

Phoenix-based **Me4kidz** is in the process of promoting a for-kids first-aid kit, called the Medibag, that will retail for \$29.95. The first-aid kit includes a variety of bandages, including coagulant wraps, an emergency contact form called the "sitter pad" and a number of other first-aid items. The product was recognized as a "hot product" earlier this year by iParenting Media.



Me4kidz's Medibag

Industry News — The Sunglass Association of America's 2005 market survey, released last month, found that reading glass units are up 8.1 percent across all major retail channels. The online survey tabulated responses from more than 100,000 consumers, the Association reported. According to SAA, neither ACNielsen nor Information Resources Inc. tracks the sale of reading glasses.

According to the survey, retail sales were up 13.5 percent in 2005 with the heaviest users in the South (representing 37.2 percent of all purchasers and \$180.4 million of retail sales) and among households with greater than \$60,000 in annual income (40.4 percent of buyers and \$238.5 million in sales).

The **Consumer Healthcare Products Association** and **MediRegs** have developed a new partnership to provide regulatory information resources.

MediRegs will be hosting CHPA's member-only service, the Electronic Link Finder, and the content from the multivolume CHPA Compilation of OTC Drug and Dietary Supplement Regulations now will be available exclusively through MediRegs online.

"Thanks to MediRegs," said Eve E. Bachrach, CHPA senior vice president, general counsel and secretary, "our members and other groups with an interest in the regulation of the drug industry can subscribe to a user-friendly ... continuously updated collection of the OTC information covered in our Compilation of Regulations. Plus they can subscribe to MediRegs' full Pharmaceutical Regulation Suite of legal and regulatory information."