



Products looked at innovating to reinvigorate more stagnant categories. It expanded the Alocane brand beyond the gel form into a spray form, as company research indicated that 41% of shoppers in the burn segment said they preferred a spray format, which allows them to treat their burn without touching it. In the Clinere brand, Quest added a Carbamide Peroxide Earwax Removal Kit to the line, as consumers indicated they wanted a medicated solution in addition to the Natural Oil Earwax Removal Kit.

This year Quest plans to highlight SunBurnt Plus, the after-sun skin recovery gel that combines the efficacy of lidocaine with botanical ingredients. The relaunch of Enemeez mini-enema brand will continue to be a focus, and the Provent Skin Tag Band Kit is bringing a popular solution from online to brick-and-mortar shelves.

Total Resources International

Known for its first aid kits and wound care products, Total Resources International launched a Diabetic Wound Care line in 2022. “We noticed for those living with diabetes, there are solutions

for their health, diet and management, but nothing in the market for diabetic wound care,” said Geolyn Gonzalez, vice president of sales and marketing. The line focuses on infection prevention and the company plans to launch more products in the line this year.

TRI’s flagship brand is Be Smart Get Prepared (BSGP), which are First Aid Kits and Emergency Preparedness solutions that cover multiple retail categories, including HBC, outdoors and emergency survival. In addition to BSGP, in 2018 TRI launched SILVEX brand, a silver first aid and wound care solution, in the HBC category. SILVEX Nano Silver Wound Gel is in 7,000+ major retail stores nationwide and SILVEX Nano Silver Antibacterial Wound Wash will launch in Walmart and Walgreens in March 2023.

The Walnut, Calif.-based company has a social impact program, Every Kit Cares. A portion of the proceeds from the sale of all TRI products funds projects to enrich children and families with life-changing opportunities, empower them with the knowledge to build strong foundations and shape impactful leaders.

Xlear

Xlear manufactures and sells nasal and oral hygiene products. In the nasal category, the addition of xylitol to a saline nasal spray can more effectively wash the upper airway where most infections in the human body begin. Xylitol has been shown to block the adhesion of many bacteria and viruses, and the company has scientific studies showing these results on its website.

In oral hygiene, the Spray brand is a complete line of dental care products utilizing xylitol to improve oral health. Xylitol works differently than fluoride by changing the oral microbiome to bacteria that does not create acid that results in cavities. The brand recently improved the formulation with the new EnamelMax formula, which includes STMP to help in strengthening the enamel and helps with sensitivity.

In 2023 the American Fork, Utah-based company will continue to focus on these products and cough drops, as the main entry point for bacteria and viruses is still in the upper airway, including the nose and mouth. [dsn](#)