

Manufacturers focus on consumer education

By ANTOINETTE ALEXANDER

JACKSONVILLE, Fla. — Sun safety was the focus of this year's ECRM Sun Care EPPS event as manufacturers gathered to give retailers a glimpse of the latest innovation.

The event was conducted at the Hyatt Regency Jacksonville Riverfront July 16 to 19 and attracted more than 50 retailers and more than 30 manufacturers. On the manufacturer side, ECRM had more than 95 percent of the sun care sales represented.

Consumer education and the growing concern about sun damage—both skin cancer and wrinkles—has prompted manufacturers to develop formulas with advanced technolo-

gy to ward off the sun's harmful UV rays.

Many manufacturers are beginning to target dermatologists in hopes that they will direct patients to their products in the sun care aisle. One such company is Del Ray Dermatologicals, which markets the Blue Lizard Australian Sunscreen brand. The company works with dermatologists, sending them "prescription pads" so the doctor can give their patients a "prescription" for Blue Lizard sunscreens.

In terms of packaging, continuous spray products remain hot, as consumers have shown they appreciate the convenience the continuous spray bottles offer, especially when it comes to protecting hard-to-reach areas.

Fruit of the Earth offers variety of burn-relief products



Fruit of the Earth offers an array of nature-inspired products, including 100 percent aloe vera gel, aloe vera juice (which often is recommended for patients with diabetes) and a complete line of sun-tan products.

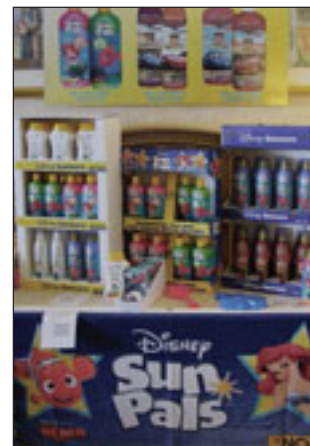
As with many sun care companies, continuous spray packaging has been a major focus for the company. They also have a private label business for retailers, which accounts for about half of its business. The company is considering re-entering the bath and body segment.



Fallene's Total Block treats sun-sensitive patients

Fallene Limited markets Cotz and Total Block to the medical community that often treats sun-sensitive patients, like those battling cancer.

The company moved from physician sales to physician-recommended and is now located behind the pharmacy counter at retail.



Solar highlights Disney No-Ad SunPals line

Solar Cosmetics Labs was on hand to promote its No-Ad value sun care brand, with the product offered at twice the size for the same price as the nationals. It also highlighted its Disney No-Ad line. Through a licensing deal with Disney, it created SunPals featuring Ariel and Nemo. Next year, the company plans to add characters from the Disney/Pixar movie "Cars."

'Croc' Hunter sun care hits U.S. market

Through its partnerships with sun care manufacturers, Hollywood Alliance Canada offers turnkey exclusive brand and private label sun care opportunities. Among the products it was highlighting at the show was The Crocodile Hunter sun care line from Australia. The company has obtained the rights for the U.S. market and is looking to launch it at retail.



Cutix ramps up promotion of PreSun line

Cutix was at ECRM promoting the 30-year-old sun-screen PreSun, which now is led by dermatologist Neal Walker. In 2007, samplings and mailings resumed to dermatologists, as well as additional consumer advertising and account promotion.

A PreSun comparison document with educational sun care information and PreSun point of difference is currently being used by pharmacists and will be available for pharmacy programs in 2008. The company is preparing to launch a pump-spray formula, as well as a wash-on sunscreen that provides protection up to 15 SPF for up to six hours.



Solar Safe wristband promotes sun safety

Designed by doctors, the patented UV monitor wristband is designed to help guard against sunburn and promote safe sun practices. The wristband activates instantly and changes colors when exposed to UV radiation.

In 2006, the company teamed up with the Sun Safety Alliance to educate consumers on sun safety. Its 2007 "controlled launch" includes distribution at drugstore.com, Longs Drug Stores and various wholesalers, such as Cardinal.

Outside Labs targets men with high-performance sunblock

Branded with the 35-year-old surf and beach brand Hawaiian Island Creation, Outside Labs' sun care items target guys who participate in action sports.

The company recently launched the products on www.drugstore.com and in the specialty surf market, but now is looking to expand distribution to the mass market. This fall, it is planning to launch sun care products for the snow and mountain brand K2.



Del Labs launches new Naturally Bare wax hair removers

Del Labs was at the show promoting its upcoming natural line for wax hair removal under its Sally Hansen brand. The line, Naturally Bare, features wax hair removers for the face and body.

Del Labs also is launching for 2008 an extra-strength formula of its Sally Hansen Spray-On Shower-Off hair remover for those with coarse hair. The vanilla-scented product produces results in as little as three minutes.

Playtex focuses on sun care lines amid acquisitions

Of course, the big news with Playtex is that it has agreed to be acquired by Energizer Holdings, a move that follows Playtex's recent acquisition of Hawaiian Tropic. Executives attending the show were optimistic about the deal, but declined to discuss specifics. They did say that they see the Banana Boat and Hawaiian Tropic consumers as two very different groups. The Hawaiian Tropic consumer is more about getting "color" and the Banana



Boat consumer is more about protection. In new product news, a key focus for 2008 is bringing its AvioTriplex technology across the entire Banana Boat line.

Ocean Potion promotes natural sun care line



The big news for Ocean Potion, a sun care and skin care brand that features its proprietary marine botanical complex, is that it is entering the continuous-spray segment to remain competitive. The company also is trying to differentiate itself with such niche products as a dab-on stick, and is working to expand and promote its line of natural sun care products.

Del Ray promotes Blue Lizard brand



Del Ray Dermatologicals works with dermatologists to help educate consumers on sun safety and to promote its Blue Lizard Australian Sunscreen brand.

The company, whose products about two years ago were found primarily in dermatologists' offices, is working to expand its retail distribution and currently is in about 25,000 doors.

Sunbuddy markets waterproof sunscreen

The company markets natural, FDA-approved sunscreen that is waterproof (it can be applied under water), sweat-proof and unscented. The company is focused on consumer education and has developed coloring books to help educate children on sun safety. The brand is being built on a grassroots level and currently is available at zoos, bike shops, marinas, etc. For convenience, the formulas are packaged in individual packets. It is developing an eight-pack so that it will be shelf stabilized.



Chattem revamps BullFrog packaging, highlights SPF, insect repellent combo

Chattem, which markets the BullFrog brand, was highlighting, among other products, its BullFrog Mosquito Coast, a SPF and DEET-free insect repellent combination that promises to block the burn and the bite. It also has revamped the packaging of various BullFrog offerings, including BullFrog

Marathon Mist continuous spray and BullFrog Quik Gel sunblock.

