

THE INTERSECTION  
OF  
WHAT'S NOW  
AND  
WHAT'S NEXT

GO!



INSIDE SCOOP

"We have to break through the clutter and noise to reach a diverse, new mix of customers." **Live from New York: Shopping for Necessity, Not Luxury (Page 17)**

"The oral care category is proving difficult to add meaningful value to." **Can Oral Care Keep Up the Pace? (Page 30)**

"Even in established markets, teeth whitening for the beauty industry is still a relatively new concept." **Up from the Dentist's Chair (Page 34)**

The Benefits of Red Wine Without Alcohol

New functional beverage brand claims health benefits.

You've heard the old adage: A glass of red wine a day may lead to a longer, healthier life—a notion based on the antioxidant properties of the polyphenols found in red wine grapes. Found also in green tea and cranberries, polyphenols are said to "protect the body from premature aging, disease and decay," according to Loretta Magnani, founder of Italian skin care brand Silvi '59.

When *GCI* magazine interviewed Lydia Mondavi, principal of 29 Cosmetics, in its August 2008 feature, "Vinotherapy: From the Vine to the Bottle," Mondavi mentioned drinking cabernets and other red wines regularly to aid in her overall health. She even admitted to crushing leftover grape seeds from her family's vineyards and using remaining stalks, stems and grape skins—the pomace—to enhance the free radical fighting abilities of her luxury cosmetics.

However, there are those—teens being a prime example—who believe in the wine/health link, but do not drink alcohol.

To answer the demand, Vitalita Nutritional Products, a division of Sandbox Industries, created a novel alternative. In June 2008, the

company launched Embodi, a functional beverage made from a proprietary red wine pomace extract. "Embodi makes a daily regimen of red wine's powerful antioxidants available to millions of people who do not, or cannot, drink red wine," says Dan Waters, CEO of Embodi, "which provides the health benefits of two glasses of red wine without the alcohol." Its fruit blends (goji berry and blueberry; pomegranate; lemon-lime and orange) include more than 400 polyphenols each, including resveratrol.

Although the Embodi brand makes no skin care claims, it does claim health benefits such as reducing oxidative stress and helping in weight loss. Sold in U.S. Whole Foods Market stores, the products target the obvious LOHAS demographic, while also reaching out to non-drinkers.

Even Embodi's packaging reflects its LOHAS nature. To protect its antioxidants from deteriorating UV rays and to ensure a low impact on the environment, Vitalita chose packaging supplier CCL Container. "An aluminum bottle was a natural for Embodi's target market," says Charlie Herrmann,



vice president of sales and marketing for CCL Container. "In addition to offering high impact graphics not possible on glass, aluminum bottles are 100% recyclable, an important consideration for the health-conscious and environmentally responsible."

For beauty brands interested in expanding into the nutricosmetics segment, Vitalita's parent company, Sandbox Industries, which develops new businesses in the realms of functional beverages, vitamins, supplements and more, provides yet another avenue of line expansion to which they can turn.

—Leslie Benson, Assistant Editor

Where OXYGEN Meets AROMATHERAPY

Acquisition May Bring U.S. Expansion of Home-use O2 Devices

The recent acquisition of Braden Partners, a U.S. provider of home oxygen equipment, by Teijin Pharma Limited ([www.teijin.co.jp](http://www.teijin.co.jp)), a medical and pharmaceutical subsidiary of the Teijin Group based in Tokyo, poses the possibility of expansion into the home-use medical device field for more than just respiratory diseases.

With the acquisition of Braden Partners, said to reach completion by April 1, 2009, Teijin is expanding its global reach in pharmaceuticals and home medical care. The venture will enable the Japanese company to take control of Braden's more than 100 patient care centers throughout the western U.S. and home in on the company's reported revenue of \$133 million in 2007. Teijin is utilizing the acquisition to enhance its presence in the U.S. through co-developments and in-house R&D, centralizing efforts on respiratory and other issues. With its hold on a premier U.S. respiratory services provider, Teijin may look into further expanding its brand portfolio in a recreational cosmetic direction—offering home oxygen therapy to U.S. households, which, according to the company, has a top market share in Japan.

Recreational oxygen usage can be found throughout airports, spas, nightclubs and malls around the world—especially in Japan—where the novelty oxygen bar (O<sub>2</sub>) concept spurred new traveling trends in the 1990s. The hip, futuristic stations offer 10-minute shots of purified oxygen (offering about 30% oxygen for inhalation through

a nasal cannula or a headset, as opposed to the 21% oxygen levels normally found in the atmosphere). O<sub>2</sub> shots typically come from multicolored tubes in various water-based flavors (aromas), such as mint or grapefruit.

Although medical-grade oxygen therapy currently covers mostly patients with lung diseases, a global push toward recreational oxygen bar kiosks could lead consumers toward purchasing non-medical, portable oxygen shots for stress relief, and possibly even for better skin, from companies such as Teijin.

Florida's Oasis Oxygen Bar—founded in 1999 by Cullen Cameron—already supplies public O<sub>2</sub> bars throughout the U.S., and recreational oxygen users are common in venues such as the Las Vegas-based McCarran International Airport and the Singapore Changi Airport.

On a more individual basis, the global brand Big Ox has been selling commercial grade canned oxygen for home use since May 2006, marketing its 92% oxygen-enriched breathing mixtures just as other brands do vitamin supplements or fortified water. Each Big Ox canister, similar to that of whipped cream, dispenses 30–40 two-second breaths of oxygen—much shorter and stronger than that inhaled from stationary O<sub>2</sub> bars. Big Ox claims its products promote healthy hair, reduce the signs of aging and eliminate toxins from the body; however, its most promising claims, other than reducing jetlag, involve the soothing of headaches and hangovers.

According to the FDA, no scientific claims have been substantiated as to health benefits from the recreational use of oxygen. The American Lung Association (ALA) concurs that "inhaling oxygen recreationally is unlikely to have a beneficial physiological effect" and warns that prolonged use of high levels of oxygen could increase the potential risk of body toxicity (November 2004, [www.lungusa.org](http://www.lungusa.org)). Also, some doctors believe too much oxygen may actually accelerate the aging process. Therefore, a prescription is required for the use of medical-grade oxygen from companies such as Teijin.

On the other hand, for spas or resorts interested in pursuing more recreational oxygen offerings for their clients, Oasis Oxygen Bar manufacturers three portable bar designs, complete with blacklit bubble walls, and provides clients with more than 30 water-based, natural aromas, including jasmine, green apple and pumpkin.

With 92% pure oxygen available for inhalation through non-medical concentrators, the Oasis Oxygen Spa System offers what it refers to as "health through oxygen," or stimulated blood circulation for cellular renewal and firmer skin. "For people who do not get enough oxygen naturally, supplements of oxygen can have several benefits, improving their sleep and mood, increasing mental alertness and stamina, and allowing bodies to carry out normal functions," the ALA further suggests (November 2004, [www.lungusa.org](http://www.lungusa.org)). —LB

The Downloadable Future

Electric cars run quiet—too quiet for some people concerned about safety. It seems both nature and a free market abhor a vacuum and that surely extends to silence, if the popularity of phone ringtones is any proof. But now a company is stepping up to give electric cars some "tude, and MP3 fans everywhere should appreciate this. The Sept. 1, 2008, issue of

*Businessweek* carries a report of a former software executive's copyrighted Drivetonnes brand of downloadable, dashboard controlled car sounds.

Beauty brands are bringing value to customers and connecting with fans through downloads as diverse as makeup application podcasts on the Rimmel London Web site,

and IM icons and royal MySpace templates at the Vera Wang Princess site. So where can I get a refillable makeup compact with MP3 player? —KN

