

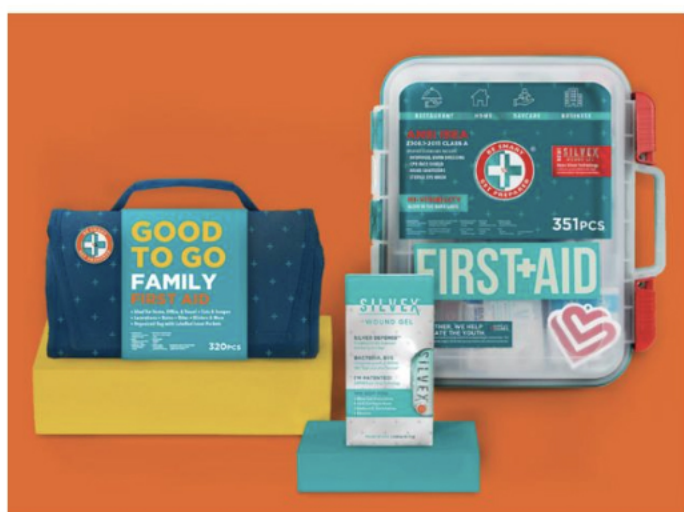
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strawberries, mango, Black Elderberry Syrup and other ingredients.

Sales exploded during the pandemic, and the products are still in demand as kids go back to school and adults return to offices. PharmaCare US, based in San Diego, is a division of Australia-based PharmaCare.



Total Resources International

More than a provider of first-aid kits and wound care, Total Resources International wants to change how people think about being prepared. “Our purpose and intent is to be forward thinkers and change the mindset of consumers to become proactive instead of reactive,” said Geolyn Gonzalez, vice president of sales and marketing.

The Walnut, Calif.-based company’s flagship brand is the Be Smart Get Prepared line of first aid and emergency preparedness products. The Home and Family first-aid kits have whimsical names like What a Healin’ Deluxe First Aid Kit, Tender Lovin’ Diabetic Wound Care and Sneeze the Moment Face Masks. For outdoor enthusiasts, there are Hiking Buddy, Happy Explorer and Happy Wanderer First Aid Kit, as well as Lone Wolf Emergency Survival Kits. “We design with the consumer and their lifestyle in mind,” Gonzalez said. “We address serious first-aid concerns in unconventional ways by offering fully comprehensive solutions packaged with a playful aesthetic.”

The products are designed to provide smart, sensible solutions for individuals and families to achieve overall safety and wellness at home and away from home. In addition to first-aid kits, Total Resources International launched a flagship product in 2018, Silvex Wound Gel,

a Nano Silver gel used to treat injuries, prevent infections and neutralize viruses. The company said the Nano Silver technology also effectively kills 99.9% of harmful bacteria, such as MRSA and VRE, staph and more.

This year, the company is extending its line of Nano Silver products with an antibacterial wound wash, immuno throat drops and an immuno boost supplement. “With the rising trends of natural products in the wound care industry, we feel Nano Silver technology offers the healthiest and most powerful solution for our consumers’ needs,” Gonzalez said.

Doctor Easy

In 2021, Doctor Easy Medical Products continued its mission of bringing professional-grade ear washing to retail with WaxRx. The company said WaxRx is different from any other OTC ear cleaning solution since it can remove even the most stubborn ear wax impaction safely and easily at home.



“From our 25 years of experience in the professional arena, we knew the demand was out there for a truly effective ear cleaning system,” said Marsha Garcia, president of the women-owned, Orange Park, Fla.-based Doctor Easy. “So we’re excited to be reaching more and more consumers in chain drug and mass market with our self-care system. WaxRx has already helped over half a million consumers avoid costly medical visits for earwax removal.”

Garcia also said that the company will continue to promote WaxRx in 2022 with ongoing national cable TV and digital ad campaigns.

“Our focus is on supporting our retailers by educating the consumer about WaxRx and the availability of professional-grade ear care products at retail,” she said.



Focus Consumer Healthcare

Focus Consumer Healthcare manufactures consumer healthcare products across several categories including Pamprin, Garlique, Herpecin L, Blue Star, Zapzyt, Sun In, UltraSwim and Benzodent. The Chattanooga, Tenn.-based company launched and expanded several innovations in 2021 across its brands. For Herpecin L, the company identified an unmet need within the cold sore category that led to the launch of new Herpecin L Pain Relief with Lidocaine. This maximum-strength triple-action item, which launched exclusively at a mass retailer for year one, is proving to be incremental and is helping propel Herpecin L sales.

Garlique Healthy Blood Pressure launched in select retailers in 2020, and the company expanded on this new innovation in 2021 as more retailers brought the item into distribution with a full-scale launch. With this launch, Garlique is positioned to help consumers support both their healthy cholesterol and healthy blood pressure needs, with the Garlique franchise growing more than two times the VMS category growth.

Pamprin is a heritage brand that has been around for decades, helping women deal with the pain, discomfort and irritability associated with their menstrual cycle. Based on consumer feedback and insights, the company repositioned the brand with updated packaging and expanded advertising. **dsn**