

Manufacturers take wraps off another raft of OTCs

20865 p.49

Sandra Levy

Searching for over-the-counter items on pharmacy shelves is going to get even more challenging with the battery of dental, analgesic, and other products manufacturers have just introduced. Take a look at these new entries:

Pfizer has come up with a plaque-detecting rinse called **Listerine Agent Cool Blue Mouthwash** in Bubble Blast or Glacier Mint. The rinse, indicated for ages 12 and older, is designed to help kids brush better by highlighting plaque on the teeth. It should be used for 30 seconds before brushing, according to Pfizer.

Rembrandt has unveiled mint-flavored **Rembrandt Whitening Strips** that are 20% thinner than original Rembrandt Whitening Strips.



The company claims that the strips have a unique form-fitted shape that "gives you the closest fit to dentists' whitening trays" and that the strips can be worn only one time a day to whiten teeth in only five days.

GlaxoSmithKline Consumer Healthcare is adding **Aquafresh White & Shine** to its toothpaste stable. The company's full page ad states, "Don't just whiten, shine. It looks. It feels. It is different!"

The **Klear Action Whitening Light** is making its debut from Activa. The item is unique because it is supposed to produce teeth that are six shades whiter in one hour without the use of messy trays. Consumers are instructed to use the pre-conditioning accelerator rinse before painting on a whitening gel. This is

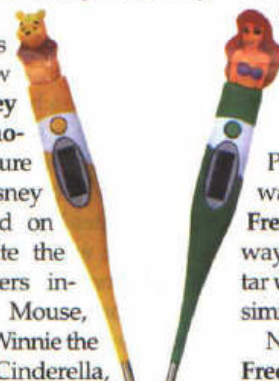
followed by using an activating light engineered to trigger the "photo initiator" in the gel. Consumers are warned not to stare into the light.

GlaxoSmithKline is marketing two new items: **Oasis Moisturizing Mouthwash** and **Oasis Mouth Spray** for dry mouth.

From the makers of Sensodyne, Oasis utilizes tri-hydra technology to moisturize the mouth as well as lock in moisture while protecting the mouth from feeling dry later on.

Not to be outpaced, Laclede is unwrapping **Biotene Sensitive**, a toothpaste for soothing dry mouth. The item combines potassium nitrate for protection against tooth sensitivity with Enzyme LP3 Complex for dry mouth relief.

Dr. Fresh is marketing a new line of **Disney Digital Thermometers** that feature a sculpted Disney character located on the end opposite the probe. Characters include Mickey Mouse, Minnie Mouse, Winnie the Pooh, Tigger, Cinderella, and the Little Mermaid.



Disney Digital Thermometers

Homedics is offering **TheraP Hot & Cold Therapy with the Power of Magnets**. The heat therapy is supposed to increase circulation and release tension. The cold therapy is supposed to decrease swelling and reduce blood flow. The magnetic wave therapy is intended to enhance the relief of pain and improve blood flow.

Lifeline Therapeutics is rolling out **Protandim**, a dietary supplement that is said to protect a patient's cellular health. The firm states that

Protandim increases the body's production of two antioxidant enzymes that aid in eliminating free radicals in the cells. The item contains extracts

of milk thistle, bacopa, green tea, and tumeric, as well as ashwagandha.

Johnson & Johnson has a newcomer in its First Aid collection called **One-Stop C-Section Care Kit**. The kit

contains gauze pads, dressing sponges, and first-aid paper tape.

3M is making available the **Nexcare Scar Care Kit**. The kit offers items to support surgical incisions once they've healed, including skin protectant swabs, steri-strip skin closures, and long-wear sterile covers.

Nexcare Incision Care Kit is the second new entry from 3M. It includes antiseptic cleansing wipes, liquid skin protectant swabs, and long-wear sterile dressings.

The most recent addition to Prestige Brands' Compound Wart remover line is **Compound W Freeze Off**, offering patients a fast way to get rid of common and plantar warts using a "freezing" treatment similar to that used by professionals.

Not to be outdone, **Dr. Scholl's Freeze Away Wart Remover** is making its debut. The company claims the wart remover removes warts fast with as few as one treatment.

Finally, Hyland's is trotting out **Restful Legs**, a homeopathic OTC intended to calm agitated legs. The product is supposed to combat leg jerks, agitation, and tingling sensations as well as constant urges to move one's legs. **OTC**

