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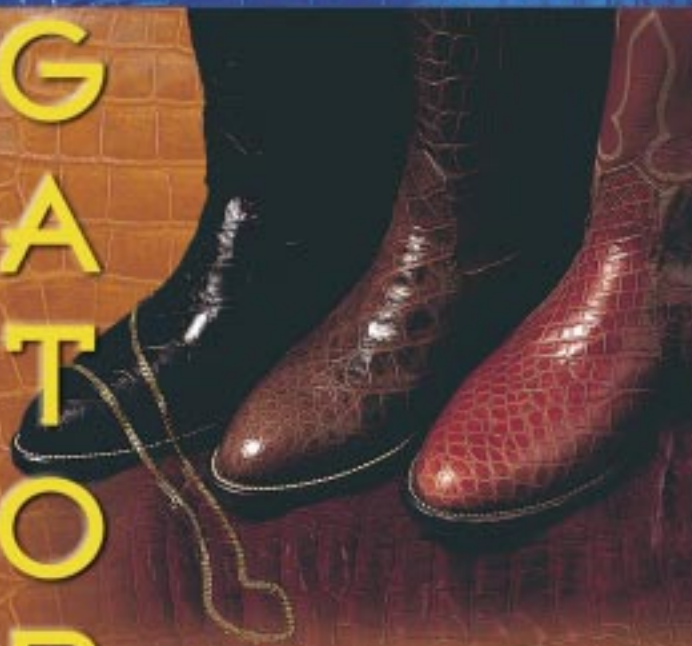
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*Unique
and Versatile*



Accept
No Limitations

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Leather



*Elegant
and Enduring*

A Matter of Taste

Whether it's a day at the office or on the golf course, a night on the town or trip to the rodeo, a variety of elegant alligator leather products are available to complement your unique lifestyle. Because it reflects the natural individuality of the species, each item presents its own special design and allure. Choose from many product styles and exotic colors at specialty shops and fine department stores around the world.

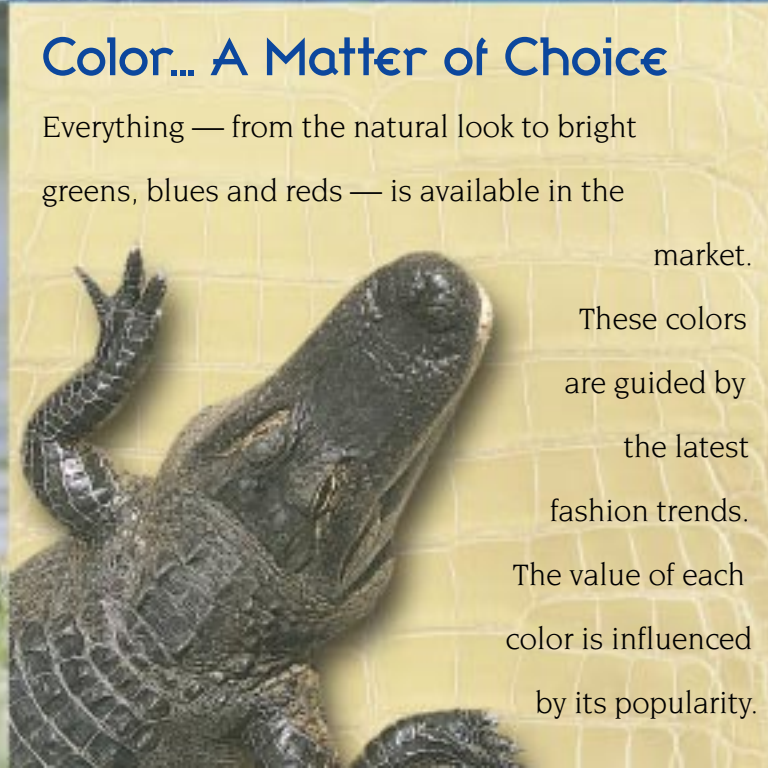


Color... A Matter of Choice

Everything — from the natural look to bright greens, blues and reds — is available in the market.

These colors are guided by the latest fashion trends.

The value of each color is influenced by its popularity.





Love Your Alligator

Alligator leather has a well-deserved reputation of quality and endurance. With proper care, your beautiful alligator leather treasures can last a lifetime.



Although the alligator spends much of its life in the water, the finished leather products do not fare well with excessive moisture. Prolong the leather's beauty and endurance by avoiding exposure to wet conditions. If your alligator product does get wet, wipe it dry with a soft cloth as soon as possible. *(continued on reverse)*



Allow wet or damp leather to air-dry naturally, away from heat. Long-term care of alligator leather is similar to any type of leather. The classic (shiny) finish should be buffed with a dry cloth. Use a quality leather cream, such as mink oil or beeswax on the matte finish.

Environmental Investment

Choosing an alligator leather product not only makes a statement about your unique style and taste, but also your concern for the environment. When you buy alligator leather you are making an investment in the preservation of the American alligator as a viable natural resource. American alligators, the source of all legal alligator leather products, have been off the endangered species list for over ten years due to the alligator industry's conscientious efforts and involvement in preservation programs to protect the wild alligator in its natural habitat. International trade of American alligator products complies with world-wide environmental regulations.

Accept No Imitations

There are many imitation alligator products on the market. Some are very hard to distinguish from the authentic alligator leather. Most authentic alligator will have "genuine alligator" imprinted on the product.

Embossed faux products will normally be less expensive.



A Symbol of Success

Florida Alligator Marketing and
Education Advisory Committee (FAME)

Florida Department of Agriculture
and Consumer Services
CHARLES H. BRONSON, Commissioner

Louisiana Department of Agriculture
and Forestry
BOB ODOM, Commissioner