

## 'The Hemp Retail Category Leader'

DENVER — MarketHub promotes itself as the “hemp retail category leader,” with a host of services for manufacturers and retailers of hemp-based cannabidiol (CBD) products.

These products have been gaining traction as aids in maintaining healthy lifestyles and treating a range of chronic illnesses and conditions, the company says. CBD products are also seen as an option for non-opioid pain management.

Among the company's services is Hemp Health Zone, offering grocers, pharmacies, spas, convenience stores and pet stores a customized and vetted display of CBD merchandise from such brands as Phoenix Tears, Pure Potent, Restorative Botanicals, Evervive and Therabis.

“Every brand within the Hemp Health Zone is vetted for quality, compliance and powerful wellness effects,” notes MarketHub.

Product categories include capsules, topicals, food and beverages, vape pens, candies, tinctures, and pet products. Each category attracts “deep and diverse consumer segments with a variety of specific health and wellness needs,” the company says on its website.

Blake Patterson, MarketHub's president, points to research on the health implications of hemp and its cousin, cannabis, on the human body's endocannabinoid system (ECS) as a contributing factor in rising consumer demand for CBD products.

The ECS has receptors in the brain, immune cells, glands, skin and other organs that help the body achieve homeostasis and optimal health, notes Patterson, adding that properties within the hemp plant influence ECS regulation of a variety of health-related factors and conditions, including:

- Pain.
- Sleep cycles.
- Inflammation.
- Metabolism.
- Immune health.
- Mood.
- Thermoregulation.
- Energy.
- Stress response.
- Memory and cognitive health.
- Cardiovascular health.
- Motivation and reward.

As a former national director of sales and marketing for Time Warner, Patterson says he understands category needs, product mix optimization and shopper marketing.

“MarketHub takes the guesswork out of managing the rapidly expanding category of hemp-based health,” he says.

# Dr. B Dental Solutions Enters Oral Care Fray

DALLAS — Lorin Berland looked into a lot of mouths over the course of a 40-year career, first as a denture technician and then as proprietor of a multi-specialty dental practice. Over the last 18 years of his career, Berland pursued the development and testing of solutions to dry mouth, oral infections and other problems encountered by individuals who wear dentures and other oral appliances.

Berland, now retired from his dental practice, formed a company — Dr. B Dental Solutions — to commercialize his products, which hit the market earlier this year. “The treatments for oral appliances have changed, and so have consumer preferences, but the products to care for them haven't changed in decades,” Berland explains.

His company's products include Denture Solution Kit, Sonic Cleaner, Adhesadent, Cleanadent Paste and Cleanadent Crystals. Each is made with natural ingredients and vitamins from trusted sources, says Berland. The products have received the necessary regulatory

approvals and have been warmly embraced by the dental and denture communities, he adds.

The company continues to develop new products. The latest addition is a wipe designed to offer denture wearers and others with a portable, easy-to-use

Berland says. “For sleep devices, this is especially dangerous, as the pathogens can develop into a respiratory infection.”

Dr. B Dental Solutions is addressing needs that have not been met by products and approaches that, in some instances, have been

appliances,” he comments.

Berland has written extensively on clinical dentistry and dental education issues, with books and more than 100 articles to his credit as well as instructional videos, including “Lorin Library Smile Guide.”

“With an aging population and the advancement of oral appliance treatments for a wide range of issues, there is now an oral appliance for everyone,” Berland says. “Dentures are the classic oral appliance, and there are 36 million fully edentulous individuals in the U.S. alone.

“But oral appliances aren't just for the elderly. The population of retainers, aligners and mouth guards has grown dramatically as a beautiful smile is increasingly important in society.”

## INNOVATION:

### Consumer Health

option for keeping their oral appliances clean. The need for new solutions is real, says Berland, who notes that while today's dental appliances are effective in alleviating sleep apnea and diminishing snoring or teeth-grinding, the wearers of the devices lack effective tools to maintain the appliances and minimize the risks of developing oral thrush, stomatitis, cheilitis, pneumonia and other conditions related to bacteria and other pathogens.

“If a patient sleeps with an oral appliance, their risk of developing pneumonia and other diseases increases exponentially,”

on the market for decades, according to Berland. “Our Cleanadent Crystals is the only soak cleanser that kills these pathogens while eliminating odors and removing tough stains without harsh chemicals like bleach and chlorine that can damage oral

## New Ideas Catch On In First Aid Ointments

NEW YORK — Suppliers of first aid ointments continue to update the category with innovative approaches that keep their products resonating with retailers and consumers.

Vermont's Original, for instance, recently announced that its Bag Balm line of skin moisturizers now includes a Food and Drug Administration-approved first aid ointment.

“We're proud and excited to announce that Bag Balm First Aid, a new product, is recognized by the FDA as an ointment that protects and soothes minor cuts, burns, scrapes and skin abrasions,” says John Packard, board chairman of Vermont's Original. “This medicated ointment can now be used to help heal and restore skin in health care settings and at home.”

Bag Balm dates to 1899, when dairy farmers in northern Vermont applied the ointment to chapped and chafed cow udders. Usage spread as more humans began to appreciate the ointment's benefits on their own skin.

Over the years, Vermont's Original has heard from “scores” of health care professionals who have applied Bag Balm to patients' bed sores and wounds and also used the ointment on their own dry, overworked hands, the company says. But it was dismayed to learn from other health care providers that they could not use the product because of its labeling. The FDA seal of approval removes that obstacle,

according to Vermont's First.

Lyons, Colo.-based Sierra Sage Herbs, meanwhile, notes that it is in the vanguard of the trend to deliver all-natural first aid relief.

“Green Goo First Aid, our champion product, is not only a natural, topical antibiotic, but also serves to relieve symptoms associated with bee stings, bug bites, poison ivy, burns, rashes, blisters, even cold sores,” says Jodi Scott, the company's chief executive officer and cofounder.

“Sierra Sage/Green Goo formulas are created using timeless homeopathic herbal wisdom with natural ingredients,” notes the company, which got its start selling Green Goo as a first aid treatment in a local farmer's market.

The Green Goo line is being expanded into the personal care, baby, feminine hygiene and pet categories, “offering plant-based, natural products with the entire family in mind,” Scott says.

### Multivitamins

For 12 Weeks Ended 6/17/18

DOLLAR SALES  
\$415.1 mil. (+3.6%)\*

UNIT VOLUME  
39.5 mil. (+1.5%)\*

Percent Change vs. Prior 12 Months

Percent Change vs. Prior 12 Months

Supermarkets +4.9%  
Drug Stores +2.3%

Supermarkets +3.6%  
Drug Stores -3.6%

### Top Brands

	Dollar Sales	Unit Volume
1. Private Label	\$71.9 mil.	9.8 mil.
2. Bausch + Lomb Prsvn	42.4 mil.	1.5 mil.
3. Centrum Silver	37.4 mil.	3.3 mil.
4. Vitafusion	23.9 mil.	2.4 mil.
5. Airborne	21.7 mil.	2.3 mil.
6. Nature Made	18.2 mil.	1.5 mil.
7. One A Day Vitacraves	16.9 mil.	1.7 mil.
8. Nature's Way Alive	15.9 mil.	1.5 mil.
9. Centrum	12.6 mil.	1.2 mil.
10. Bausch + Lomb Ocuvt	11.4 mil.	0.7 mil.

\* Total of supermarkets, drug stores, discount stores, military commissaries, and selected warehouse clubs and dollar stores.

Source: IRI



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