

Pacific promotes toothbrush holder

Pacific Dry Goods, which makes accessories and private label products, was on hand to promote its Smiley Toothbrush Holder in hopes of expanding distribution. It has developed a new 18-piece shelf display, 12-piece shelf display and a strip clip to hold individual Smiley Toothbrush holders.

The company also had at the show its new Tube Zero, priced at \$2.99. The multi-purpose tube squeezer is expected to launch around the first of the year.



Pacific Dry Goods' Smiley Toothbrush Holder

The Natural Dentist to increase its retail presence in 2008

Oral care company the Natural Dentist, which positions itself as being "naturally strong," is looking to have a stronger retail presence in 2008, and is doing a good deal of marketing such as Web campaigns and professional outreach.

Early in 2008, the company will launch its Total Smile Protector fluoride rinse. It also will be offering its mouth rinse packaged with its toothpaste.



Total Smile Protector

World Trend toothbrushes play tunes



Musical toothbrushes

World Trend, which markets licensed and non-licensed products, was highlighting at the show its licensed musical toothbrushes geared toward children. When children push a button on the handle, the toothbrush plays a tune for two minutes—the brushing time recommended by dentists. The company currently has musical toothbrushes with such licensed characters as Care Bears and Bob the Builder. Beginning Oct. 1, it will add Nintendo/Mario to its portfolio.

Sweet Breath gets trendier packaging

Health-Tech, the oral care company, is looking to jazz up the segment by revamping the long-standing Sweet Breath brand with new, trendier packaging. In addition, the company has developed a new Sweet Breath mouth rinse.

To educate consumers on the product and create a buzz, the company is starting to do marketing with such sites as eBay, YouTube, MySpace and Facebook in an effort to reach younger consumers.



Sweet Breath

Remesense battles teeth sensitivity

Belgium-based company Remedent is looking to make a splash in the U.S. market with its iWhite teeth whitening products. It is a three-part system that aims to whiten, maintain and protect teeth.

To whiten teeth there's the iWhite Light Activated Teeth Whitening Kit, which introduces light technology in a compact mouth tray with foam strips. There's also an iWhite maintenance stick and iWhite toothpaste.

To battle teeth sensitivity, there's also Remesense, which promises to protect teeth against sensitivity for up to four months with only one 10-minute treatment a month.



Remedent's Remesense

DenTek introduces NightGuard

DenTek Oral Care has introduced its NightGuard Dental Protector for nighttime teeth grinding.

The one - size - fits - all design includes flex points that stretch or squeeze to fit any arch for improved retention and a custom fit. The product is being supported by a broad-based media campaign that includes network TV, radio and magazine advertising.



DenTek NightGuard

BMAC to launch Bazeljet sanitizer for toothbrushes

The company BMAC is preparing to launch its new Bazeljet toothbrush holder and sanitizer. To promote the launch, the company said it has tapped actress Morgan Fairchild to be the face of the new product, which will retail for \$9.99.

How it works: Consumers pour a mouth rinse of their choice into the holder and then insert their toothbrush for storage.



BMAC's Bazeljet

OraHealth's CankerMelts treat and heal canker sores

Looking to meet the needs of those consumers who suffer from canker sores, OraHealth has developed CankerMelts, which are all-natural self-adhering discs that heal and treat sores. In an effort to drive sales at retail, the company can distribute brochures to dentist offices.



OraHealth's XyliMelts and CankerMelts

In addition, the company is now making XyliMelts, which are self-adhering discs that promote healthy teeth and gums.



Dr. Katz expands TheraBreath line

TheraBreath by Dr. Katz promises to eliminate, not mask, bad breath. The products were initially sold online and through his dental clinics before hitting the retail market in 1999. The company also offers TheraBrite for whiter teeth and PerioTherapy for gum care.

Looking to cater to consumers on the go, the company is expanding the TheraBreath brand to include new sizes and such offerings as TheraFloss and chewing gums for all-day relief.

Dr. Katz's TheraBreath



Bio-Oil

Bio-Oil improves skin tone

Pacific World is distributing in the United States Bio-Oil, from Union-Swiss. Bio-Oil is a skin care product designed to improve the appearance of scars, stretch marks and uneven skin tone.

The product hit the U.S. market in March 2007 and is backed by an \$11 million television and magazine campaign.

Erskine Dental markets its Piksters Interdental Brushes

Australian company Erskine Dental is fresh to the U.S. market and is currently doing mass mailings to dentists in hopes of directing patients to retail to buy their Piksters Interdental Brushes. The brushes are available in a variety of sizes and retail SKUs.

According to the company, the U.S. market is really the only market that does not offer consumers different sizes of brushes, which is important because spaces between the teeth vary. The company entered Meijer stores at the end of July and is expected to enter Duane Reade in September.



Erskine Dental's Piksters



BreathRx

Luxcon Group announces launch of new Lubrigin

The private, 100-percent women-owned Luxcon Group currently distributes products in three categories: specialty women's and men's fragrance, and bath and body. At ECRM, the company was on hand to announce the launch of its new feminine hygiene product Lubrigin and hemorrhoid treatment Proctonet.

Discus Dental continues to build BreathRx with Sensitive Formula

Discus Dental, the marketer and distributor of premium oral care products, will continue to build its BreathRx brand at retail.

For the first quarter, the company is launching its new BreathRx Sensitive Formula available in a mouth rinse and toothpaste. According to the company, some 45 million people suffer from sensitive teeth. The company has earmarked \$20 million in media support for the launch.



BreathRx

Toothwipes reduce childhood tooth decay

Looking to reduce the incidence of childhood tooth decay and improve the oral and general health of children, DR Products has developed Spiffies ToothWipes.

Powered by Xylitol, which is approved by the FDA as a food additive for all ages and has been shown in many studies to reduce cavities, the wipes promise to remove plaque on baby's teeth. The wipes are available in three flavors: grape, apple and mango.



Spiffies ToothWipes

Sante Active debuts Elgydium in the U.S.

The U.S. subsidiary of Laboratories Pierre Fabre, France, Santé Active has debuted the French toothpaste brand Elgydium in the United States. Previously, it had been available in the United States on a limited basis, sold only in select boutique pharmacies.

The line includes whitening toothpaste, anti-cavity toothpaste and mouthwash. There are also four models of toothbrushes. The company also



Elgydium

is promoting the new Pedi-Relax footcare line, which has been on the market in Europe for decades.

MZB kids bath products feature Disney licensees

MZB, the manufacturer of children's personal care products offers such products as bubble bath decanters and bath gift sets in both evergreen and event properties from Disney and Nickelodeon.

Corganics promotes Smooth Shave Gel

Dallas-based Corganics was on hand to promote its Smooth Shave Gel, a unisex product that can be used with or without water. The product is free of soaps and harsh chemicals.

The product, which is positioned as a premium shave product, is currently sold online, in several independent pharmacies and the Vitamin Shoppe, but the company is hoping to expand distribution. The company is hoping to generate between \$5 million and \$10 million in annual sales.

While the shave gel is a unisex product, the black packaging gives it a masculine look and feel, so in the next few months the company is planning to rollout a shave gel with more feminine looking packaging.



Smooth Shave Gel

Pace Shave unleashes newest blades, razors

Pace Shave, formerly known as Dorco USA, was at the show promoting its newest in private label blades and razors. Among its newest offerings are private label versions of Fusion and Quattro.

The company, which started making blades in 1955, changed its name in January to help facilitate its expansion in the United States, Canada and Mexico.



Pace Shave

Listerine Whitening Strips dissolve in 5-10 minutes

Aiming to appeal to those beauty shoppers who find current whitening strips on the market inconvenient, McNEIL-PPC, a division of Johnson & Johnson Healthcare Products, has developed Listerine Whitening Quick Dissolving Strips. There is nothing to remove from the teeth as the strips dissolve in about five to 10 minutes. According to the company, the ingredients are safe to swallow, because they are common in other consumable products.



Listerine Whitening Quick Dissolving Strips



Dr. Fresh offers new Winnie the Pooh Humidifier

Dr. Fresh, one of the fastest-growing oral care companies in the United States, is perhaps best known for its Dr. Fresh Firefly toothbrush for children, which flashes for one minute when the base is pressed. Additional products include the FireFly anti-cavity fluoride toothpaste and FireFly MouthSwoosh anti-cavity fluoride rinse. Among its newest offerings is the Winnie the Pooh Humidifier.

Water Journey to expand Hands2GO distribution

Water Journey, which currently sells its product in such retailers as Bed Bath & Beyond, Kroger and CVS.com, is hoping to expand distribution of its Hands2GO Alcohol Free Instant Hand Sanitizer.

The product is a U.S. patented, natural product that is free of fragrances and alcohol. It is a water-based, antibacterial and moisturizing formula, according to the company. The product can be used as an antiseptic on small scrapes and cuts.



Hands2GO