



## **MY LITTLE PONY 2020 PRODUCT DESCRIPTIONS**

**New MY LITTLE PONY CORE products for WINTER 2019 include:**

### **MY LITTLE PONY MAGICAL MANE RARITY Figure**

(Ages 3 years & up/Approx. Retail Price: \$19.99/Available: Winter 2019)

The Magical Mane Rarity figure has beautiful hair that grows and changes color! The 6.5 inch figure comes with hair styling accessories, including a character-inspired hair brush. Kids can grip her mane in the hairbrush and brush her hair to see it grow, then, brush her tail to make her tail grow! Her multicolored hair also changes color when sprayed with ice water (use clean tap water only). The figure's extra-long rooted hair is soft and great for brushing and styling. The Magical Mane Rarity also comes with 10 surprise accessories for hair styling fun. The Magical Mane Rarity features a reimagined form factor for a fresh and adorable take on the character's original design in all-new My Little Pony entertainment, PONY LIFE. Available at most major toy retailers nationwide.

### **MY LITTLE PONY POTION PONIES**

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Winter 2019)

Reveal the magic with beloved MY LITTLE PONY characters! Each Potion Pony 3-inch figure comes with a comb and 4 surprise accessories. Tear open the potion bottle-themed pack and pour out the magical accessories for styling their long brushable hair! Potion Ponies feature a reimagined form factor for a fresh and adorable take on the characters of the MY LITTLE PONY: PONY LIFE series. Look for some favorite MY LITTLE PONY characters, including Fluttershy, Twilight Sparkle, Applejack, Pinkie Pie, Trixie Lulamoon, and Potion Nova! Each sold separately. Available at most major toy retailers nationwide.

**New MY LITTLE PONY CORE products for SPRING 2020 include:**

### **MY LITTLE PONY MAGICAL POTION SURPRISE BATCH 1**

(Ages 3 years & up/Approx. Retail Price: \$2.99 /Available: Spring 2020)

Reveal the magic with My Little Pony Magical Potion Surprise blind bags! Each 1.5-inch blind bag figure comes in a potion bottle-shaped package that can be used as a storage case. Fill the potion bottle with water, close the case, and shake to reveal the mystery figure hidden inside! Unicorn potion-themed Batch 1 includes beloved characters from My Little Pony entertainment such as Twilight Sparkle, Princess Celestia and Amethyst Star, "ponified" pets and animals with unicorn horns such as Gummy Snap and Angel bunny, and fresh additions to the cast of My Little Pony characters! Look for all 24 Magical Potion Surprise Batch 1 unicorn figures! Each sold separately, subject to availability. Available at most major toy retailers nationwide.

### **MY LITTLE PONY POTION DRESS UP FIGURES**

(Ages 3 years & up/Approx. Retail Price: \$4.99/Available: Spring 2020)

Reveal the magic of dress-up fun with beloved My Little Pony characters! Each Potion Dress Up 3-inch figure comes with 7 accessories, 5 of which are a mystery stylish surprise. Tear open the potion bottle-themed pack and pour out the accessories for styling their brushable, tinsel-streaked hair and dressing

them up in fun costumes. Look for some favorite My Little Pony characters in a reimagined form factor, including Fluttershy and Pinkie Pie! Each sold separately. Available at most major toy retailers nationwide.

**New MY LITTLE PONY CORE products for FALL 2020 include:**

**MY LITTLE PONY UNICORN SPARKLE COLLECTION**

(Ages 3 years & up/Approx. Retail Price: \$24.99/Available: Fall 2020)

Start a sparkly collection of My Little Pony unicorn toys inspired by the original My Little Pony: Friendship is Magic characters... with a reimagined style and design! This set of 5, 3-inch glittery pony toys is inspired by the popular pony characters from the My Little Pony entertainment: Twilight Sparkle, Rarity, Starlight Glimmer, Trixie Lulamoon, and DJ Pon-3, that all feature sparkly unicorn horns! The Unicorn Sparkle Collection Set comes with 12 character-inspired accessories, all of which are hidden for a surprise! Tear open the potion bottle-themed pack and pour out the accessories to reveal surprise fashion, iridescent stickers, and other accessories. Dress each pony up to pretend they're going on exciting adventures! Available at most major toy retailers nationwide.

**MY LITTLE PONY MAGICAL KISS UNICORN PRINCESS CELESTIA**

(Ages 3 years & up/Approx. Retail Price: \$29.99/Available: Fall 2020)

Meet a BFF who can't wait to hang out, share the love, and drop a beat with you! This 8-inch Magical Kiss Unicorn toy is a white Princess Celestia figure with multicolored hair and a princess tiara. Press her unicorn horn to activate. Then, blow your unicorn BFF a kiss! The more kisses you blow, the more reactions you activate. If you blow her enough kisses, she will blow you a kiss back! She also plays music and moves to the beat so you can throw a dance party for your unicorn BFF. Figure also comes with 3 surprise accessories for fun adventures with your unicorn. Tear open the potion bottle-themed pack and pour out the mystery play accessories. Kids can imagine the magic of friendship has brought their unicorn bestie to life! Available at most major toy retailers nationwide.

**New EQUESTRIA GIRLS products for SPRING 2020 include:**

**MY LITTLE PONY EQUESTRIA GIRLS FASHION SQUAD POTION MINI DOLLS**

(Ages 3 years & up/Approx. Retail Price: \$4.99 /Available: Spring 2020)

Reveal the magic of dressing up favorite characters in fashions that they love! The collectable 3-inch mini dolls have 5 points of articulation and come with 7 character-inspired outfit pieces and accessories, 4 of which are a surprise! Tear open your potion bottle-themed pack and pour out the accessories inside to reveal fashion surprises to dress up each doll in its signature style. Look for favorite characters, including Pinkie Pie, Rarity, Applejack, and Sunset Shimmer, to mix and match styles. Each sold separately, subject to availability. Available at most major toy retailers nationwide.

**MY LITTLE PONY EQUESTRIA GIRLS POTION PRINCESS ASSORTMENT**

(Ages 5 years & up/Approx. Retail Price: \$14.99 /Available: Spring 2020)

Combine the worlds of My Little Pony and Equestria Girls to imagine adventures on either side of the mirror's portal! Set of 2, 3-inch figures, features Princess pony and an Equestria Girls Fashion Squad mini doll dressed in a stylish outfit for double the fun. The Potion Princess set comes with 20 character-inspired accessories, 6 of which are hidden for a fashion surprise! Tear open the potion bottle-themed pack and pour out the accessories inside to reveal surprise fashions and dress the Pony up in her signature style. The Princess Celestia set also includes fun story accessories, such as pretend sunscreen

and a frozen treat, so kids can imagine Princess Celestia is spending a magical day on the beach. The Princess Luna set also includes fun story accessories, such as a sleep mask and pretend hot cocoa, so kids can imagine Princess Luna is hosting a magical slumber party. Mini doll and pony figures both have molded hair and 5 points of articulation for imagining entertainment-inspired stories. Each sold separately, subject to availability. Available at most major toy retailers nationwide.

**MY LITTLE PONY EQUESTRIA GIRLS FASHION SQUAD MINI DOLL SET**

(Ages 3 years & up/Approx. Retail Price: \$19.99 /Available: Spring 2020)

Reveal the magic of mix and match fashion fun with My Little Pony Equestria Girls Fashion Squad! Each set includes two 3-inch articulated mini dolls with molded hair, plus over 40 themed outfit pieces to imagine two besties hanging out and sharing their unique styles. Tear open your potion bottle-themed pack and pour out the 10 surprise fashion accessories for a magical mix and match reveal. Look for some favorite My Little Pony characters, including Rainbow Dash and Starlight Glimmer set and Twilight Sparkle and DJ Pon-3 set. Each sold separately, subject to availability. Available at most major toy retailers nationwide.

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