

# BE SMART GET PREPARED®

THE LEADER IN FIRST AID  
& SAFETY SOLUTIONS



**SILVEX®**  
THE NEW SILVER STANDARD  
Revolutionary Wound Healing and Bacteria Protection

# TRI: Be smart and get prepared for all emergencies

WALNUT, Calif. — Total Resources International Inc. (TRI) offers an array of premium first aid kits and emergency preparedness solutions in a number of categories. Since 1991, TRI has now grown to become one of the top manufacturers of first aid, health and beauty, outdoors, sports and survival kits in the nation. For over 30 years the company has empowered consumers to protect themselves and their loved ones with reliable, sensible and accessible first aid and emergency preparedness solutions under the Be Smart Get Prepared national brand.



The company's line empowers people to protect themselves.

"We noticed a few exciting trends rising in the home health market. The first significant trend would be the increasing focus on consumer education; society now has the resources to shop mindfully — researching, reading reviews and comparing products online — to educate themselves before purchasing," says Geolyn Gonzalez, vice president of sales and marketing at TRI. "In addition, we know consumers need powerful and convenient first aid solutions with clear, defined benefits to complement their lifestyle. Another rising trend is the shift towards self-treatment

due to the cost of medical care. This combines with the aging baby boomer generation, which continues to be the largest market segment and dominates consumer spending."

She adds that as this generation continues to grow in numbers and in age, wound care and health care products are within the top five products on their shopping lists. And the number of medical diseases, such as diabetes, is causing an amalgamation, resulting in unforeseen growth in the home health market.

"With all of this in mind, Be Smart Get Prepared addresses these prominent concerns with education and solutions for 'infection prevention.' With the evolution from traditional wound care to advanced products for wound healing, Be Smart Get Prepared has met the demand with the launch of our flagship product, SILVEX Nano Silver Gel," Gonzalez explains.

She says there are some interesting trends in the drug

channel. "There is so much innovation in providing medical care and treatments and seeing technology at the forefront, trickling down to O-T-C. As a result of COVID, telemedicine was the only source for doctor visits. Network-connected devices met patient and doctor needs within the comfort of their own homes. Patient records, monitoring, communication and collaboration between health care professionals can now happen in real time. We

we know that consumers are searching for innovation, and Be Smart Get Prepared is qualified to meet that expectation head on. We create versatile products full of innovation, insight and style that are compliant to FDA and mass market standards. We design with the consumers' lifestyle in mind. By offering comprehensive products with packaging focused on design and aesthetics, our consumers understand that our products do it all,

## Wound care products are among the top five items on seniors' shopping lists.

also love seeing that health care now utilizes AR (augmented reality) for its educational benefits, providing a fresh and convenient approach to consumer education. As technology and the medical field evolve and reinvent themselves, Be Smart Get Prepared plans to develop to provide new and innovative applications for our first aid industry," she says.

"Whether consumers are actively searching for Be Smart Get Prepared products or meeting us for the first time,

while looking great. We do all the work to integrate our first aid kits into their lifestyle by meeting their health and safety needs at home and away from home. The goal is to fill in the gaps wherever possible. Overall, we look forward to spreading awareness, educating and connecting with our consumers. Our purpose and intent is to shift the mindset of first aid consumers to be proactive instead of reactive. This is our legacy: Be Smart Get Prepared," she concludes.

## Aging boomers elevate home health category

Continued from page 15 retail locations or online.

More than 50 years ago, when Pedialyte's original formulations were created, the products were designed to help sick children recover from dehydration symptoms by delivering much-needed fluid and electrolytes to support recovery. But with a focus on rapidly growing hydration needs among consumers, including adults, Abbott leveraged its expertise in science-led nutrition innovation to expand its suite of products to address the evolving needs.

Because supporting the immune system is top of mind for many people, Abbott offers a Pedialyte formulation specifically designed with key nutrients to support immune health. Pedialyte with Immune Support was developed for consumers looking for key immune-supporting nutrients in their hydration solution. In addition to an optimal balance of electrolytes and glucose found in Abbott's Pedialyte rehydration products, Pedialyte with Immune Support includes prebiotics, vitamin B12, vitamin C, vitamin E and zinc, which are nutrients specifically chosen because of their role in supporting the immune system.

"At Abbott, everything we do is driven by consumers and

their health care needs," says Daniel Salvadori, executive vice president of Abbott's nutrition business. "Understanding consumers' concerns, our team of nutrition scientists developed an advanced hydration formula with key nutrients designed to support the immune system, helping us show up for people when it matters most and provide the reliability they've counted on for so long."

### There's a new focus on meeting hydration needs.

Pedialyte products are available in one-liter bottles and/or powder pack options. Pedialyte Sport and Pedialyte Electrolyte Water with Zero Sugar are located in the sports nutrition aisle. Pedialyte Organic can be found with Pedialyte's traditional products in the children's aisle, and Pedialyte with Immune Support can be found in the pharmacy department. Abbott's full suite of Pedialyte products are available in-store and online through most major retailers, including Walmart, Target and Amazon.

## Quest, Walmart partner for testing

SECAUCUS, N.J. — Quest Diagnostics recently announced that it will now offer consumer-initiated laboratory testing powered by QuestDirect in collaboration with Walmart. The new solution allows people to take control of their health care and purchase the same high-quality laboratory tests ordered by health care providers through a consumer-friendly website. This collaboration builds upon a long-standing relationship between Walmart and Quest Diagnostics to broaden access to high-quality health services.

With this new testing solution, an individual can purchase more than 50 different tests, including general health, digestive health, allergy, heart health, women's health and infectious disease.

"Now more than ever, people seek health care that is convenient, individualized and meets them where they are," says Steve Rusckowski, Quest Diagnostics chairman, president and chief executive officer. "While many are too busy or face barriers to engage in in-person doctors' appointments, others choose to proactively arm themselves with diagnostic insights before engaging with one. Our close relationship with Walmart has allowed us to create a solution that is high quality and accessible."

According to a recent Quest Diagnostics Health Trends re-

port, the majority of U.S. adults (60%) admitted to skipping or delaying some in-person medical treatments or appointments during the COVID-19 pandemic. By allowing people to purchase their laboratory testing 24 hours a day from any connected computer or mobile device, they can access high-quality health care at their convenience — putting the power to manage their health care back in their hands.

"Walmart is committed to providing its customers broad access to health care services," says Julie Barber, senior vice president of health and wellness merchandising. "This new testing solution, which is powered by QuestDirect, from Quest Diagnostics, allows us to build upon this commitment by empowering customers with a new way to take control of their own health and obtain high-quality lab services with the click of the mouse."

To purchase a test, consumers can visit Walmart.com to conveniently shop online and select their own lab tests. Each purchase is reviewed and, if appropriate, ordered by a licensed physician. Depending on the test, people will be prompted to schedule an appointment at one of Quest's 2,220 Patient Service Centers across the country, including locations at selected Walmart stores, often available that same day, depending on



Test results can be accessed through the MyQuest portal.

location. At-home collection kit with detailed sample collection instructions will be sent to people for certain tests.

Results are typically available within days and can be accessed through MyQuest, a free, secure patient portal that can be accessed via smartphone, tablet or desktop, where consumers can also choose to share their results with their doctor, family or friends. Access to a health care professional for an explanation of test results and prescription treatments, if appropriate, is included as part of the service.

Tests ordered through QuestDirect via Walmart.com are typically considered eligible expenses for flexible spending accounts (FSA) and health savings accounts (HSA).