

## AgaMatrix debuts Keynote, Jazz glucose meters

SALEM, N.H. — AgaMatrix debuted at the ECRM Home Health Care conference—which took place in Fort Worth, Texas, earlier this month—two new blood glucose meters. The compact Keynote meter and the Jazz meter, with a larger easy-to-read backlit display, both feature WaveSense technology. WaveSense technology automatically corrects for blood sample interferences to improve the accuracy of the glucose readings.

In addition, the meters feature the company's Zero-Click Blood Glucose Data Management System, which enables users to download data through a USB cable. The software also features proprietary Virtual Meter technology, which enables users to update numerous settings on their meter directly from



AgaMatrix's  
Keynote blood  
glucose meter

their computer.

"At the clinic, care providers no longer have to fumble around with a mess of wires while trying to find the serial port and then attempting to figure out which program on their desktop to click on," stated Sonny Vu, executive vice president of development and marketing at AgaMatrix.

## Walking cane features flashlight, keychain clip



Sunrise Medical's Walking Assistant

LONGMONT, Colo. — Sunrise Medical, manufacturer of Guardian home health care and DeVilbiss Pulmo-Aide Nebulizers, introduced a new walking cane at the ECRM Home Health Care conference called the Walking Assistant.

The Walking Assistant, retailing for a suggested \$49.95, features a number of extras to broaden the utility of the cane for those who need support while walking. For example, at the base of the cane is a grabber that can be used to pick up dropped items without bending over. The cane also features a key-chain clip, magnet and flashlight in the handle, as well as a wrist-strap.

## Carex promotes Uni-Crutch

SIOUX FALLS, S.D. — Earlier this month, Carex Health Brands acquired Thera-Med, ceding to Carex one of the fastest growing brands in the re-usable hot/cold therapy segment at retail. In addition to fielding the Thera-Med line of products for the first time at ECRM, Carex also had a number of new product introductions in the bathroom safety, personal care and mobility segments, including the Uni-Crutch, an adjustable crutch where adjustments between the handgrip and the top of the crutch can be made independently; the Explorer, a folding travel walker; walker ski glides; a bed support rail; and the Step n Rest roller walker.

## Early Detect to launch new test kits

IRVINE, Calif. — Early Detect, which markets a wide line of home diagnostics tests, including tests for pregnancy, paternity, blood alcohol and a breast exam pad, plans to step up its buzz on the market with a \$16 million, 18-month marketing program this coming year with the Loomis Group. In addition, the company plans to launch several new home diagnostics tests—a prostate test, drugs of abuse, a lipid panel for cholesterol and a cholesterol/glucose combination test.

Early Detect has partnered with Crime Scene Technologies, a DNA forensic laboratory, to process its paternity tests, which retail for a suggested \$10.99 plus a \$175 lab processing fee.

## Litebook introduces ultraportable Litebook Elite with LED lights

MEDICINE HAT, Alberta — Light therapy. It's a category described as beaming with opportunity in the U.S. market commented Litebook Company chief executive officer Terry Cook, especially as the number of companies selling light therapy devices

builds public awareness around the topic. Light therapy devices—which have been found in clinical trials to help relieve depression and jet lag—have generated a following in Europe, Cook said, and is expected to grow here given the number of people either

suffering from depression or sleep deprivation.

Litebook showcased its Litebook Elite at ECRM, which features an LED light in place of fluorescent—the LED makes the device more battery-friendly and easier to pack into an overnight bag.

### 3M skin products target patients with diabetes

ST. PAUL, Minn. — 3M recently launched a line of skin health products targeting the diabetes consumer under its Nexcare banner. The line includes a balm for foot cracks, an alcohol-free, no-rinse foot cleanser, a body lotion, a cream for calluses, a hand sanitizer and two skin moisturizers.



3M's Nexcare advanced Foot Crack Care

The products are formulated to help relieve severely dry skin—a secondary symptom of diabetes.

The messaging on the Nexcare products identifying them as diabetes-friendly products are very subdued, however, with an “Ideal for People Living with Diabetes” banner that runs along the bottom of the packaging. According to suppliers of diabetes products, people with diabetes prefer products that do not highlight their disease state when brought to the checkout counter.

3M also showcased its latest bandage—diamond-shaped bandages that feature adhesive completely around the bandage area. Many rectangular bandages on the market only have adhesive at either end of the bandage.



3M's Nexcare advanced Skin Balm

### Monitors help detect morning hypertension

BANNOCKBURN, Ill. — Omron is currently rolling out a blood pressure monitor approved by the Food and Drug Administration to help detect morning hypertension, a problem that indicates an increased stroke and hypertension risk associated with higher blood pressure readings in the morning.

Omron's blood pressure monitor (model HEM 637, for example) keeps a separate history for a.m. and p.m. blood pressure readings, which enables consumers to self-diagnose their risk of developing



Omron's Wrist Blood Pressure Monitor

morning hypertension.

There are two types of morning hypertension: patients either have consistently high blood pressure through the night or experience blood pressure increases while asleep; or patients experience extreme dips in blood pressure at night and extreme surges in the morning.

In either case, it is very difficult to detect morning hypertension. By the time patients go to see a doctor, their blood pressure already may have decreased—making the condition difficult to diagnose.

### BD Logic to launch Nova Max

CLEARWATER, Fla. — BD in December sold its blood glucose meter business to Sanvita, which plans to launch its Nova Max meter based on the BD Logic meter as soon as it gets the green light from the Food and Drug Administration. Once approved, the Nova Max meter will feature fast four-second testing, no coding and a 400-test memory.

The strips are designed to work with the Nova Max meter and also will work with the existing BD Logic and Paradigm Link meters that diabetes patients already may own.

The new company has diabetes veteran David Quick operating as vice president of sales and marketing. Quick comes from Roche Diagnostics.

### Beiersdorf introduces Futuro

WILTON, Conn. — Beiersdorf had on hand its new Futuro Anti-Embolism Hosiery, which began shipping in January, at the ECRM Home Health Care conference. The product differentiators include an antimicrobial, latex-free stocking with a silicone strip at the top to prevent slipping.

Shipping in August, Beiersdorf will introduce a nighttime Futuro ankle brace for plantar fasciitis, which comfortably maintains a 90-degree angle for the foot during sleep for a person suffering from severe heel pain when they first get up in the morning.

According to the company, as many as 2 million people each year get plantar fasciitis, an inflammation of the tough tissue connecting the heel bone to the base of the toes.

### Biocomfort makes U.S. debut with home diagnostics

FILDERN, Germany — Biocomfort made its U.S. debut at the ECRM Home Health Care show, featuring a line of diagnostics products that have the capability to download all data wirelessly to a computer and amalgamate the

data that is expected to launch in the fourth quarter. The products, including a body scale, a blood pressure kit and a blood glucose meter, can be coupled with a modem and corresponding program called the Biocomfort Health

Manager, giving remote caregivers the ability to monitor their patients or family members remotely.

The company also is working on the introduction of a heart-rate variability meter, which measures the fitness level of a person's heart.

## Prevention Ultima hits store shelves in September

SHREWSBURY, N.J. — Mark of Fitness will launch its latest blood pressure monitor, the Prevention Ultima, beginning in September. In addition to carrying the license of *Prevention* magazine, the Ultima features a comprehensive data management system that records both systolic and diastolic pulse values as well as the date and time of the reading, for two people. With the ability to track morning blood pressure readings separately from nighttime measurements, the Ultima can be used to help keep track of the risk of morning hypertension.

The Ultima will be available in both a tabletop and wrist version. Pending approval from the Food and Drug Administration, Mark of Fitness hopes to introduce this fall RevitaLeg, a device that delivers intermittent pneumatic compression massage around the calf or foot. Pneumatic compression massage is generally accepted by the medical community as a benefit in improving circulation and reducing swelling caused by edema.



Mark of Fitness' Prevention Ultima Blood Pressure Monitor

## GeneTree introduces DNA paternity test kits



GeneTree's DNA Paternity Test Kit

SALT LAKE CITY, Utah — The DNA paternity testing market is estimated to be as high as \$350 million and growing at a 10 percent clip each year, according to the GeneTree DNA Testing Center, and not much of that is at retail. GeneTree intends to introduce in August its line of DNA paternity test kits designed for retail—kits that sell for \$29.99 at the shelf plus a \$119 lab fee, establishing a gross margin as high as 68 percent for the retailer and representing savings of up to 75 percent versus tests administered at a diagnostics center.

As a value-added, GeneTree will also provide its consumers with a toll-free number staffed by trained genetic specialists to help field any questions in either English or Spanish between 9 a.m. and 8 p.m. every day. According to GeneTree research, only 30 percent of paternity tests are completed for legal reasons, and 55 percent of the purchasers are women.

## Pain-free backpacks hit market

TORONTO — Beginning in June, Obus Forme will begin shipping back-friendly backpacks under the slogan "Stop Back Pain." Retailing for between \$19.99 and \$39.99, the Obus Forme backpacks are expected to break the seasonality in backpack sales from back-to-school to more of a year-round purchase.

The backpack features strategic padding and multiple lockable straps for optimum comfort and weight distribution.

The company noted that back pain impacts 80 percent of the population at some point in their lives. Citing the U.S. Consumer Product Safety Commission Report of 2000, the company claimed that injuries resulting from backpacks were up 330 percent since 1996.

## UpLift brings Day-Light to U.S.

DARTMOUTH, Nova Scotia — Attempting to parlay its success in light therapy in the Canadian market to the United States, Uplift Technologies introduced its Day-Light—a light product that delivers 10,000 lux of illumination (in other words, a high-intensity light)—at the ECRM Home Health Care conference in Fort Worth, Texas.

According to the company, there is a higher index of use of light therapy in northern climes—those states that border Canada, for instance—in the winter months because of a greater incidence of seasonal affective disorder. The typical demographic making use of a light therapy device is a female head-of-household between the ages of 20 and 40.

## Masada offers diabetes-friendly mouth rinse, therapy cream

CHATSWORTH, Calif.— Masada Health & Beauty, which offers a line of diabetes-friendly skin care products, featured two new products at the ECRM Home Health Care conference—a DiabEase Mouth Rinse & Gargle and a DiabEase

Antioxidant Therapy Cream.

The mouth rinse, a sugar-free and alcohol-free solution containing mineral-rich ingredients from the Dead Sea in Israel, clove and aloe, is marketed against dry mouth—a common condition among diabetics—as

well as helping to fight bacteria and relieve bad breath.

The DiabEase Antioxidant Therapy Cream, containing both alpha lipoic acid and the Dead Sea mineral ingredients, is formulated for the temporary relief of the symptoms of peripheral neuropathy.

## Polymer Tech debuts first home cholesterol monitor

INDIANAPOLIS—Polymer Technology Systems launched its CardioChek at the ECRM Home Health Care conference, the only home cholesterol testing system on the market, according to the company. The CardioChek analyzer tracks total or HDL cholesterol and triglyceride levels—with three separate test strips representing an ancillary sale—allowing consumers to better track their numbers between physician visits.

The analyzer retails for a suggested \$99.99, with each of the accompanying PTS Panels Total Cholesterol test strips priced at \$11.99 for a package of three tests. Polymer also has ketone and glucose test strips available.

“There are nearly 107 million Americans with high total cholesterol, which puts them at increased risk for stroke, coronary artery disease, and heart attack,” stated Polymer chief executive officer Robert Huffstodt. “With more consumers managing their own wellness, the accessibility of the CardioChek monitor over-the-counter at [retail] meets a growing need, providing an economical and easy way for Americans to monitor additional key health indicators.”



Polymer Technology System's CardioChek

## Kendall stockings reduce deep vein thrombosis

KING OF PRUSSIA, Pa. — Following its name change from Tyco Healthcare Retail Group to Covidien beginning June 29, the company plans to launch the brand-name Kendall from its professional setting to the retail arena.

Marketed as “the brand hospitals use most,” the first Kendall line to reach store shelves will be Kendall T.E.D. Stockings, a line of knee-length anti-embolism stockings available in three colors—white, black or beige. According to the company, the T.E.D. stockings are the only ones on the market clinically tested to reduce deep vein thrombosis. The line includes 25 SKUs intended to fit up to 95 percent of the targeted patient population.

Also launching under the Kendall banner is Tyco’s line of gauze products, including Kendall Alcohol Swabs that will be available to ship after June 1, and both bandage rolls and stretch gauze. Kendall’s bandage rolls feature finished edges and a crimped finish to contain fluids more effectively.



Tyco HealthCare Retail Group's Kendall T.E.D. Anti-Embolism Stockings

## Trainer’s seeks physician endorsements

BARRIE, Ontario — Trainer’s Choice Sports Medicine Products is looking to introduce a good/better/best merchandising strategy into the brace and support category. According to the company, the self-diagnosing market, oftentimes considered somewhat of a commodity market, for braces and supports is \$278 million in the United States and growing at a rate of 5.3 percent. Conversely, doctor-recommended products—products that feature higher quality and a greater emphasis on function—represent approximately \$300 million.

The Trainer’s Choice plan is to help parlay some of those health professional endorsements into retail. As endorsements, Trainer’s Choice is the official supplier for Hockey Canada, Soccer Canada, Professional Bull Riding, National Hockey League Alumni and the Canadian military.

## Moen showcases folding shower seat

NORTH OLMSTED, Ohio — Home Care by Moen is another operator in the durable medical equipment space looking to position a depth of products along a good/better/best merchandising strategy. “You want to preserve the dignity of the consumer,” commented Mark Looper, vice president and general manager of the company, which in many cases means infusing a sense of style into the line of products.

With this in mind, Home Care by Moen has pieced together a comprehensive planogram program for retailers that will fit into a 4-foot-by-6-foot section.

At the ECRM Home Health Care conference, Home Care by Moen showcased a \$59.99 folding mesh shower seat that is easily stored out of sight and a line of stylish hand grips for the bathroom.

## A&D introduces AccuFit Cuff for larger arms

SAN JOSE, Calif. — A&D Medical recently introduced its AccuFit Cuff for extra-large arms—a limited market estimated to appeal to some 2.5 million consumers, including overweight individuals and athletes with larger biceps. According to the company, it’s the first blood pressure monitor that accommodates consumers with arms up to 23.6 inches in circumference.

The unit also has an irregular heartbeat feature that provides blood pressure and pulse rate measurements even when an irregular heartbeat occurs.

A&D also currently is pursuing telehealth capabilities across its product spectrum for possible introduction in 2008. Each of A&D’s monitors will be able to communicate with a remote device, enabling caregivers to monitor their patients from afar.

## Mueller markets braces for female buyers

PRAIRIE DU SAC, Wis. — Mueller Sports Medicine is hoping to do to the brace and support category what Implus did to the foot care category—make it more appealing to the female purchaser. Starting in September, Mueller will ship LifeCare Contour for Her, a line of elbow, wrist, knee and ankle braces featuring a stylish design with a purplish hue that will retail between \$13.99 and \$19.99. There will be 12 SKUs total—three sizes each for the four braces.

Some of the points of differentiation for the products include a gel support, silicone edges so the braces won't slide and three different thicknesses of spandex. Mueller also will begin shipping its LifeCare Countour designed for men in grey.

Mueller also will introduce its gum—popular in sporting goods stores—to the drug class of trade. Quench Gum will be available in two new flavors—strawberry/watermelon and double raspberry.



Mueller's LifeCare Contour

## AlphaBetic formulated for those with diabetes

NEW YORK — Abkit, owned by Nature's Way, introduced three new SKUs across its AlphaBetic line—a line of multivitamins and supplements specifically formulated for people with diabetes. The new products include Alpha Lipoic Acid, a supplement formulated to support healthy nerve function; Cinnamon plus Chromium & Biotin for the support of glucose metabolism; and Omega-3, a supplement for heart health.

The new line extensions are all in growing segments for the diabetic supplement consumer, the company noted. The compound annual growth rate for alpha lipoic acid supplements from 2003 through 2006 was 11 percent, Abkit reported, citing Information Resources Inc. year-end data. Again, citing IRI, cinnamon is the largest segment within the diabetic nutrition cate-



Abkit's AlphaBetic line of multi-vitamins and supplements is formulated for people with diabetes.

gory with chromium supplements coming in second. And the sale of omega-3 is up over \$125 million across food, drug and mass (minus Wal-Mart) for the 52 weeks ending Dec. 31.

In addition to the new products, Abkit has updated its packaging across its AlphaBetic line.

## JAWS debuts waterproof cast

LAGUNA NIGEL, Calif. — New to the market JAWS Brand Management introduced a waterproof cast and wound protector called Dry Gear that features a natural rubber sleeve strapped at one end with a neoprene loop designed specifically to be used in water. Selling for a suggested \$18.49, Dry Gear is available in five sizes and is re-usable.

JAWS plans to promote the new product extensively to the medical community, the company reported, in addition to a public-relations campaign that kicks off in July and a consumer print campaign that begins in October.

## Drive's glides help walkers move

PORT WASHINGTON, N.Y. — Drive Medical Design & Manufacturing presented its Drive Tennis Ball Glides designed to be placed on the tips of walkers for an easier glide across hard floors without leaving behind marks from the walker leg.

People already were being advised by their physical therapists to cut into a tennis ball and affix it to their walkers, Maureen Ursprung, Drive assistant vice president of sales, reported. Now Drive is bringing that product to market, along with replacement ball glides.

The initial Drive glides will sell for a suggested \$24.99, with a package of four refill tips retailing for a suggested \$11.99.

## Abbott starts shipping FreeStyle Lite blood glucose meter

ALAMEDA, Calif. — Abbott Diabetes Care started shipping its latest FreeStyle Lite meter May 17. The new meter features no coding necessary and the ability to reapply a second blood sample within 60 seconds for an accu-

rate reading if the first blood drop should miss its mark. That functionality will eliminate much of the strip waste associated with testing for blood sugar levels.

The FreeStyle Lite system employs an Abbott technology

exclusive to all FreeStyle meters based on coulometric measurement. This patented electrochemical technology makes it ideal for measuring a small blood sample size, only 0.3 microliters, or a drop about the size of a pin head, is required.

### Lab123 promotes cholesterol test kit with Kellogg's cereal

LAKE FOREST, Ill. — Lab123 has partnered with Kellogg's as part of its Smart Start cereal promotion—providing the self-administered BioSafe cholesterol test kit that consumers get when they buy three of Kellogg's specially-marked Smart Start cereals.

Along with the kit, consumers receive a pre-addressed, pre-paid envelope in which they can send their test results to a lab and a \$10 coupon for an Omron digital blood-pressure testing kit.

In addition, Lab123 launched its BioSafe Anemia Meter, which recently received Food and Drug Administration approval for detecting whether or not a person is anemic within 20 minutes of providing the sample. Anemia is a condition brought about when the number of red blood cells falls far below normal, reducing the amount of oxygen available to all parts of the body and is typically associated with feeling tired and weak, a loss of concentration and a shortness of breath.



Kellogg's Smart Start and Healthy Heart Kit

### SciVolutions introduces new Doctor's bandages

GASTONIA, N.C. — SciVolutions introduced two new SKUs across its Doctor's Choice banner—Doctor's Choice Slow Healing and Open Wounds bandages. One product is packaged for placement in the traditional first-aid section, while a second includes messaging for the diabetes patient, optimal for placement in a dedicated diabetes section.

Both bandages are specifically designed for chronic wounds—the adhesive securing the bandages in place dissolves when it's sprayed with a water-based solution, allowing consumers to easily pull off the bandage from a sore wound area. A solution containing both aloe and sterilized water is provided with each package.



SciVolution's Doctor's Choice Slow Healing and Open Wounds Bandages

### First Check shows drug test kits

LAKE FOREST, Calif. — First Check Diagnostics introduced a number of home screening tests for illicit and prescription drugs, including what may be referred to as the Cadillac of home drug screening—a test that screens for seven illicit drugs and five prescription medicines (12 drugs all told). The \$39.99 suggested retail price includes the lab fee.

First Check also recently began shipping its marijuana and methamphetamine combination test kits, which screens for two of the most prevalent drugs abused today, and a six-drug test that tests for five prescription drugs and ecstasy in response to the growing number of "pharm parties" in which teenagers swap prescription drugs pilfered from their parents' medicine cabinets.

### Relaxane marketed against stress

WESTBOROUGH, Mass. — Indigene Pharmaceuticals, known primarily as a biopharmaceutical company, recently launched 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.

### Nutrition 21 showcases Diabetes Essentials supplements

PURCHASE, N.Y. — Nutrition 21 showcased a line of Diabetes Essentials at the ECRM Home Health Care that is expected to hit retail shelves in August. The four-SKU line features updated packaging for the company's core Diachrome brand and a diabetes-friendly sup-

plement for heart health. The new line also features two supplements in the form of drink mixes (packaged to be added and mixed with bottled water), a citrus-flavored Nutrition-to-Go Multivitamin and an ice tea-flavored Nutrition-to-Go Blood Sugar Control. Nutrition 21 is timing the

retail expansion of its Diachrome supplements beyond CVS/pharmacy and Walgreens with the publication of their 447-subject randomized, double-blind, placebo-controlled study on Diachrome for people with diabetes, which is expected in the next few months.