

Supplier News

New research demonstrates efficacy of MuscleCare

TORONTO — A new scientific study has confirmed the efficacy of Professional Therapy MuscleCare pain relievers.

The topical analgesic line from Active and Innovative Inc./MuscleCare Products was shown in the study to be the most effective of five pain relieving national and professional brands. The research was published in the March issue of the journal *Chiropractic & Manual Therapies*.

MuscleCare proved to be twice as effective as the leading brand tested, according to Active and Innovative chief executive officer Dr. Chris Oswald. Even more remarkable was the finding that the popular professional brand scored the least effective of all five brands tested.

Topical pain relief science has changed a great deal, but many national brands still use old formulations and ingredients.

The study marked the first independent double blind research into external analgesics, says Oswald. Scientific backing for a product is far more significant and real than clinical support, "which really means very little," he says. "I'm excited about the path that we are on. This study proves that topical products can actually be effective and should be given a closer look when it comes to assisting in the management of pain. This is a cost effective and safe way to help the 116 million Americans in chronic pain."

MuscleCare roll-on was among the products that led to "significant increases in pain threshold tolerance after a short-term application on trigger points located in the trapezius muscle," researcher Dr. Howard Vernon, international authority in musculoskeletal research, wrote. It was also shown to be "significantly superior" to the competi-

tion "in the short-term reduction of myofascial tenderness and outperformed the placebo." Active and Innovative, which has had strong sales of MuscleCare in Duane Reade and the Katz Group in Canada, is now raising the brand's profile based on the new research. Publicity for the findings will build demand for the line leading to a chain-wide launch at one of the largest pharmacy operators in the U.S. later this year, says Oswald.

To boost awareness of the scientific backing, Active and Innovative will employ an extensive PR strategy to get the attention of its much larger competitors, the public and the 1.5 million health care providers in North America. This will involve a media outlet to reach more than 50 million consumers with print articles and radio stories. Last time the company used the service it reached 56 million eyes with over 100 articles, Oswald says.

The company is also on the verge of contracting with seven professional athletes to endorse MuscleCare, including pros from many sports sectors who will represent MuscleCare across numerous demographics like the NHL — with Dave Bolland of the Chicago Blackhawks. Other

spokespeople will represent the NFL, NBA, PGA, Olympic female snowboarders and extreme skiers. Under terms of the deal the athletes will tweet or post on Facebook two to three times a month about MuscleCare, its benefits and where to get it. Together the seven have in excess of 600,000 to 1 million followers on their Twitter and Facebook accounts. Active and Innovative will be able to use the athletes' testimonials and images on all

the wow factor," Oswald says. "We'll have a number of programs to get pharmacists educated and enthusiastic. If a pharmacist combines MuscleCare with a pain medication, the results will be staggering, and the satisfied patient will recommend and refer more friends and family to the drug store."

Active and Innovative also expects after a successful pitch and the release of this scientific study to sell MuscleCare on

ness for relieving muscle and joint pain during pregnancy and breast-feeding. The research is being conducted at Sick Children's Hospital in Toronto and will enable the brand to grow the size of the proverbial pie with placement in the baby care section, says Oswald, where its 50% retail margins will dramatically differentiate and improve this category when compared to the single-digit margins of diapers and wipes.

With the support of multiple studies, including four more in the next 12-month period, "we will be very strong in the proven and predictable arena," Oswald says. Other topical analgesics are promoted by marketers and business people alike, he adds. "They're not scientists and doctors that have seen 9,000 real life cases and know what works and what doesn't."

MuscleCare is all natural and avoids "those dreaded parabens that are deemed carcinogenic and bio-accumulative in human tissues" and they do not use dyes and coloring agents, he adds. "Ironically, the ones that use these the most have the least positive test outcomes in the study referred to at the beginning."

"They've been anxious to get something that gives the patient the wow factor."

point-of-purchase material and in its e-commerce rebuild and YouTube campaign.

Meanwhile ads directed at the pharmacist, the supplier's best "influencer," carry the new tag line "if feelings of youthfulness last for more than four hours, see your pharmacist for more MuscleCare." The company continues to work with pharmacists to "get the word out" about the brand's effectiveness.

"They've been anxious to get something that actually works and gives the client or patient

QVC, which is watched by 98 million people. The manufacturer already sold the line over the Shopping Channel in Canada in 2010 and 2011, with sales exceeding expectations.

To further boost U.S. sales the company has brought in brokers and in-store marketing/service experts with extensive experience. These new partners have relationships in direct to retail through "As Seen on TV."

In the works for the brand in the scientific arena are studies demonstrating its effective-

Carmex plans '365 Days of Lip Service'

MILWAUKEE — Carma Laboratories, maker of Carmex lip balm and skin care products, has partnered with mixed-media artist Lisa Pavelka to introduce "365 Days of Lip Service," a collection of artwork created on the lids of 366 Carmex lip balm jars.

Pavelka is creating an original Carmex lid for each day in 2012 (366 since 2012 is a leap year).

Each new creation is unveiled via daily posts at <http://www.lisapavelka.typepad.com/>. Each entry includes images of the lid, a brief explanation of the inspiration behind the design and information on the materials and techniques used.

The collection is part of a year-long celebration of the 75th anniversary of Carma Laboratories. The family-owned and

operated business was founded in 1937 by Alfred Woelbing, who invented Carmex lip balm.

"We were thrilled to learn about the project and Lisa's long-held preference for using the Carmex jar in her artistic creations," says Paul Woelbing, president of Carma Laboratories and grandson of the company founder. Holder of a master of fine arts degree in metal-

smithing and a former art teacher, Woelbing took a personal interest in Pavelka and her work and foresaw a partnership with Carma Laboratories.

The idea for the Carmex lid collection began more than 10 years ago when Pavelka began making creative polymer clay lids for gifts. The lids are created from a variety of materials, often combining two or more.

Faris backs Jergens Natural Glow launch

NEW YORK — Kao USA Inc.'s Jergens brand has introduced Jergens Natural Glow & Protect Daily Moisturizer with SPF 20. The protective sunscreen is available in two shades: fair-to-medium and medium-to-tan, and has received the Skin Foundation's "Daily Use" seal of recommendation.

The product's formula cre-

ates healthy-looking color in five to seven days while providing broad-spectrum UVA/UVB protection. The multitasking moisturizer with vitamin E offers hydrating and conditioning benefits without a heavy sunscreen feel.

The launch is being supported by actress Anna Faris through a digital photo book documenting

her activities found exclusively on the Jergens.com website.

"The new Jergens Natural Glow & Protect Daily Moisturizer with SPF 20 is now one of my must-haves, because it gives me the perfect hint of color with the added confidence of knowing I'm helping to protect my skin from the sun," she says.

Since March 30 fans have been

able to log onto Facebook as well to view Faris' digital photo book. They can also upload their own digital photo books to the Jergens.com website.

For every photo book submitted, Jergens Skincare will donate \$2 to the Skin Cancer Foundation to help raise awareness about protecting the skin from the sun.



Anna Faris



The Krave 300 Bold.

Electronic cigarette line is extended by Vapor

FORT LAUDERDALE, Fla. — Vapor Corp. has introduced several new electronic cigarettes.

The Krave 1001 and the company's Krave 1000 are described by marketers as "simple to use and simple to sell."

The rechargeable e-cigarettes are available in four different nicotine levels and either tobac-

co or menthol flavors.

"Krave is priced right, with maximum profitability and maximum value for the consumers, which keeps them coming back for more," the company's creative director Larry Markx says.

In addition, Vapor Corp. is offering two disposable electronic cigarettes — the Krave 300 and

the Krave 300 Bold.

The Krave 300 is available in 10 flavors, ranging from a variety of fruit flavors to chocolate, red wine and vanilla.

The Krave 300 Bold has a 2.4% nicotine level and is being offered in traditional tobacco and menthol flavors.

Electronic cigarettes have

become increasingly popular in recent years as more municipalities ban smoking in public places.

Marketers say that because these devices are smoke free and only produce vapors, they let smokers enjoy a cigarette in areas where traditional cigarettes are banned.