HANAZUKI® 2017 PRODUCT DESCRIPTIONS

Introducing HANAZUKI®, an emotion-rich lifestyle brand from Amsterdam, centered around a spirited MOONFLOWER™ from a lunar world who embarks on an incredible journey where she discovers the true power of her ever-changing moods. Through her adventures, HANAZUKI® encounters a unique cast of friends, including LITTLE DREAMER™ and the HEMKA™ creatures who help her embrace her moods and navigate her way through this whimsical world.

Fans can join the weird and wacky journey of HANAZUKI® and her friends in a series of animated shorts available on YouTube.com/Hasbro and in the YouTube Kids app, launching in Spring 2017. Fans can further engage with HANAZUKI® through the brand's global licensing program across a variety of consumer product categories including apparel, accessories, publishing, digital gaming and more.

This summer, Hasbro introduces a HANAZUKI® toy line inspired by the animated digital shorts. Express your many moods right alongside HANAZUKI and her friends with a fashion-forward Bluetooth enabled wearable accessory, collectable HANAZUKI® plush items, and over 175 Treasures available to collect.

HANAZUKI products for Fall 2017 include:

HANAZUKI® MOODGLEAM™ Wearable Band
(Ages 6 years & up/Approx. Retail Price: $19.99/Available: Fall 2017)
Show and express the colors of your changing moods just like HANAZUKI® with the HANAZUKI® MOODGLEAM™ Wearable band! Customize your wearable band by attaching up to two unique Treasures directly to the band, showing off which moods you're currently feeling. Watch as your wearable band lights up in one or two different colors, based on which Treasures are being displayed! Store and display up to five additional Treasures on the band of the wearable to show off which cool Treasures you have in your collection! The HANAZUKI® MOODGLEAM™ Wearable band connects to the HANAZUKI® app via Bluetooth to continue game play for more mood-tastic fun. Includes one wearable band, USB cable, and two exclusive Treasures. Additional Treasures sold separately. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® MOODLIGHT GARDEN™ Playset
(Ages 6 years & up/Approx. Retail Price: $24.99/Available: Fall 2017)
Display your collection of unique Treasures in the HANAZUKI® MOODLIGHT GARDEN™ Playset. Kids can attach different colored Treasures to the hot-spot on the front base of the MOONLIGHT GARDEN™ playset and watch as HANAZUKI®'s hair, dress and MOODPLUME light up as her mood changes! Attach up to nine Treasures around the MOONLIGHT GARDEN to display the two exclusive Treasures included or Treasures from your own collection. Scan the HANAZUKI® figure and Treasure codes for more mood-tastic fun in the HANAZUKI app! Includes removable HANAZUKI® figure, moon base, and two exclusive Treasures. Additional Treasures sold separately. Requires 3 AA batteries, not included. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® Plush Doll
(Ages 4 years & up/Approx. Retail Price: $24.99/Available: Fall 2017)
Kids will love to experience each mood and adventure with the adorable HANAZUKI® Plush Doll. This adorable, 14-inch HANAZUKI® Plush Doll is ready for any adventure and mood that comes her way. Inspired by the animated digital shorts, HANAZUKI® is true to character complete with soft and colorful printed hair, outfit, and mood bracelet. Activate the doll's light up feature by pressing her MOODPLUME and imagine her mood changing with each new color. Press the stem again to select the color that best represents your current mood to display it through HANAZUKI®. Scan the code into the HANAZUKI® app for more mood-tastic fun! Requires 3 A76 batteries, included. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® TREASURING SET
(Ages 6 years & up/Approx. Retail Price: $19.99/Available: Fall 2017)
Build your Treasure collection and show off your moods in style with the HANAZUKI® TREASURING SET! Fans will love to customize their ring by attaching a Treasure that expresses their current mood. Switch up your mood by swapping the attached Treasure with another from your collection. Scan Treasure codes in the HANAZUKI® app for even more mood-tastic fun while building out your digital HANAZUKI® world! Includes 14 Treasures and one ring. Additional Treasures sold separately. Types and colors of Treasures will vary. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® LUNALUX™ Treasure Assortment
(Ages 6 years & up/Approx. Retail Price: $12.99/Available: Fall 2017)
LITTLE DREAMER™ is here to deliver adorable Treasures that will assist in changing your mood with the HANAZUKI® LUNALUX™ Treasure assortment. Each pack includes a LITTLE DREAMER™ figure decorated in a special dream-themed outfit, delivering 10 Treasures, representing each mood color into your collection. Wear, share and display Treasures then scan their codes into the HANAZUKI® app for more mood-tastic fun. The LITTLE DREAMER™ figure can also be scanned into the HANAZUKI app by scanning the code on his stomach. Fans will enjoy the fun of collecting all four figures and 40 Treasures! Includes one LITTLE DREAMER™ figure and ten Treasures. Each pack sold separately. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® MOODBLOSSOM™ Band
(Ages 6 years & up/Approx. Retail Price: $9.99/Available: Fall 2017)
Kids will love to show off their many moods in style with the HANAZUKI® MOODBLOSSOM™ Band. Each band is customizable by adding colorful Treasures to it to display how they're feeling. Whether you display one of the three included Treasures or use Treasures from your own collection, the MOODBLOSSOM™ Band offers a cool, fashionable accessory! Attach up to six Treasures at once, with your favorite displayed and stored in the center compartment. Scan the band and the Treasure codes into the HANAZUKI® app to unlock more mood-tastic fun! HANAZUKI® MOODBLOSSOM™ Band includes band and three exclusive Treasures. Additional Treasures sold separately. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® LITTLE DREAMER™ Plush Assortment
(Ages 4 years & up/Approx. Retail Price: $12.99/Available: Fall 2017)
Drift off into a world of dreams with the HANAZUKI® LITTLE DREAMER™ Plush assortment. LITTLE DREAMER™ is HANAZUKI's sleepy moon friend who brings Treasures to HANAZUKI for her to plant in her magical moon garden! Each of the seven random, funny and colorful dreams of LITTLE DREAMER™ are reflected through his variety of pajama hoodies making it easy to see what he is dreaming about! Scan the code on the side of LITTLE DREAMER™ into the HANAZUKI® app for more mood-tastic fun! Each plush sold separately. Machine washable. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® HEMKA™ Plush Assortment
(Ages 4 years & up/Approx. Retail Price: $9.99/Available: Fall 2017)
The world of HANAZUKI® is full of adorable, moody HEMKA™, who help HANAZUKI harvest her garden's Treasures that help change her mood. Collect all eight of the adorably cute HANAZUKI® HEMKA™ Plush. Stash your favorite Treasures in the secret back pocket for safe keeping from the other wacky HEMKA™ who are always looking for the special Treasures! Kids will love to carry their HEMKA™ wherever they go by attaching it to a backpack or carrying it like a tote by interlocking their ears using the hook-and-loop fastener. Scan the code on the back of each HEMKA™ into the HANAZUKI® app for more mood-tastic fun! Treasures not included. Each sold separately. Machine washable. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® Treasure 6-PACK Assortment
(Ages 6 years & up/Approx. Retail Price: $6.99/Available: Fall 2017)
No matter what your mood is, embrace it with the HANAZUKI® Treasure 6-PACK! Choose from six fun and expressive mood color sets to express it just as HANAZUKI does in the HANAZUKI: Full of Treasures animated series on YouTube.

Wear, share, and display Treasures then scan their codes in the HANAZUKI® app for more mood-tastic fun! Collect all 36 Treasures. The HANAZUKI® Treasure 6-PACK assortment each include five Treasures and one mini-HEMKA™ figure that share the same mood color. Available at select retailers and on HasbroToyShop.com.

HANAZUKI® Surprise Treasures Assortment
(Ages 6 years & up/Approx. Retail Price: $2.99/Available: Fall 2017)
Escape into a world full of Treasures and colorful HEMKA™ with the HANAZUKI® Surprise Treasures Assortment! Collect the wacky, colorful Treasures and HEMKA™ friends of HANAZUKI® to express your every mood. Scan each Treasure's codes in the HANAZUKI® app to unlock more mood-tastic fun! Kids can collect all 96 Treasures! HANAZUKI® Surprise Treasures assortment packs include two Treasures in each pack. Each pack sold separately. Available at select retailers and on HasbroToyShop.com.

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