

## What's New at Dollar General



DG continually strives to help make our customers' shopping experience relevant and meaningful. Whether it's exclusives from their favorite national name brands or new high-quality private brands, DG knows that our customers look to us to help save on the essentials and the items they want.

We've added some exciting new products to our store shelves and hoping customers will take notice during their next visit to their local DG.

### Root to End

Shake up your hair care routine with Root to End, a new hair care line available only at DG—with all products priced at \$5! Available in more than 17,000 stores and online, Root to End's clean and cruelty-free products are free of SLS/SLES, parabens, phthalates and mineral oil. Customers can also discover elevated fragrances and high-performance formulas. The entire product line includes a proprietary Strand Reviving Complex, a one-step blend containing 11 amino acids to help retain moisture in hair while conditioning and nourishing all hair types, leaving it feeling silky and smooth. Learn more about Root to End [here](#).

### Maybelline® Fast Gel



With warmer weather approaching, treat yourself to updated, exclusive colors from Maybelline's Fast Gel line at DG. Try a new, bold shade like Tropic Talks, a bright shade of Lilac Lover or one of the more than 16 other on-trend shades. From solid styles to the Crystal Shimmers Collection, discover the next go-to spring shades from Maybelline Fast Gel only at DG for only \$2.50 each.

### **Orange Vanilla M&M'S**

Orange Vanilla Crème M&M'S® are back at DG! Discover the white chocolate candies featuring flavor hints of orange and vanilla wrapped in a signature orange shell again only at DG stores.

M&M'S® Orange Vanilla Creme is available in 9.0 oz. bags and specially priced at two bags for \$6\*) or \$3.25 for one bag. DG digital coupon customers can also save an additional \$2 off the purchase of \$10 on all M&M'S® Chocolate Candies with the digital coupon offer available on the DG app.

\*Must purchase two products to receive 2/\$6 pricing

### **Lay's® Fried Pickles with Ranch**



Snack on the tangy taste of Lay's® Fried Pickles with Ranch available only at DG—and only for a limited time. First introduced during Lay's Taste of America campaign, these fried pickle and ranch chips can be found at your local DG in a 7.75-ounce bag for \$3 or 2/\$5 beginning March 15. Grab a bag for yourself or share with friends. Either way, this flavor won't last long!

#### **Salsa Sensations™**

Discover the perfect way to elevate your favorite chips or recipe with Salsa Sensations™! Salsa Sensations™ brings a satisfying combination of bold, tangy flavors from a special blend of tomatoes, fresh onions, peppers, herbs, and spices to help create the fresh, authentic taste of homemade salsa. Available in Mild or Medium, the flavor-packed refrigerated salsa is low calorie, and free of gluten, fat and major allergens. Salsa Sensations™ is exclusively available in the refrigerated section of select Dollar General stores.