



My Butterfly Collection From Root7





My
BUTTERFLY™
A REFLECTION OF NATURE'S BEAUTY



40751 Monarch



40771 Yellow Swallowtail



40772 Pink Morpho



40773 Blue Morpho



Features:

- **Amazing realistic animation**
 - Activates 90 seconds of random life-like movement
 - Watch *My Butterfly™* fly, flap and flutter
- **Interactive**
 - Gently tap the jar once for instant action!
 - Try-me button activation also included
 - No need to turn off; batteries last in standby mode for months ready for a tap to awaken
 - Can be awakened by ambient noise
- **Species Specific Hang Tag**
 - Offers fun and educational facts about each butterfly species



Jar Design





Point of Purchase Merchandising





Two Distinct Markets: Toy and Gift/L&G

- **Toy: My Pet Butterfly™**
 - Child safe plastic jar
 - Fun and juvenile product styling and packaging
- **Gift/Lawn & Garden: Butterfly Collection™**
 - A delight for the entire family
 - Glass jar
 - Natural, earthy and green

Highlight of Tokyo Toy Fair – July 2010



Patent Pending

For further product information please see

www.my-butterfly.co.uk

**Information for retailers is available
through Root7 - www.root7.com**