring fails. As your child struggles unsuccessfully to read, his or her confidence, self-esteem, social skills and emotional health suffer as well. At Ohr Halimud we find the cause of your child's difficulty and we correct it. Find out how this proven program will teach your child to read and succeed! We use the a one on one method with the Orton-Gillingham approach to assure success.

1681 42nd Street
Brooklyn, NY 11204
718-972-0170 • info@ohrhalimud.org



Visit our school and meet all of our miracles.

OHR HALIMUD

The Light of Learning

Ohr Halimud, The Light of Learning. A non-profit that raises the confidence and internal brain function that opens up the minds and cognitive skills of young girls often plagued with learning disability from dyslexia. We developed and created logo, Web site, fund raise efforts, ads, flyers, banners and direct mail.

**Ask your child, 6-9 years old to see if they can
READ THIS.**

We're serious, it's time to make sure above. If they can't, don't call the school and 85% of those need us. **Don't make the mistake others have.**

that your child can read the two works above. I in 5 people can't read. Don't make the mistake others have. Call Ohr Halimud now.

1681 42nd St.
Bklyn, NY 11204
718 972 0170
info@ohrhalimud.org



October is National Dyslexia Awareness Month

The First Annual Conference on Language & Learning For Professionals and Parents

FEATURING
Florence E. Springer Memorial Lecture
"LEARNING DISORDERS IN CHILDREN"
Dr. Steven Larson
Chief Psychologist, Learning Disabilities Unit,
State University of New York Optometric Center

"THE BEST WAY TO READ TO CHILDREN"
Dr. Isabel Pascal
Professor Emerita, Long Island University

Plus workshop sessions to include:
• HEARING VOCABULARY: Impact on Speech, Language and Academic Achievement
• EXPANDING VOCABULARY: Impact on Reading Comprehension
• SCORING FOR DYSLEXIA: A Language-Based Approach
• YOUR CHILD'S READING: A Language-Based Approach

CONFERENCE FEE: \$95.00 (Includes Complete Buffet Lunch)

Please join
Sunday October 24, 2010 10 AM - 4 PM
Beth Jacob of Boro Park
127 46th Street, Brooklyn NY 11219
Separate seating available.

For brochure and registration information please call
Ohr Halimud at 718-972-0170 or e-mail
info@ohrhalimud.org



Reading, writing, spelling
and comprehension
Progress Guaranteed!

• After-School Tutoring Center • 1:1 Multi-Sensory Instruction
• Orton-Gillingham Educational Therapists • 1-hour sessions
Special "OPERATION READ" program grants for children ages 7-9

The Multi-Sensory Learning Center
1681 42nd Street Brooklyn NY 11204
Starting our 8th successful year!

Center Hours: Mon-Thurs, 4:00-6PM, Sun 1:20-5PM
Orton-Gillingham Teacher Training follows the Guidelines of the Academy of Orton-Gillingham Practitioners and Educators. Assoc Level Training Course begins Feb. 2011.

Is your Daughter's Schooling Going in the Right Direction?

"This the first time in her life our daughter is finally a student!" Mrs. S. Boro Park, NY

"She spent 3 years in first grade and couldn't read a full sentence. After just a few weeks at the Ohr Halimud school she could read a full page!" Mrs. W. N.Y.

"We sent a bright struggling student to Ohr Halimud. In just 1 year they sent us back a mature student who could read and learn on grade level!" Mrs. Z. Principal

Orton-Gillingham Works
We are the ones that do it!
• Professional Certified Staff
• Warm Nurturing Setting • Small Classes
• Daily 1-to-1 Orton-Gillingham Instruction in English & Hebrew

Now accepting applications for our 9th year.

Contact our school for information and consultation:
718 972-0170 ext 102
info@ohrhalimud.org

OHR HALIMUD
The Light of Learning

A complete Boro Park program for girls ages 7-11

WELCOME TO THE CONFERENCE

We are pleased to invite you to join us for our First Annual Conference on Language and Learning - it's all part of our on-going mission to educate and help advocates for professionals, parents, and the public about dyslexia and language learning issues.

October is National Dyslexia Awareness Month. The International Dyslexia Association estimates that 5-20% of the population is dyslexic. That is, 1 out of every 5 children! Dyslexia is the leading cause of reading disability and school dropouts in the nation. In addition, current medical research indicates that close to 25% of children diagnosed with reading problems are actually dyslexic. Most of these children go undiagnosed and often, sadly, under-talented.

We congratulate all of you who will take the time out of your busy schedules to attend this conference and learn more about language and learning difficulties. We look forward to meeting and greeting you!

Mrs. Leah David, MS
Founder and Executive Director

CONFERENCE PROGRAM

9:00 - 9:30 AM Registration
Continental Breakfast
9:30 AM - 11:42 AM
Morning Keynote
Florence E. Springer Memorial Lecture
"LEARNING DISORDERS IN CHILDREN"
Dr. Steven Larson
Chief Psychologist, Learning Disabilities Unit,
State University of New York Optometric Center
11:00 noon - 1:30 PM
Buffet Lunch
(Included in Fee)
WHAT IS DYSLEXIA?
Amy Bark, Ph.D., QGE, Educational Consultant
Leah David, MS, Founder and Executive Director
1:35 PM - 3:25 PM
Afternoon Keynote
"THE BEST WAY TO READ TO CHILDREN"
Dr. Isabel Pascal
Professor Emerita, Long Island University

Afternoon Workshops
3:30 PM - 4:00 PM
Please Select One
A. EXPANDING VOCABULARY
Heidi Eisenberg, Specializing in Language Pathologist, Adaptive Instruction, Long Island University
B. READING COMPREHENSION
Hanneli Mettel, CAGQE
C. SCORING FOR DYSLEXIA
Mrs. Leah David, Executive Director
D. YOUR QUESTIONS ANSWERED
Carole Rosen, Ph.D., QGE

OHR HALIMUD
The Multisensory Learning Center
A mother's vision to help educate all

Started in 2003 to serve the daughter and other bright, intelligent youngsters with dyslexia, Ohr Halimud is the creation of Mrs. Leah David, an educational advocate and advocate for all children.

In association with a team of professionals the Ohr Halimud center was developed - a transitional school with an all-day program in language training and remedial following the Orton-Gillingham philosophy, an individualized scheduled program for all students which includes 1:1 Orton-Gillingham instruction daily in both English and Hebrew, planning, preparation and follow-up for the retention of each student to an appropriate community program, and parentally-led education to enhance their child's self concept and self-worth.

In the afternoons and evenings we offer a non-section after-school Orton-Gillingham Tutoring program for children and adults.

In addition, we offer a non-section Teacher Training program which includes Orton-Gillingham Training according to the guidelines of the Academy of Orton-Gillingham Practitioners and Educators, as well as workshops for professionals and parents.

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The Light of Learning

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Presents
**The First Annual Conference on
Language & Learning**
For Professionals and Parents

Sunday, October 24, 2010
10am - 4pm
Beth Jacob of Boro Park
127 46th Street
Brooklyn NY 11219

All Children Must Read! Don't You Agree?

October is National Dyslexia Awareness Month



Announcing
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For Professionals and Parents