

This summer is going to be a huge for comic book movies, and you have to expect that a few of these blockbusters will have some unusual marketing tie-ins. Even The Avengers made some strange bedfellows when they teamed up with a fragrance company to produce a cologne set. In May cosmetic company OPI will be shipping out to stores The Amazing Spider-Man nail polish collection. Most of the titles are pretty lame, but the double entendre for "Just Spotted the Lizard" is worth the price of the product. The Amazing Spider-Man stars Andrew Garfield, Emma Stone, Denis Leary, Rhys Ifans, Martin Sheen, and Sally Field, the films swings into theaters July 3, 2012 in 3D!

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