

# Lil' Butters

Social Butterflies

A world of butterflies that are just like YOU!

COLLECT THEM ALL!

Series 01



01 Love Stinks

Love is for fairytales!



02 Sweet Beats

Dance like no one's watching.



03 Superhero

Be your own Hero!



04 Whatever!

I'm sorry. Did I roll my eyes out loud?



05 Mellow Bliss

Think Peace. Think Love. Think Harmony.



06 Lovey Dovey

Love is... YOU!

#lilbutters



[lilbutters.com](http://lilbutters.com)

4" collectible figures. Series 01 has six assorted styles.

Oversized butterfly wings with trendy graphics.

Unique look in the girls collectible category.

Custom packaging with graphics, quotes and bios expressing each Butter's style and vibe.

Retailer: Online @ [lilbutters.com](http://lilbutters.com) in February and at high-end specialty and independent retailers very soon!

SRP: \$8.99

Age range: kids and tweens, aged 7 - 14

Availability date: February/March 2016 @ [snaptoys.com](http://snaptoys.com)



DANCE like no one's watching.

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# Lil' Butters

Social Butterflies

A hip line of butterflies with a BIG dose of attitude!

## Brand Overview

Lil' Butters by Snaptoys are social butterfly collectible figurines that help empower tweens, aged 7-14, with their unapologetic sassiness and infectious personalities! Each one has their own likes and dislikes, as well as a range of emotions - just like kids!



**LOVE STINKS!** Love isn't fair sometimes and that can be a total bummer, but you know what? This Lil' Butter has the wings to lift you up when you're down in the dumps. Take that, Prince Whatsisface!

### 01 Love Stinks



**Dance like no one's watching!** This Lil' Butter believes that music speaks louder than words. **SO LISTEN UP!** She is the life of the party, even when it's a party of one. If you dance to your own beat, too, then this fluttery friend is just for you. Be real. Be yourself.

### 02 Sweet Beats



**Be YOUR OWN Hero - POW!** You're bold. You're brave. You can make awesome look easy. Nothing stands in your way when you put your mind and willpower to it! Needs an equally epic superhero sidekick? Here you go - you're welcome "micdrop"

### 03 Superhero



**WHATEVER!** Wait for it...did you hear that? Our Lil' Butter Whatever just rolled her eyes out loud. Yeah, you heard that. Just like you, she is allergic to nonsense and sarcasm is her favorite medicine. Whether you are up or down, Whatever! will ride life's roller coaster with you. Why? 'Cuz she gets you. She REALLY gets you. True dat.

### 04 Whatever!



**Think Peace. Think Love. Think Harmony.** This Lil' Butter strives to be the best she can be...and bring out the best in those around her. Her motto? Spread kindness and good vibes wherever she goes. If you're a sweet spirit too, then this peaceful pal is just for you!

### 05 Mellow Bliss



**Trust your heart...it never lies!** (And if it does, pull out Love Stinks!) Love is in the air whenever this Lil' Butter is flitting around. She wears her heart on her sleeve - and on her wings! This is your soul mate who loves truly and deeply - just like YOU!

### 06 Lovey Dovey