

## Flexofactor to be available in cream form

After successfully launching the dietary supplement Flexofactor, endorsed by Miami Heat reserve center Alonzo Mourning, Vital Basics this quarter is introducing the second piece of what will eventually be marketed as a two-step system in the improvement of joint health and the relief of joint pain.

Toward March, Vital Basics will introduce the Flexofactor Joint Pain Relief Cream, an over-the-counter topical analgesic containing camphor and plai, an herbal ingredient popular in Thailand used to help reduce swelling and pain.

Mourning signed on as Flexofactor spokesman in November last year, not too long after his National Basketball Association team walked away with the championship trophy. Vital Basics has currently committed \$10 million in advertising support for its Flexofactor supplement, and will boost that support with the launch of the Flexofactor cream.



Vital Basics Flexofactor spokesman Alonzo Mourning

## Cosrich adds characters to Kidz vitamins

The Cosrich Group launched its line of licensed kids gummy vitamins, featuring a unique character topper—such as a Thomas & Friends toy train, a Curious George stamp or a Bratz Kidz trinket box—as a value-added to appeal to children.

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Cosrich's line of kids vitamins also features the license Bob the Builder.



Cosrich Group's Bratz Kidz gummy multivitamin

## Vitamin Angels to help blind

This March, Vitamin Angels, a consortium of nutritional supplement manufacturers, distributors and retailers, will begin working with Save the Children on Operation 20/20, Vitamin Angels executive director and founder Howard Schiffer announced at the ECRM Dietary Supplements meeting in Pittsburgh.

Operation 20/20 represents the first major step in eradicating childhood blindness due to vitamin A deficiency by 2020. "This is a very low-tech, low-cost solution for a global problem," Schiffer told ECRM attendees, because the cost to provide vitamin A supplementation to children in Third World countries doesn't exceed 25 cents per child per year.

Vitamin Angels currently is exploring a retail partnership program—where consumers will be asked to donate their change to the Vitamin Angels cause at the checkout counter.

## Sante Active building brand

Sante Active stormed ECRM Dietary Supplements with a focused brand-building strategy, which incorporates merchandising its Elu products as a block in the dietary supplement aisle features new see-through packaging. Traditionally, EluSun and EluHair have been merchandised in sun care and hair care, respectively. In addition, the company will launch two new Elu product lines—EluSkin and EluTrim—to add to its EluSun and EluHair lineup.

Sante also is launching a line of dietary supplement soft-gels positioned against inner health and beauty under the Youthful Effects banner, which will have a suggested retail price of between \$19.99 and \$24.99.

## Cytosport adds light touch to Muscle Milk line

Behind the success of Mighty Milk and Muscle Milk, Cytosport's two balanced-protein ready-to-drink nutritional drinks, the company is launching an RTD Muscle Milk Light line to reach those who are either dieting or looking to maintain their weight.

Muscle Milk Light has been designed for people

who are looking to maximize lean muscle while reducing caloric intake.

With this launch, Cytosport features a line of RTDs that will appeal to everyone in the household, including Muscle Milk for men, Muscle Milk Light for women and Mighty Milk for children.

## Botanical Labs plans to debut Wellesse banner

Botanical Laboratories has re-branded its entire range of liquid supplements under a Wellesse banner, and will begin transitioning the packaging this spring. The brand position has evolved from one representing symptom relief (Symtec) to one representing health and wellness, the company reported. The Wellesse brand will be promoted heavily, including on television, beginning in March.

In addition, Botanical will launch a better-tasting version of its Joint Movement Glucosamine product, which includes dietary fiber in the new formulation. Botanical expects the better taste, a mixed berry flavor, to improve both trial and repurchase.

And this summer, Botanical will introduce a new line of sugar-free gummy multivitamins for kids, at a suggested retail price of \$7.99. The product is formulated with maltitol, a reduced-calorie sweetener, as opposed to glucose syrups found in many other brands, the company reported.



Botanical Gardens' Wellesse supplement brands

## New GenSpec Labs products break niche

Known for carving out a genetic-specific niche in the dietary supplement market, GenSpec Labs this year is focusing on two new dietary supplements that cut across race. It has added vitamin D to a fish oil base, called Omega 3D, that should appeal to older Americans. According to the NIH Office of Dietary Supplements, Americans age 50 and older are believed to be at increased risk of developing vitamin D deficiency. It is estimated that as many as 30 percent to 40 percent of older adults with hip fractures are vitamin D insufficient, the agency noted.

GenSpec also is introducing Neurofit CFR, an amino acid-based supplement formulated to relieve some of the symptoms associated with Parkinson's disease, such as tremors.

But GenSpec has made its mark in the supplement sector with the launch of a line of genetically specific vitamins out of a concern over vitamin D deficiencies, and features a race-specific line of multivitamins.



GenSpec Labs Neurofit and Omega 3D

## Solis grows with protein drink

Solis Brands, formerly LifeForce Labs, is a relatively new company in the mass market, though it has a strong three-year-plus track record selling its nutritional drink Zoic in the Southeast through Publix. According to the company, Solis Brands generated more than \$500,000 across two flavors—Belgian chocolate and French vanilla—in Publix last year.

In addition to Publix, Zoic has been sold through Walgreens' Puerto Rico operations, Winn Dixie, Kroger Southeast and Florida grocer Kash n' Karry.

Zoic is marketed as a protein nutrition drink, formulated to complement meals or as a snack substitute as opposed to a strict meal-replacement program. The brand features the logo of the American Heart Association, having passed that association's food certification program. Zoic also meets all meal plan guidelines as proposed by the American Diabetes Association.

## Nutrition 21 AIDS med available

Nutrition 21 showcased Selenomax, which will be available first at CVS/pharmacy, including PharmaCare Specialty Pharmacy locations, and on [www.cvs.com](http://www.cvs.com) for a suggested retail of \$15.99, following the publishing of a study that linked the active ingredient in Selenomax, high selenium yeast, to suppressed progression of the human immunodeficiency virus and improved immune cell CD4 counts in HIV-1 seropositive men and women.

"Given the significant clinical findings seen with our Selenomax brand, the immediate focus is to collaborate with retailers to ensure that the product is readily available," stated Paul Intlekofer, president and chief executive officer of Nutrition 21.

The results were published in the Jan. 22 issue of the American Medical Association's Archives of Internal Medicine.

## Jelly Belly to offer multi-pack of Sports Beans jelly beans

Last year, the Jelly Belly Candy Co. set its sights on active adults with its Sport Beans jelly beans—a first-of-its-kind jelly bean formulated to energize the body during exercise based upon carbohydrate and electrolyte replenishment guidance issued by the National Institutes of Medicine.

The Sports Beans, originally developed for

the Jelly Belly bicycle racing team, are marketed as a portable convenience against such other carb/electrolyte replacement products as gels and sports drinks. Jelly Belly currently is introducing, a five-pack multi-pack offering expected to hit store shelves soon with a suggested retail price of \$3.99 to \$4.99, to add to its 1-ounce package offerings.

## Cran-Max soft-chews to hit shelves

Proprietary Nutritionals will be introducing a soft-chew version of its Cran-Max cranberry supplement, for the benefit of urinary tract health, this spring at a suggested retail price of around \$9.99 for a 30-count bottle.

Cran-Max utilizes a patented Bio-Shield technology that protects the cranberry supplement from destruction in the stomach so that nutrients are more effectively absorbed in the gastrointestinal tract.

Proprietary Nutritionals also recently announced it has sponsored a continuing education program that will be published Feb. 1. And beginning April 1, the lesson will be distributed to pharmacy technicians through *Drug Store News Pharmacy Tech News*. "The cranberry has evolved from a folk remedy to a highly concentrated herbal ingredient that is beneficial for a variety of health conditions, particularly urinary tract infections," stated Dean Mosca, PNI president. "As the pharmacist's role as health care advisor grows, we think it is crucial that they have the latest information on the nutritional benefits of cranberries."



Proprietary Nutritionals  
Cran-Max soft chews

## Indigene debuts consumer division

Indigene Pharmaceuticals, known primarily as a biopharmaceutical company, kicked off a new consumer product division at the ECRM Dietary Supplement conference in Pittsburgh. The company is targeting May 7 for its national introduction of three new supplement offerings, including Relaxane and Pre-Tense for stress and Memoryl for improved brain function, all for a suggested retail price of \$29.99.

The company's stress-related franchise is expected to be consumed on an as-needed basis as opposed to a supplement basis. Relaxane will be positioned against everyday stress while Pre-Tense will be marketed against nervous tension prompted by acute stress events.

The company is projecting at least \$30 million in first-year sales across its franchise and will be committing almost \$24 million in ad support across the three new brands. Although not fea-



Indigene Pharmaceuticals Relaxane and Memoryl

tured at the show, Indigene has a fourth product called LAXelle—a laxative that provides relief from cramps in women.

## Performance debuts diet aids

Performance Labs showcased at the show a line of what might be called branded generics, except not in the traditional sense. Called Diet Classics, it's the national-brand equivalent of some of the best-selling dietary aids on the market, including TrimSpa, Relacore and CortiSlim. In fact, the brand names are featured on the packaging, "as compared to," in typical NBE fashion. "You're not launching a product, you're launching a concept," commented Performance president Richard Burke on the ensuing launch.

The similarities end there, however. Burke reported that Performance Labs would be investing \$8.2 million in direct-to-consumer advertising through 2007. Burke was not disturbed by recent news that the Federal Trade Commission is cracking down on weight loss claims, saying "We don't make claims."

## WN plans growth with 'green'

Canadian company WN Pharmaceuticals, which markets the Sunkist brand of vitamins in North America, is branching beyond vitamin C and other supplements with a line of "Greens" products, formulated with concentrated, plant-based supplements. The company plans to launch the line initially through the health food industry, with a product called Berry Greens in capsule form that's shipping now. Later this year, WN will begin shipping two powder formats, Blueberry Greens and Cranberry Greens, into the U.S. market.

Across its Sunkist franchise, WN has had strong initial success with the launch of a chewable, strawberry-flavored vitamin C product and plans to launch a cherry flavor this summer. And WN launched cranberry and blueberry supplements late last year. WN also is working on a mangosteen and pomegranate product.

## Mason Vitamins focuses on digestion niche to grow sales

The future of dietary supplements is not in the numerous ingredients that have become a commodity business, but in niche supplements, noted Gary Pigott, vice president of sales for Mason Vitamins. "You're not going to carve out any more glucosamine; you're not going to carve out any more fish oils," he said.

One niche targeted by Mason is a focus on

digestion, which is gaining more and more traction as a maintenance supplement regimen given increased use of prescription and nonprescription medicines associated with gastrointestinal disorders. Some of the products Mason currently is promoting include colon herbal cleansers, chewable acidophilus and enzymatic digestion products.

### Kellogg fortifies product line with protein

Kellogg Co. attended the ECRM Dietary Supplement show featuring a new line of three protein-fortified products that extends the Special K brand into the meal-replacement aisle. Initially launched in November, Kellogg is introducing Special K20 Protein Waters, Special K Protein Snack Bars and Special K Protein Meal Bars.

The Special K20 Protein Water delivers 5 grams of protein per 16-ounce bottle with 50 calories and is available in three flavors—strawberry kiwi, lemon twist and tropical blend. A four-pack of 16-ounce bottles has a suggested retail price of \$5.99, or \$1.49 for an individual bottle.

Special K Protein Meal Bars are available in chocolate peanut butter, double-chocolate and strawberry, with 10 grams of protein and 190 calories. A box of six bars has a suggested retail price of \$5.99, or \$1.29 for an individual bar. Special K Protein Snack Bars contain 110 calories per bar and 4 grams of protein. A box of six bars has a suggested retail price of \$3.99, or 89 cents for an individual bar.



Kellogg Co.  
Special K Protein Snack Bars

### LifeSource Group libido lifters gender-specific

From Australia with love, LifeSource Group introduced a line of gender-specific herbal libido lifters branded Wyld. According to the company, Wyld has enjoyed leading marketshare in Australia—with 60 percent of the market—over the past three years.

The line of three products—a one-month supply each for men and women and one combination product that includes a two-week supply of both the male and female formulations—launched in GNC centers in December at a suggested retail price of \$29.99.

The company kicked off a direct-to-consumer advertising campaign in January, and plans to launch the Wyld line into mass retailers, where sexually-themed supplements have grown 35 percent in the past two years, the company stated, citing ACNielsen data for the 12-week period ended Dec. 2. Of that, 84 percent of those supplements are sold through the drug channel of trade.

Developed by researchers in Australia and the U.S.A., the two distinct energy boost formulas that



LifeSource Group's Wyld libido-lifters

make up Wyld Woman-Energy Recharge and Wyld Man-Libido Fuel contain blends of natural herbal ingredients, including tribulus terrestris, damiana leaves, muira puama, siberian ginseng, B vitamins and chromium in the female formulation. Wyld Man contains horny goat weed, schizandra fruit and zinc as part of its unique formula.

### Hollywood Diet cookies hit retail

Hollywood Diet is presently shipping its line of Hollywood Cookie Diet products, including to Rite Aid centers, marking one of the first diet products to be introduced directly to retail as opposed to direct response, the company reported. Retailing for a suggested \$19.95, each box of cookies includes a three-day supply and are available chocolate chip, oatmeal raisin, lemon and variety packs.

Hollywood also introduced its 15 Day Detox dietary supplement at the show, featuring a two-step regimen. Each package contains 60 herbal supplements and 60 fiber supplements and will retail for a suggested \$24.95.

### Vessence aims for national sales

Vessence Labs was on hand to sell through its line of effervescent supplements that were launched in November. Company executives expect to reach national distribution by this summer. Vessence's lineup includes three product lines—Vessence, a line of condition-specific (bone/joint, menopause support, etc.) effervescent beverage supplements aimed at baby boomers and seniors; Zenergize, a line of energy supplements that will target women between the ages of 25 and 49; and SuperFly, a line of energy-oriented beverage supplements aimed at young men, between 18 and 34.

### Nature's Pearl will fund trial to differentiate grape seed

Nature's Pearl has dedicated some \$8 million to a clinical trial that will help establish a point of differentiation between the company's Muscadine grape seed supplement offerings and other grape seed supplements on the market. Nature's Pearl is expecting the first data from the clinical trials, conducted by Wake

Forest Sciences, to be available this summer.

According to the company, Muscadine grapes yield a higher level of antioxidants and anti-inflammatory compounds as compared to traditional grapes. A one-month supply of the company's Muscadine grape seed supplement retails for a suggested \$29.99.