

## SUPPLY SIDE

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NEWS

**ZONEPERFECT BARS:** Abbott Nutrition, a division of Abbott Laboratories Inc., has launched ZonePerfect dark chocolate all-natural nutrition bars in three flavors — dark chocolate almond, double dark chocolate and dark chocolate strawberry. Abbott Laboratories Inc., 100 Abbott Park Rd., Abbott Park, Ill. 60064; (847) 937-6100.

**TOM'S OF MAINE ITEMS:**

Tom's of Maine has introduced a new formula with the launch of its Natural Clean & Gentle Care and Sensitive Care toothpastes. The products include: Natural Clean & Gentle Care Anticavity plus Whitening SLS-free fluoride toothpaste, Natural Clean & Gentle Care Anticavity plus Dry Mouth Soother SLS-free fluoride toothpaste, Natural Clean & Gentle Care Antiplaque plus Whitening SLS-free fluoride toothpaste and Sensitive Care Antiplaque SLS-free toothpaste. Tom's of Maine, 302 Lafayette Center, Kennebunk, Maine 04043; (800) 367-8667.

**INSPIRED'S FROG TAPE:**

Inspired Technologies Inc. has introduced Frog Tape, a professional painter's grade masking tape. The tape is formulated with a special chemical called Paintblock that helps prevent paint bleed by forming a micro-barrier along the edge of the tape, effectively sealing it and helping to prevent paint from bleeding under the tape. Inspired Technologies Inc., 1100 North 4th St., Le Sueur, Minn. 56058; (507) 665-3580.

**XPRESS SUPPLEMENTS:**

Promax Nutrition Corp. has introduced Promax Xpress Supplements in three taste-free formulas — Calcium Xpress Formula, Fiber Xpress Formula and Joint Health Xpress Formula. The supplements are available in 30 packet boxes, and each packet can be added to coffee, tea, juice or water, dissolving quickly without a chalky residue. Promax Nutrition Corp., 100 Bayview Circle, Suite 505, Newport Beach, Calif. 92660; (888) 728-8962.

## Paternity Tests Debut at Retail

CAMP HILL, Pa. — Rite Aid Corp. has begun selling over-the-counter paternity tests in nearly all of its stores.

The Identigene DNA Paternity Test Collection Kit was successfully test-marketed, beginning last fall, in California, Washington and Oregon.

The product has now been rolled out to most of Rite Aid's 4,363 stores, which operate in 30 states and the District of Columbia. Stores in New York are not carrying the product, because of a state law that bars the collection of DNA without a court order.

"Over-the-counter sales offer a completely new marketing channel for DNA testing," says Identigene chief operating officer Doug Fogg. "It makes the process more convenient and affordable while ensuring reliability and

confidentiality. We learned that people are extremely receptive to the idea of buying a DNA paternity test kit while shopping at one of the nation's leading drug store chains."

In the past, the company says, obtaining a DNA paternity test often required the involvement of doctors or lawyers, weeks of waiting for results and the outlay of hundreds of dollars. The company cites the case of Natalie Maynes of Vancouver, Wash., who filed case papers for a paternity test the day she left the hospital after giving birth to her son. After waiting two months and being told getting test results could still be another six months away, Maynes decided to try the Identigene paternity test kit.

"Taking samples was easy, and it was nice to be able to do it

ourselves," she said. "Five days later, we had our results."

The test kits carry a suggested retail price of \$29.99. Purchasers rub a swab from the kit inside their mouths to get a sample, and then use a postage paid envelope from the kit to send the swab, along with consent forms and a laboratory processing fee of \$119, to Identigene.

Testers can get their results within three to five business days of Identigene's receipt of the sample, and can choose to get word of the results by mail, e-mail or through a secure Web page on the Internet.

Rite Aid is the first national retailer to carry the Identigene kit in nearly all of its stores, but some regional chains carry it as well, including Grand Rapids, Mich.-based Meijer Inc.

## Household Cleaners Are Going Green

NEW YORK — With April 22 designated as Earth Day, products that promise to be environmentally friendly are gaining more attention, both from the media and from consumers. One category that has moved into the spotlight in recent months is household cleaners and detergents.

In January Clorox Co. grabbed

headlines with the launch of its Green Works line. Another major player in the category, S.C. Johnson & Son Inc., started reformulating its products to improve their environmental impact as long ago as 2001.

Most recently Bissell Home-care Inc. has introduced a multi-purpose cleaner called the Little

Green Compact. The unit boasts PVC-free tanks and hose and contains parts made from recycled plastic. It comes in packaging that is completely recyclable.

Recent studies by SPINS, a market research firm serving the natural products industry, indicate that green cleaners still make up only about 1% of the total cleaning products market, but they are expanding rapidly, with growth in excess of 20% during the past year.

Much of the impetus is coming from retailers. Wal-Mart Stores Inc. has garnered a good deal of positive publicity with its sustainability efforts. This month it launched its Earth Month merchandising and marketing campaign to highlight green products at attractive prices. In Canada, meanwhile, Wal-Mart launched its Great Value GreenLine of environmentally friendly cleaning products on April 1.

"Wal-Mart is uniquely positioned to make sustainable choices a real option for hundreds of millions of Americans — not just the few who until now could afford to choose them," says Matt Kistler, senior vice president of sustainability. "The environment and budgets will be top of mind for our shoppers throughout the month of April, and for those reasons, we are unveiling new product initiatives."

## Hallmark, Universal Music Team Up

KANSAS CITY, Mo. — Hallmark Cards Inc. has introduced its first set of musical e-cards featuring music from the Universal Music Group.

The musical greeting cards, which retail for \$1.99, are available exclusively on the web site [hallmark.com](http://hallmark.com).

Each e-card plays a 15- to 30-second recording of some of the world's most popular artists. The line includes a variety of favorites from such romantic gems as Barry White's "You're The First, The Last, My Everything" and "Can't Get Enough of Your Love" to such upbeat hits as "Celebration" by Kool & The Gang and "Hot Stuff" by Donna Summer. Other selections include "Funky Town" (Lipps, Inc.), "Push It" (Salt-n-Pepa), "Is This Love" (Whitesnake), "All Star" (Smashmouth), "Jungle Boogie" and "Ladies Night" (Kool & The Gang), "Mr. Roboto" (Styx) and "Disco Duck" (Rick Dees and His Cast of Idiots).

"Hallmark.com's e-greetings with music focus on how music takes people to a special time and place," says Steve Ruschill, interactive director of Hallmark. "The musical e-cards are playful, memorable and help people connect with each other in the way only music and a Hallmark sentiment can."

"Not only has it all been said before, it has all been sung before," says Mike Davis, executive vice president and general manager, Universal Music Enterprises, the United States catalog and special markets for Universal Music Group. "The vast and wide-ranging catalog of Universal Music Group is a gold mine for musical memories and for expressing any emotion in a song."

## Finesse Line Extended by Lornamead

STAMFORD, Conn. — Lornamead Inc. has added Revitalizing Shampoo/Conditioner to its Finesse Hair Care product line.

Developed to address problems common to consumers with color-treated hair, the new item is created to provide hair strengthening and color retention while helping to reduce flyaway hair and static, according to the

company. In addition it does not leave buildup while conditioning and provides moisture retention that helps protect and repair cuticle damage.

While many people recognize that hair styling, coloring, heating and straightening treatments can damage hair, many do not realize that repeated washing, drying, combing and brushing can

cause further damage, according to George Russell, chief executive officer of Lornamead Inc.

"As a result consumers seek remedies to restore the overall condition and strength of their hair," he says. "This new product is a clear example of how Finesse remains as popular as it has with the various segments of the market."

## New Network Aims to Fill Void

CENTERVILLE, Ohio — Global Sales & Event Management LLC (GSEM) is launching a new network for suppliers in the school and office products industry.

Called the School and Office Products Network, it is meant to provide members with business services, as well as research on industry and consumer trends.

Members will also have the ability to promote product introductions on the network web site ([schoolandofficecennetwork.org](http://schoolandofficecennetwork.org)).

The network is seen as needed because of the suspension of the School and Home Office Products Association and its SHOPA Buyer-to-Seller (SBTS) marketplace.

"Since SHOPA and SBTS have effectively ceased operations, a void was created in the industry for relevant and actionable research," says GSEM partner Carm Crawford. "There are also limited options for companies looking for international trade programs, information on the school marketplace and opportunities to network. GSEM can and will fill this void."

## Coppertone Gets Two New Items

KENILWORTH, N.J. — Schering-Plough Corp. has extended the Coppertone brand with two sunscreen products, both designed for people with active lifestyles.

The company maintains that both items — Coppertone Sport, which features sweat and water-proof protection, and Coppertone Ultraguard — offer continuous sprays with a sun protection factor (SPF) rating of 70+, providing consumers with durable, photostable protection against ultraviolet (UV)A and UVB rays.

The products also contain an antioxidant that neutralizes free radicals. Free radicals can be formed in skin that is exposed to harmful UV rays, leading to visible and hidden skin damage.

The continuous-spray application method provides even coverage that sprays at any angle without the need to rub sunscreen into the skin. "In this fast-paced environment, consumers are seeking quick and effective ways to apply sunscreen to protect the whole family," says Beth Lange, senior director of research and development at the Coppertone Solar Research Center. "The continuous spray application provides an easy way to apply and re-apply high SPF broad-spectrum sunscreens."