

Emerging Brand Report



Moberg Pharma

Moberg Pharma in March launched a new national ad campaign for its Kerasal Fungal Nail Renewal brand, with a "strong media plan," according to company executives, and featuring a new TV commercial. Though still in the early stages, initial results have been very positive, Moberg executives told *DSN* in late April. The brand's new positioning and advertising is based on extensive consumer research fielded by the company in 2015, and is focused sharply on improving nail appearance.

In addition, Moberg also has unveiled new packaging graphics for it, and sister brand Kerasal Intensive Foot Repair, a leading exfoliating moisturizing product for severely dry feet. The Kerasal nail relaunch also includes an impactful in-store program, professional marketing, heavy couponing and digital marketing.



Australian Dream

Australian Dream drug store customers have demonstrated year after year that \$30 isn't too much to pay for powerful pain relief from real medicine in an odor-free, non-greasy, easy-absorbing smooth cream that doesn't burn. And there is no risk to consumers because all Australian Dream products are backed by the 100% money back Empty Jar Guarantee.

Australian Dream Arthritis Pain Relief Cream — available in 4 oz. and 2 oz. jars, and a handy new travel-friendly 2 oz. tube — and Australian Dream Back Pain Cream — also available in

4 oz. and 2 oz. jars, and a 2 oz. tube — are all attractively boxed with a fifth panel, and enjoys very high indexes in shelf space productivity, uncompressing brand loyalty, repeat sales, price insensitivity and sales consistency, according to the company.

Australian Dream's spokesperson Chuck Woolery and other prominent celebrity hosts talk to seniors on all-year TV and radio endorsement commercials, and all age groups are reached with print and comprehensive digital marketing, content and search. For more information, visit australiandream.com or contact David Biernbaum, master broker of national sales and business development at (314) 434-6008 or david@biernbaum.com.



Prestige Brands

New Clear Eyes Pure Relief is the first preservative-free eye drop in a multi-dose bottle at retail in the United States, according to the company. Clear Eyes Pure Relief has a built-in purifying filter in the tip of the bottle so there is no need for preservatives. The filter is gas-permeable, allowing air into the bottle only to ensure the one-way flow of fluid during dispensing. The technology is fully microbiologically tested, and there is no compromise in stability, the company stated.

Clear Eyes Pure Relief is available in two varieties — Clear Eyes Pure Relief for Dry Eyes and Clear Eyes Pure Relief Multi-Symptom. Clear Eyes Pure Relief for Dry Eyes contains glycerin as the active lubricant and is formulated with sodium hyaluronate, a form of hyaluronic acid, for advanced comfort. Clear Eyes Pure Relief for Dry Eyes is a lubricant drop, also known as artificial tears, and does not contain any redness relievers. Clear Eyes Pure Relief Multi-Symptom delivers seven-symptom relief for burning, itchy, dry, irritated, gritty, watery eyes and redness, the company stated.

Smart Mouth

Since the launch of the new high-tech, dual-chamber, single-pour bottle, and the new "Smart Science" TV, radio, print and digital campaigns, SmartMouth's growth has been steadily rising, according to the company. However, SmartMouth isn't "cheap" and isn't likely to become one of the top three volume movers in the oral care aisle.

To say that SmartMouth is merely a mouthwash, or even merely a premium oral care rinse, is to understate the importance of the role this science and technology plays in the lives of a fast-growing number of people of all demographics, the company stated.

Simply put, SmartMouth means, "never have bad breath." And now with the addition of a new SKU, humans no longer have to choose between two often binary inflections — dry mouth and bad breath.

The lineup includes three activated rinses — Original, Clinical Gum & Plaque and Advanced Dry Mouth relief formula also providing the 24-hour activated fresh breath benefits. Dry Mouth mints are now available, and there is notably growing demand for Travel Packs sold in an efficient dispensing tray. For more information, visit smartmouth.com or contact David Biernbaum, master broker of national sales and business development at (314) 434-6008 or david@biernbaum.com.



Randob Labs

Randob Labs announced the launch of Fire Out to soothe the sting from fire ants.

Fire ants sting up to 40% of residents who live in infested areas each year. And the Southeast United States, particularly in the Gulf region, generates more than 5 million stings. While a bee may sting once, a fire ant victim is often stung by dozens, or even hundreds, of fire ants at a time that quickly crawl over a bare foot, up a pant leg or up an arm.

To help combat these painful stings, Randob Labs has developed Fire Out, a new roll-on that provides instant pain relief from these unique fire ant stings. The maximum strength formula has a dual-action benefit to help promptly kill the pain and stop the itch of fire ant stings, while the no-mess roll-on allows for broader application across many stings.

"Among the top infested areas, like in Florida and Texas, fire ant stings can occur much more frequently than even bee and wasp stings," stated Laurence Kalkstein, Randob Labs spokesman and professor in the Division of Environment and Public Health at the University of Miami Miller School of Medicine. "Once stung by fire ants, the stings typically cause immediate pain and leave the area red and swollen so the reaction time to alleviate the pain and itch is paramount."

Fire Out is one of the only anti-itch products to provide instant relief from these bites with a combination of benzocaine and menthol. This dual-action formula acts as a topical anesthetic to alleviate the pain while reducing the itch from the sting.

Fire Out will be exclusively available at Tractor Supply in select Florida locations starting this spring, and sold online at Amazon.com.

