



Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

WholeFoods

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Current Issue: Jun09

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There's no mistaking that natural health and beauty care (HBC) is a booming industry. Here, we discuss the latest developments to keep in mind when selecting personal care products for your store.

#### Supplements Go Inside Out

One unmistakable HBC trend of late is the entrance of some familiar faces into the HBC category: supplement makers. It would be wrong to think these companies don't have the expertise to make valuable contributions to the segment. In fact, personal care can mesh better with their core competencies than you may think.

For example, Health Plus, Inc., Chino, CA took advantage of its detoxification knowledge when it designed its soon-to-launch Attitude personal care line. "Through the years, the mainstream has begun to understand the meaning of internal cleansing as well as how products with natural ingredients are safer, and that better quality natural products are effective in delivering results. We know that the skin is the largest organ of the body and it functions as a premier barrier against toxins. It also serves to flush out extraneous matter. We feel an optimal skincare system of cleansing and moisturizing is sensible and will be both immediately understood and embraced by consumers," says Sunil Kohli, the company's COO.

Another supplement company that is just making its mark on the personal care category is Himalaya Healthcare USA. New this spring is Organique by Himalaya, which is made with all-natural ingredients that are (wherever possible) "organically produced using USDA-certified handling practices," says the company. Already knowing the ins and outs of herbs from its supplement experience, the firm formulated the line with a host of high-quality herbs including ashwagandha, basil oil, geranium oil, neem leaf extract, rosemary, triphala, turmeric oil and several others. The line also was designed with sustainability in mind: ingredients are grown by farmers using renewable resources and the packaging is made from recycled material.



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nutrition, foods and personal care."

Another plus could be the co-packaging of inside/outside products. Industry chatter indicates a wave of these items may flood the market in the coming years. The NOW Health Group is one such company in development with an inside/outside line. Says Wells, "We do recommend taking supplements along with the use of topical products to help improve the appearance of skin and for a healthy lifestyle."

Health Plus, too, is in talks about the possibility of several "creative promotions based on the inside-outside theme."



For supplement companies that specialize in one core ingredient, personal care products may be an easy target. After all, it's well known that many nutrients we consume are beneficial in topical form. Beverly Hollister, senior vice president of XanGo, Lehi, UT, says this was the case at her firm, which recently launched the Glimpse line of skincare products. "When XanGo's founders discovered the mangosteen, they soon realized that traditional use of the mangosteen in Southeast Asia spoke not only to internal consumption, but also to its topical nutrition qualities."

Supplement makers may have several advantages in this category such as brand recognition. Natural products consumers are notorious for being loyal to brands they love. In fact, your typical supplement-only shoppers may be more prone to try a personal care product by recognized and trusted makers of the supplements they love. As they warm up to the idea of natural personal care, you may find them happily shopping across additional market segments.

NOW Foods is a good example. Says Kim Wells, personal care and outbound sales manager of the NOW Health Group, Bloomington, IN, "NOW has always carried a small selection of HBC products and as more consumers realize the effectiveness and safety of natural skincare products, we have seen an opportunity to expand the line. NOW has become a 'one stop shop'—we have a great variety of supplements, sports

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These companies have good reason to do so, as many industry experts feel natural supplements and topicals work well together. Says Hollister (whose company currently cross-markets its mangosteen HBC and supplement lines), "The skin is the largest organ of the body, and we know that what we absorb through the skin ends up in the bloodstream. Similarly, what we consume has effects on our overall health and appearance, so the two work hand-in-hand."

This could mean boosts in sales for savvy retailers who follow their lead to co-market relevant supplement and HBC lines.

#### Clean and Fresh—Naturally

It's odd to consider the following instructions given to millions of young children daily: Keep this fluid in your mouth for two minutes, but don't swallow—it can be harmful.

Says Eileen Sheets, managing director at Bioforce USA, Ghent, NY, "The things you put in your mouth are absorbed quickly into your body. That should cause us to really examine ingredients in our oral care products... [You] don't even have to swallow to have the toothpaste absorbed and there are many artificial ingredients in oral care products that you don't want to have in your body."

Though fluoride helps prevent cavities, ingesting too much can put kids at risk of fluorosis; other common toothpaste ingredients like sorbitol and sodium lauryl sulfate can be dangerous, too. Says Nicholas M. Kavouklis, DMD, president and CEO of Dr. Nick's White & Healthy, LLC, Tampa, FL, "The majority of traditional products have alcohols that dry your tissues, extra and unnecessary fluoride additives and preservatives such as parabens. Most traditional products contain sodium lauryl sulfates (soaps) for foaming, but can cause tissue irritations and can lead to mouth ulcers. Most contain unnecessary artificial sweeteners and artificial colors to enhance flavor and appearance and save costs at the expense of purity and quality."

**Key Ingredients.** Research confirms that natural ingredients offer a good alternative to the traditional. For example, xylitol is a key ingredient in this market. According to information from xylitol specialist Xlear, "Numerous field studies conducted throughout the world have led to official endorsements by dental associations in Finland, Norway, Sweden, England, Ireland, Estonia and the Netherlands of products containing high levels of this sweetener."

The firm explains how xylitol works: the bacteria that cause tooth decay cannot ferment xylitol (like it can with sugar), which reduces their growth. According to Xlear, "The number of acid-producing bacteria may fall as much as 90%. Since no acid is formed, the pH of saliva does not fall. After taking xylitol, the bacteria do not stick well on the surface of the teeth and the amount of plaque decreases."

Wells of NOW Health Group notes that the company uses a large percentage of xylitol in its natural dental care products for its dental benefits and its sweetness.

According to Sheets, herbal ingredients are also important players in the dental care category. She notes several particularly beneficial herbs in the Vogel line of dental products:

- Sage is known to prevent the development of bacteria.
- Sanicle and Burnet have anti-inflammatory properties.
- Rhatany firms and invigorates the gums.
- Rosemary, echinacea and peppermint are antiseptic and "ensure the gums are not likely to become inflamed."

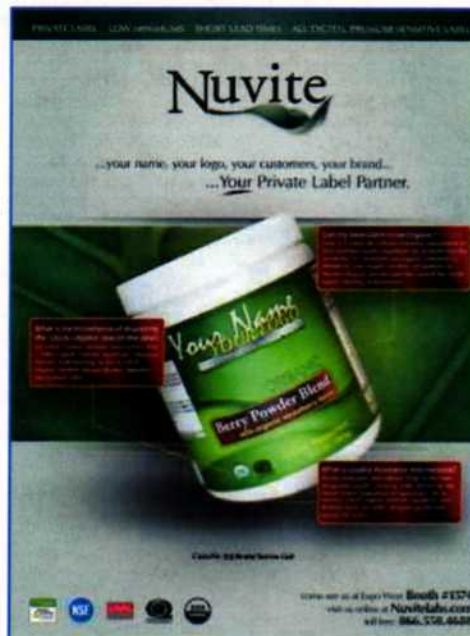
Other key dental care ingredients, says Kavouklis, are lycopene (a natural antioxidant), sodium citrate (to help prevent tooth sensitivity) and wheat germ (promotes rapid tissue healing).

**Whitening Products.** One important product trend of note is for natural teeth-whiteners and brighteners. Years ago, this was a limited market in the natural realm, but today, the segment is ripe with options to meet consumer needs. For example, JASON Natural Products, Culver City, CA, launched in 2008 a line of whitening products (PowerSmile) that uses enzymes to leave teeth whiter. When asked about the key ingredients in this line, JASON brand manager Catherine Blackwell stated, "Papaya and pineapple enzymes safely and effectively break up stains to make teeth their whitest, naturally. A blend of silica and baking soda effectively polish and clean teeth. Tea tree and neem oils naturally fight oral bacteria to leave gums and teeth clean and healthy."

Another whitening product on the market uses a pH-balanced hydrogen peroxide in a dual-chambered delivery system. Says Kavouklis of the Dr. Nick's line, "Hydrogen peroxide has been used in dentistry for 100 years and has been proven safe and effective... Our pH-balanced pure hydrogen peroxide forms an oxygen-rich foaming action that cleanses between the teeth and below the gum-line to remove debris that most oral care products can't reach. [It's] almost a flossing of the gum tissues as it eliminates the top ten pathogens (bugs) that cause gingivitis and plaque buildup."

**Market Expansion.** Industry insiders believe the dental care market segment is ripe for future growth, especially for dental care products like mouthwashes and rinses. Says Kavouklis, "As the consumer becomes more educated on ingredients and formulas, they understand that 24% alcohol in your mouthwash is 48% proof it burns sensitive gum tissues, and kills good and bad bacteria."

Another specific place for growth may be for products geared for older consumers. According to Sheets, natural denture adhesive is virtually an unmet need in the natural personal care category. She explains that about 32 million



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