

## Total Resources International

For a variety of mishaps, there are Be Smart Get Prepared First Aid Kits & Emergency Preparedness solutions from Total Resources International. TRI kits span across multiple retail categories including HBC, outdoor, sporting goods, auto, industrial hardware and survival.

“We believe our innovation lies within our approach,” said Geolyn Gonzalez, chief sales and marketing officer. “We always design with the consumer in mind by creating products with solutions to fit their lifestyles.” The kits have a fun and playful aesthetic, to address serious first aid issues with a new and fresh approach. The brand’s intent is to change the mindset of consumers to be proactive instead of reactive.

In 2023, The Walnut, Calif.-based TRI launched Diabetes-Friendly Wound Care Kits. “We noticed for those living with diabetes, there are solutions for their health, diet, and management, but nothing in the market for diabetes-friendly wound care,” Gonzalez said.

In addition to the BSGP first aid kits, TRI also has the Silvex brand, launched in 2018. “It has grown to be the new standard for silver first aid solutions and the go-to solution for wound care,” Gonzalez said. The lineup includes Silvex Nano Silver Wound Gel, which is available in more than 8,000 major retail stores nationwide, and Silvex Nano Silver Antibacterial Wound Wash, which was launched last year. This year the brand will launch Silvex Nano Silver Burn Gel, packaged in multiple single-use sachets.



## Xlear

Xlear offers a comprehensive range of nasal hygiene products under the Xlear brand and oral care products under the Spry brand. Xlear Nasal Sprays include the drug-free Xlear Nasal Spray for daily use, Xlear Max with aloe and capsicum, Xlear Rescue with herbs and essential oils, Xlear Sinus Rinse, Kid’s Xlear and Xlear 12-Hour. Spray products include gum, mints, oral rinse, mouthwash, toothpaste, mouth moisturizing spray and gel, kid’s mouthwash and tooth gel.

All the products are made with xylitol, a natural sweetener that cleanses and moisturizes. The American Fork, Utah-based Xlear explores the antiviral potential of xylitol and related sugars, focusing on inhibiting viral infections and enhancing airway hygiene. “The inspiration for innovation comes from ongoing research, aiming to offer solutions for chronic sinus and respiratory issues, aligning with Xlear Inc.’s mission to promote holistic well-being,” said Joel Melton, director of marketing.

This year, the company will focus on Xlear Nasal Spray for daily use, sugar-free Xlear Cough Drops with xylitol that moisturize the mouth and soothe dry, itchy throats and a new 55-count bag of Spry Gum that enhances oral hygiene and facilitates convenient sharing of xylitol’s health benefits. Xlear is promoting the 55-count gum bag with a “DARE TO SHARE” campaign. [dsn](#)

