

IMedtech shows ear-cleansing system at ECRM

IMedtech Products showcased at ECRM Health Care its Murine Earigate Ear Cleansing System, a system that removes earwax through a patented reverse-spray action to clean the ear canal without applying pressure on the eardrums.

"When it comes to cleaning their ears, people with more chronic wax issues have had very few options," reported Jim Kelly, senior vice president of marketing for Prestige Brands.

The children's version of the product works the same way as the adult version but with 50 percent less force. Both SKUs retail for a suggested \$16.99.



Murine's Earigate for children and adults



MuellerSports' LifeCare Contour for Her

MuellerSports extends line toward female consumers

Mueller Sports Medicine is hoping to do to the brace and support category what Implus did to the footcare category—make it more appealing to the female purchaser.

This fall Mueller begins shipping its 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 don't slide and three different thicknesses of spandex. Mueller will also begin shipping LifeCare Countour, designed for men, in grey.

Scarguard MD ad campaign to drive awareness with moms

Scarguard Laboratories last year repackaged its signature Scarguard MD product, a product featuring a multimodality formula that includes silicone, cortisone, vitamin E as well as pressure and occlusion for the treatment of scars, and next year plans to help support that brand with \$3 million in television advertising. The campaign will include three four-week spots through January and February; May and June; and September and October.

In addition, the company will be spending \$750,000 on a television ad campaign for October and December of 2007.

The TV campaign is designed to drive awareness around the company's key demographic—moms between the ages of 25 and 54.

Santé Active launches new Pedi-Relax foot care line

Santé Active launched Pedi-Relax, a European line of foot care products containing essential oils. The Pedi-Relax line, retailing for a suggested \$7.99, consists of three types of foot care that focus on dry feet, freshness and protection.

Pedi-Relax Pamper contains sweet orange oil, glycerin and guanidine carbonate to help relieve dry feet; Pedi-Relax Refresh is formulated with both tea tree oil and sage oil and other ingredients to help control odor and moisturize the feet; and Pedi-Relax Protect has been formulated to create a protective barrier between the feet and shoes through silicone and squalane.

Medela expands breastfeeding products in drug channel

Medela, a company known for its breast feeding products among hospitals, is looking to grow the opportunity for breastfeeding products in the drug channel. Two new product introductions include QuickClean, a package of five bags that

can each be used 20 times to "steam clean" baby's products (pacifiers, bottles, etc.) in the microwave. Retailing for a suggested \$4.99, the QuickClean micro-steam bags are some of the top movers in the breastfeeding category on drug-

store.com and cvs.com.

Medela is also introducing QuickClean breast pump and accessory wipes, a non-alcohol, non-bleach unscented wipe that will clean breast pumps without fear of contaminating the milk with cleaning agents.

Pedinol launches treatment for athlete's foot

Pedinol launched earlier this year a potential incremental athlete's foot treatment, Fungoid Tincture, that you place around the nail bed to help treat athlete's foot that has rooted underneath the nail. "A lot of doctors [recommend] our product before trying a prescription product because some of their patients have other ailments ... they try to limit the number of systemic products they take," said Carmen Polanco, product manager for Pedinol.

Fungoid Tincture is a non-prescription branded product containing miconazole nitrate 2 percent that was switched from prescription-only in 1995.

ComfortNow introduces Amazing Heat Packs

Following in the footsteps of sister company Lover's Choice, which has had its Amazing Hot Heart massager on the market for the past six years, ComfortNow introduced two Amazing Heat Packs, one skewed toward menstrual pain, the other toward muscle pain.

The heat packs sell for a suggested \$9.99 and generate a constant 129 degrees of heat for some 45 minutes.

The packs are filled with a non-toxic solution that begins to crystallize when "shocked" by a metal tab located within the product. The crystallization emits the heat. The packs are reusable after boiling in water until the solution is in a liquid state again.



ComfortNow's Amazing Heat Packs

Okamoto unveils line extension for Beyond BodiHeat pads

Okamoto USA recently unveiled its new packaging and brand line extension of its Beyond BodiHeat pads.

The BodiWrap was designed to treat lower back pain utilizing a stretchable belt with Velcro that allows

for movement while keeping the heat applied to the lower back.

The BodiHeat pads are air activated to provide a continuous, low-level heat to relax sore, aching muscles and relieve back pain,

joint pain, stiff necks and shoulders.

Okamoto supports the brand through radio spots that tag points of distribution, free sampling programs online and in-store promotions.

SciVolutions showcases Doctor's Choice bandages

SciVolutions showcased its recently launched products 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.



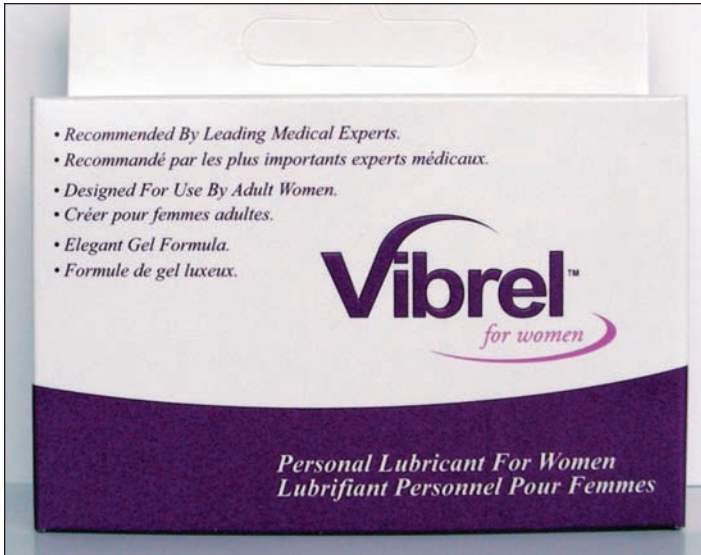
SciVolutions' Doctor's Choice Slow Healing & Open Wounds bandages

Pacific World plans launch of larger Bio-Oil offerings

Pacific World showcased its all-around "body-booster" Bio-Oil, described as "brilliant for scars and stretchmarks," this product has achieved close to cult status in all markets in which it was launched and is the No. 1 scar treatment in the United Kingdom, according to the company.

Bio-Oil is formulated with natural plant oils, vitamins A and E and PurCellin Oil, an ingredient that was initially developed as a specialist product for scars and stretch marks.

Available in 2-ounce bottles today, Pacific World plans to launch a larger size—4.2 ounces—in 2008.



Helm Pharmaceuticals' Vibrel

Helm's Vibrel helps stimulate women's sexual arousal

Helm Pharmaceuticals continues to showcase its unique over-the-counter product positioned against female sexual arousal disorder. According to the company, there are no like products on the market and only one prescription-only product for FSAD currently in development.

The company has doubled Vibrel's distribution in the past year (Vibrel is expected to reach 15,000 doors of distribution by

year's end) and plans to continue differentiating its product among ob/gyns as a product that helps alleviate FSAD as opposed to being a personal lubricant.

According to Helm, Vibrel is not a lubricant in the traditional sense. Instead it delivers pharmaceutical-grade niacin (vitamin B3) through a patent-pending transdermal system that helps stimulate a woman's internal lubrication mechanism.

Bruder features new ThermalOn Cold & Heat pain-relief pads

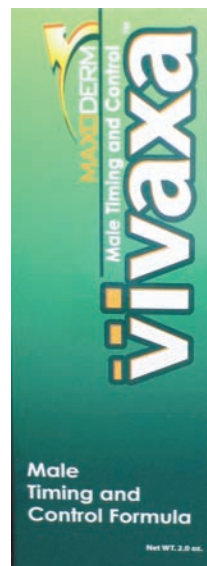
Bruder Healthcare Company featured several new heat and cold packs, including its ThermalOn Cold & Heat pain-relief pad that can either be frozen for cold or microwaved for heat, as well as a ThermalOn Moist Heat Carpal Cuff that can be used at night.

Helping to build brand equity across ThermalOn, Bruder will feature the product in the fall editions of *Arthritis Today* and *Arthritis Today's Just Diagnosed* issues.

Barmensen launches Vivaxa cream for male timing, control

Barmensen Labs highlighted its Vivaxa launch at the ECRM Health Care conference, a new cream for the gentleman concerned about stamina without using a numbing agent. According to the company, as many as 70 percent of all men will experience issues of stamina in their lives.

The product has a proven direct-to-consumer track record prior to its launch through mass, company executives reported.



Barmensen's Vivaxa

Heel Savers' gel inserts have different levels of softness

Implus Footcare showcased its new Heel Savers product, a heel insert that allows consumer to swap out two gel inserts of differing softness into the heel pad. "Or you can use the product without either [insert] to create a ring around the heel that's ideal for heel spurs," noted executive vice president Steve Head.

Implus also introduced a new peel-and-stick arch product that can be placed inside any shoe for customized arch support called Ultra Arch.

According to Implus, men and women shop the footcare category with different needs in mind. Modern women are searching for footcare products that complement their feet, their shoes and their busy lifestyle, while men are shopping mostly for utility.



Implus Footcare's Airplus Heel Savers