

## What's New

### Wine-based body wash

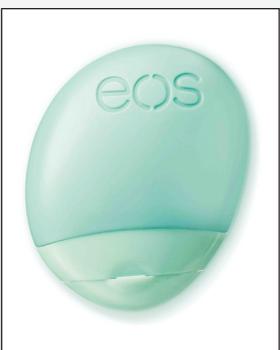


Henkel has launched Tone Vino moisture body wash with crushed grape and shea butter, which originates from the French spa trend of "vino therapy" offering luxury in skin moisturization. The suggested retail price for an 18-ounce bottle of body wash is \$3.99. (800) 258-3425; henkelna.com.

### Freeman Beauty Labs appoints SVP of sales

Patrick Bridges has joined Freeman Beauty Labs as senior vice president of sales. Bridges will build and manage the sales department across most major mass channels in the United States, as well as in fast-growing international markets. Most recently he was vice president of marketing and sales at botanical remedy supplier Bionorica LLC. (310) 446-9300; freemanbeauty.com.

### New lotions from eos



Eos Products LLC has launched 97% natural eos hand lotions in floral and cucumber scents in pod-like shapes that fit comfortably into the palm of one's hand. (212) 645-0800; evolutionofsmooth.com.

# Scar care moves beyond niche status

NEW YORK — Scar care is an attractive and important part of the skin care market, because although it's a niche category in terms of unit volume, it represents significant dollar volume as a premium-price therapeutic segment.

Also noteworthy is the fact that some brands cross over into other categories. Merz Pharmaceuticals Inc.'s Mederma can be merchandised in first aid, and Pacific World Corp.'s Bio-Oil, while primarily a scar therapy product, is a multiuse skin care product for treating a variety of conditions, from scars and stretch marks to burns, dry skin and uneven skin tone.

"What is unique about Bio-Oil is that consumers try the product to address a particular need or skin condition," says product manager Amalia Marciano. "However, they fall in love with the product when they find their own use for it."

The product can be used as a bath oil, cuticle moisturizer, face lotion, and preshave and after-shave moisturizer, she notes.

"Consumers are constantly telling us the different ways in which they use Bio-Oil," Marciano adds. "We hear from firefighters, burn survivors, chemotherapy patients, midwives, medical professionals, celebrity makeup artists and many more that use Bio-Oil."

Bio-Oil can also compete in the antiaging segment, says

Wright, the company's associate director of marketing for over-the-counter products.

With the recession, Wright points out, purchasing patterns have shifted in favor of category-leading products like Mederma "as the value equation has expanded from a one-sided price-only proposition to

in the appearance of stretch marks, Wright emphasizes.

"We didn't decide where to take the Mederma brand next; our consumers did," she says. "Women all over the country expressed a real desire for a stretch marks product that delivers noticeable results, and they recognized Mederma as a brand that stands behind its promises. We saw this as an opportunity to meet a specific consumer need and grow the Mederma franchise in a new retail segment beyond scar management."

Since the launch, Mederma Stretch Marks Therapy has grown the value of the retail stretch marks market by more than two-thirds (68%), thanks in part to an integrated marketing plan that has included traditional paid and earned media as well as a broad Web presence, including social media channels and coupon offers.

The brand has also been able to capitalize on product awareness and drive trial through peer-to-peer referrals and user testimonials.

**'Consumers fall in love with the product when they find their own use for it.'**

Marciano, noting that it has key vitamins that help to restore dehydrated skin's natural balance.

For its part, Merz entered a new niche area within skin care just this year with the launch of Mederma Stretch Marks Therapy. With the introduction, "Merz is poised to successfully grow the volume but, more important, the value of this underdeveloped retail market just as it has with the scar management category over the past de-

cade," says Jessica Wright, the company's associate director of marketing for over-the-counter products.

With the recession, Wright points out, purchasing patterns have shifted in favor of category-leading products like Mederma "as the value equation has expanded from a one-sided price-only proposition to a two-sided price-effectiveness proposition."

Mederma Stretch Marks Therapy is clinically proven to deliver noticeable improvement



## Sun care positioned for substantial growth

By Dr. Tess Mauricio

Sun care is one of the fastest-growing markets in the United States. Global Industry Analysts Inc. projects that sun care products (particularly those that focus on protection) will be a \$5.6 billion business within the next five years.

The market has especially flourished with specialty sunscreens that include health and antiaging benefits. I expect new growth factors as well as DNA repair serums to take center stage in the coming months.

Retinols also provide DNA repair to sun-damaged skin. Although products with retinol (vitamin A) have been around for 40-plus years, we still are finding new and better ways to deliver it to the skin.

Retinols (especially prescription-strength) used to be so irritating that not many patients could tolerate them, but over the next year we should see better, less irritating retinols. The one I'm using now — Biopelle Inc.'s Retriderm, with its

oil-free, aqueous suspension — is significantly better tolerated by my patients.

Non-hydroquinone skin-lightening products will fill a niche as we see hydroquinone slowly disappearing from the market. Products like Elure from Syneron Medical Ltd., sold in physicians' offices, contain melanozyme, which breaks down melanin and can help improve discoloration on the skin.

All-natural botanical lines like those from Epionce are going to be more desirable to the general public. Epionce also offers a non-hydroquinone skin-whitening and -bleaching product (Melanolyte), incorporating various natural ingredients proven to block the tyrosinase enzyme.

Dr. Tess Mauricio, "America's Favorite Dermatologist," is an author, an international speaker, a physician educator and a media personality. She is the founder of Scripps Ranch Dermatology and Cosmetic Center in San Diego and Dr. Tess Dermatology in La Jolla, Calif.

### FIRST AID OINTMENTS/ANTISEPTICS

TOTAL DOLLAR SALES\* \$94.5 mil. (+3.4%)

DRUG STORES \$59.7 mil. (+3.4%)

LEADING BRANDS**	Market share	Dollar sales (000)	Dollar sales % change
Neosporin	19.9%	\$11,900	+ 11.0%
Mederma	6.0%	3,607	+ 4.0%
Hibiclens	3.4%	2,053	+ 6.6%
Polysporin	2.1%	1,277	- 4.5%
Becton Dickinson	1.9%	1,154	+ 65.1%
A&D	1.4%	849	+ 10.9%
T.N. Dickinson's	1.3%	780	+ 19.4%
Calmoseptine	1.3%	747	+ 12.9%
H Betadine	1.2%	740	+ 8.9%
Scarguard	1.0%	514	+ 54.7%

TOTAL UNIT SALES\* 25.8 mil. (-0.7%)

DRUG STORES 13 mil. (-3.2%)

LEADING BRANDS**	Avg. price per unit	Unit sales (000)	Unit sales % change
Neosporin	\$6.66	1,786	+ 8.5%
Becton Dickinson	2.64	437	+ 65.7%
Hibiclens	10.53	195	+ 6.2%
A&D	4.43	192	+ 11.8%
Polysporin	8.27	154	- 3.8%
Mederma	23.59	153	- 1.2%
T.N. Dickinson's	6.36	123	+ 16.3%
Calmoseptine	7.02	106	+ 8.0%
Campho-Phenique	6.47	79	+ 1.2%
Bacitracin Plus	7.85	63	+ 13.2%

\*Total of drug stores, supermarkets and discount stores excluding Walmart.

\*\*In drug stores only. Private label products account for a 43.4% dollar share and a 64.8% unit share.

Source: SymphonyIRI Group.

For the 12 weeks ended February 20, 2011.