

No-water showers for sweaty teens

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Most parents love when their kids are out working up a good sweat. They love it less when their teenager and four of his teammates climb into the back of the minivan smelling like the inside of a gym locker.



Veteran car pool parents open the windows and invest in air fresheners, but Harvey Metro, father of three tween and teenage boys, has a new smelly-kid solution.

Wipes.

Not those gentle, unscented, hypoallergenic wipes you remember from the diaper-changing years.

Metro's trademarked Qwik Shower Gym Class Wipes are big – 10 by 12 inches – and thick, like a wash cloth. They contain a mix of alcohol, aloe and a scent that the accountant from Olney, Md., says is not so overpowering that it will take over the whole locker room.

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The wipes, sold for \$1 for one individual pack or \$49 for a case of 100, are designed to take the place of the showers that Metro noticed most kids don't seem to take anymore after gym class or sports practices.

"It's kind of gross," Metro said. "Kids get all sweaty in gym class and then only have a few minutes to change clothes and head to their next class. They don't take showers anymore. They don't even get a dry towel to try to mop up the sweat with. They'll clean out the paper towel dispensers to try to

dry themselves off."

In an era when schools are struggling to pack the day with ever more additions to their curriculums, the tradition of showering after phys ed class, the way older generations did, has been sacrificed to the need to find extra minutes of instruction.

"I don't know that there are too many kids who do shower in school anymore," said Jae Malaska, executive director of the New Jersey Association of Health, Physical Education, Recreation and Dance, a teacher organization. "There isn't time."

Metro said he first thought of the idea five years ago but decided to turn it into a family business only this year as a way to teach his kids about commerce and to keep them from being spoiled. His sons, ages 19, 16 and 12, help process, package and mail orders received over the Internet. They weighed in on the cartoon design on the packages and helped choose the name of the product.

Since the wipes went on the market in May, the company has processed more than 20,000 orders, Metro said. They are being sold mostly online at QwikShower.com, and in some independent sports stores. Metro is hoping for contracts with major retailers.

Metro, his wife and kids are all part owners of the company, and while the venture is a joint effort, Metro takes sole credit for the company name: My Kids Stink, LLC.

"That one was mine," he said.

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