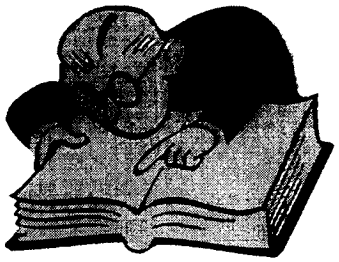

BULKY DOCUMENTS

(Exceeds 300 pages)

Proceeding/Serial No: 91178539

Filed: 2-11-09

Title: Smithkline Beecham Corp. V. Omnisource DDS,LLC

Part 1 of 1

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February 10, 2009

VIA U.S. EXPRESS MAIL

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Re: Opposition No. 91/178,539
SmithKline Beecham Corporation v. Omnisource DDS, LLC

Dear Sir or Madame,

Enclosed for filing in this matter are the following:

- Opposer's Second Notice of Reliance
- Opposer's Third Notice of Reliance
- Opposer's Fourth Notice of Reliance
- Opposer's Fifth Notice of Reliance
- Opposer's Sixth Notice of Reliance
- Opposer's Seventh Notice of Reliance
- Opposer's Ninth Notice of Reliance

02-11-2009

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #32

EB303226580US

Sincerely,

Erik Bertin

Enclosures

cc: Erik M. Pelton
Erik M. Pelton & Associates
P.O. Box 100637
Arlington, VA 22210

Counsel for Applicant Omnisource DDS, LLC

TTAB

IN THE UNITED STATES PATENT AND TRADEMARK C
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S SECOND NOTICE OF RELIANCE

Pursuant to Rule 122(e) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon the attached printouts of search results from the NEXIS database and a selection of articles from that search. Enclosed as Exhibit A is a list of all articles from the "All News" category in the NEXIS database from April 1, 2006 through May 25, 2006 (the filing date of Applicant's application) in which "AQUAFRESH" or formatives appear. Enclosed as Exhibit B is a sample of 10 articles from U.S. publications within those results that refer to Opposer. To avoid overburdening the Board, copies of the other articles have been omitted but could be supplied if the Board requires them.

These materials are relevant to this opposition because, among other things, they demonstrate that in the period of time immediately prior to the filing of Applicant's application, AQUAFRESH or formatives appear in a large number articles referring to Opposer and its oral care products in a wide range of news and media outlets, including major U.S. newspapers and periodicals that are read by the general public in the United States. These publications indicate that prior to the filing date of Applicant's application, public exposure to Opposer's

02-11-2009

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #32

AQUAFRESH mark was widespread and that Opposer's mark would have been familiar and well known to readers of those publications.

Respectfully submitted,

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Erik Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

Opposer's Second Notice of Reliance – Exhibit A

A list of all articles from the "All News" category in the NEXIS database from April 1, 2006 through May 25, 2006 (the filing date of Applicant's application) in which "AQUAFRESH" or formatives appear.

Time of Request: Friday, February 06, 2009 11:55:56 EST
Client ID/Project Name: 396015-396015
Number of Lines: 2184
Job Number: 1861:138915252

Research Information

Service: Terms and Connectors Search
Print Request: All Documents 1-236
Source: News, All (English, Full Text)
Search Terms: aquafresh and date(geq (04/01/2006) and leq (05/25/2006))

Send to: CAMPION, TAYLOR
DECHERT LLP
2929 ARCH ST
PHILADELPHIA, PA 19104-2808

1. Marketing Week, May 25, 2006 Thursday, Pg. 11, 221 words, GSK in talks over #50m Euro account
... hygiene products, including **Aquafresh** and Sensodyne. The agency also works ...

2. The Times (London), May 25, 2006, Thursday, FEATURES; Career; Pg. 6, 516 words, A fine reputation built on household names, Martin Birchall
... including Lucozade, Ribena, **Aquafresh,** Zovirax, Horlicks and Nicorette. What ...

3. Marketing, May 24, 2006, MARKETING LEAGUE TABLES; Pg. 46, 401 words, HELPLINE
... included Reuters, NTL and **Aquafresh.** ACTION MOVIE Q: We ...

4. Brandweek, May 22, 2006, NEWS; ARTICLE, 194 words, META: Practicing What They Preach: Was Sinek Too Cynical?
... Pittsburgh agency, which handles **AquaFresh,** Zippo and others, is rolling ...

5. Chain Drug Review, May 22, 2006, Pg. 33(4), 146221237, 5436 words, O-T-C health care; Sales Survey; Chart
... **Aquafresh** Extreme Clean 8,305 +10.9% 2.7% ...
... **Aquafresh** Extreme Clean 2,977 +15.5% 2.6%
Aquafresh 2,714 -0.7% 2.4% ...

6. Intelligencer Journal (Lancaster, Pennsylvania), May 18, 2006 Thursday, B; Pg. 8, 397 words, This & that, Intelligencer Journal Staff, Lancaster, PA
... GlaxoSmithKline has begun an **Aquafresh** Dr. Seuss ABC ...
... Lorax." The A is for **Aquafresh,** B is for brushing and ...

7. Marketing, May 17, 2006, SECTOR INSIGHT; Pg. 34, 1627 words, ORAL HYGIENE - COSMETIC ENHANCEMENT
... grow through its Sensodyne and **Aquafresh** brands. Procter & Gamble's ...
... 2005, GlaxoSmithKline launched **Aquafresh** Extreme Clean Toothpaste ...

8. Pharmacy Today, May 15, 2006, Pg. 42, 145810397, 123 words, Product news: Aquafresh gets back to basics; Brief article
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... will be used to advertise the **Aquafresh** Extreme Clean toothbrush and the ...
Aquafresh S.A. Marketing

175. Pharmacy Today, May 15, 2006, Pg. 42, 145810398, 95 words, Product news: Aquafresh sponsors two big events; Brief article
Reinforcing **Aquafresh's** renewed focus on its ...
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176. Pharmacy Today, May 15, 2006, Pg. 42, 145810397, 123 words, Product news: Aquafresh gets back to basics; Brief article
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... free treasureboxes containing **Aquafresh** samples. Between them the initiatives ...
Aquafresh S.A. Marketing

196. Progressive Grocer, May 15, 2006, 161 words, Tooth care for youth
... Kids' Toothpaste and Toothbrushes from **Aquafresh,** a division of Philadelphia- ...
... by visiting www.**aquafresh.**com.

197. PR Newswire US, May 14, 2006 Sunday 9:38 PM GMT, , 1019 words, Goody's(R) Headache Powder Returns to Martinsville as Race Title Sponsor; NASCAR Busch Series Goody's 250 To Run on July 22 , MARTINSVILLE, Va. May 14
... staples, such as Abreva(R), **Aquafresh(**R), Sensodyne(R) and ...

198. Sun-Sentinel (Fort Lauderdale, Florida), May 14, 2006 Sunday, Broward Metro Edition, HEALTH & FAMILY; Pg. 3D, 884 words, FAMILY STYLE; NEWS TRENDS PARENTING; HEALTH EVENTS TIPS, Kavita Varma-White; Margo Harakas; Wire report; Orlando Sentinel
... In a survey, sponsored by **Aquafresh,** 1,000 parents of children ages 2 to 8 ...

199. Chemist & Druggist, May 13, 2006, Pg. 28, 72 words, Products & Marketing: Time to smile
... GlaxoSmithKline is distributing an **Aquafresh** and Sensodyne branded DVD to ...
... educational leaflets and samples of **Aquafresh** paste and brushes. GlaxoSmithKline ...

200. Muskegon Chronicle (Michigan), May 13, 2006 Saturday, A; Pg. 9, 489 words, Up Front, From local and news service reports
... Sure the folks at **Aquafresh** want to sell toothbrushes and ...
... in bubblegum flavor. The **Aquafresh** "Books Then Covers" campaign ...
... ABC bedtime routine: **Aquafresh** (Don't forget to brush), ...
... 2007. See www.**aquafresh**. com for more ...

201. Gloucestershire Echo, May 8, 2006 Monday, Pg. 5, 121 words, Brownies have a record time
... take part in the **Aquafresh** Minty Mouth Challenge ...

202. Gloucestershire Echo, May 8, 2006 Monday, Pg. 5, 132 words, Brownies Have A Record Time
... take part in the **Aquafresh** Minty Mouth Challenge ...

203. Design Week, May 4, 2006 Thursday, Pg. 7, 566 words, Designers brush up oral hygiene product launches
... premium whitening product, **Aquafresh** White & Shine, with a ...
... features the recently revamped **Aquafresh** logo, also created by ...

204. Brandweek, May 1, 2006, NEWS; ARTICLE, 117 words, ETC.
Aquafresh toothpaste joins with characters from ...

205. BrandPackaging, May 2006, Pg. 30, 5252682, 879 words, Express yourself: connect with your consumer, communicate your essence.
... Oral Care business (where **Aquafresh** resides as a number ...
... Care project, the introduction of **Aquafresh** Extreme Clean, as case ...

206. Detroit Free Press (Michigan), May 1, 2006 Monday, METRO FINAL Edition, FTR; FEATURES; Pg. 6, 952 words, NAMES /{amp}/ FACES, Compiled by JOHN SMYNTEK
... knowledge and literacy skills. The **Aquafresh,** Books, then Covers Campaign - ...

207. Pittsburgh Post-Gazette (Pennsylvania), April 30, 2006 Sunday, TWO STAR EDITION, BUSINESS; THE WEEK THAT WAS; Pg. D-2, 971 words, by brian hyslop, Pittsburgh Post-Gazette
... a new line of **AquaFresh** toothbrushes and Thing Two is ...

208. Daily Mail (London), April 28, 2006 Friday, ED IRE 04; Pg. 1, 1197 words, TESCO: IRISH PAY 15% MORE, GALEN ENGLISH
... CHANGE IN PRICES **Aquafresh** Fresh Whitening Toothpaste ...

209. Daily Mail (London), April 28, 2006 Friday, ED 1ST; Pg. 96, 784 words, Clean bill of health for the drugs giants; CITY FOCUS, JAMES ASHTON
... up GSK's Lucozade and **Aquafresh** toothpaste division, but ...

210. Daily Mail (London), April 28, 2006 Friday, BUSINESS AND FINANCIAL NEWS, 20060428-DM-ASTRAZENECA-GLAXO-20060428, 881 words, Clean Bill Of Health For The Drugs Giants, James Ashton, Daily Mail, London
... up GSK's Lucozade and **Aquafresh** toothpaste division, but ...

211. Pittsburgh Tribune Review, April 28, 2006 Friday, 918 words, Prosecutors: Lay's son bet stock would fall, staff and wire reports
... Overland Park, Kan. **Aquafresh** offers kids' line **Aquafresh** toothpaste, actress Marlee ...
... teeth before bedtime. **Aquafresh,** through its parent firm, the ...
... includes "A" for **Aquafresh,** "B" for books to ...

212. Pittsburgh Post-Gazette (Pennsylvania), April 28, 2006 Friday, SOONER EDITION, BUSINESS; BUSINESS BRIEFS; Pg. E-1, 368 words
... a new line of **AquaFresh** toothbrushes and toothpaste that features ...

213. London Stock Exchange Aggregated Regulatory News Service (ARNS), April 27, 2006 Thursday 7:00 AM GMT, , 1638 words, GlaxoSmithKline PLC 1st Quarter Results -2-
... strongly (+21%). Sales of **Aquafresh,** GSK's largest oral ...

214. Marketing Week, April 27, 2006 Thursday, Pg. 7, 183 words, Colgate plans 'receding gums' toothpaste launch
... premium product under its **Aquafresh** brand - **Aquafresh** White&Shine. It ...
... White&Shine is the first **Aquafresh** variant to feature the brand's ...
... introduced across the entire **Aquafresh** range.

215. Springfield News-Leader (Missouri), April 27, 2006 Thursday, FEATURES LIFE AND TIMES; Pg. 1C, 1062 words, Winning in the coupon quest, Michael A. Brothers
... use Colgate, Crest, **Aquafresh** or Arm & Hammer, at ...

216. Springfield News-Leader (Missouri), April 27, 2006 Thursday, FEATURES LIFE AND TIMES; Pg. 1C, 1041 words, Winning in the coupon quest, Michael A. Brothers
... use Colgate, Crest, **Aquafresh** or Arm & Hammer, at ...

217. PR Newswire US, April 25, 2006 Tuesday 2:00 PM GMT, , 2306 words, Oh My, Oh My, Can it Really Be? Aquafresh(R) Makes Bedtime as Easy as ABC; -- Aquafresh Teams Up With Dr. Seuss(TM) to Bring Some Fun to Bedtime Brushing --, PITTSBURGH April 25
... a new line of **Aquafresh** Dr. Seuss toothpaste and ...
... actress Marlee Matlin, **Aquafresh** and Dr. Seuss are launching ...
... It Really Can Be Done! **Aquafresh** surveyed(1) 1,000 ...
... hug and kiss. New **Aquafresh** Dr. Seuss toothpaste and ...

... says Tom Baxter, **Aquafresh** senior brand manager. "We ...
... Hat(TM)." The new **Aquafresh** Kids toothpaste still ...
... turn off the lights." **Aquafresh** has teamed up with mom of ...
... circus. I applaud **Aquafresh** and Dr. Seuss for ...
... early literacy skills." The **Aquafresh,** Books, then Covers Campaign -- or ...
... habits that include brushing with **Aquafresh** and reading a Book ...
... Covers. A is for **Aquafresh.** Brush with a trusted, ...
... toothpaste like the new **Aquafresh** Dr. Seuss products. The ...
... characters, which are also found on the **Aquafresh** kids toothbrushes, are a ...
... Help, Indeed As part of the **Aquafresh** ABC Campaign, Marlee ...
... combination of purchases of two **Aquafresh** Dr. Seuss toothpaste or toothbrush products, **Aquafresh** is offering one of six ...
... UPC codes from two **Aquafresh** Dr. Seuss products to the ...
... 10,000 books redeemed, **Aquafresh** also will donate a ...
... Dr. Seuss book. The **Aquafresh** and Dr. Seuss donation to ...
... children. "We are thrilled to be partnering with **Aquafresh** and Dr. Seuss to encourage ...
... learn more about the **Aquafresh** ABC Campaign including ...
... on the fun of brushing with **Aquafresh** Dr. Seuss products, and ...
... on to http://www.**aquafresh.**com/ . Parents and kids also ...
... ABC Campaign and visit the **Aquafresh** Kidzone for fun, interactive information about **Aquafresh,** including how to get ...
... purchase of specially marked **Aquafresh** products. About **Aquafresh Aquafresh,** one of the world's largest ...
... protection and great taste, **Aquafresh** toothpaste was introduced in the ...
... staples such as Abreva(R), **Aquafresh**(R), Sensodyne(R) and ...
... (1) **Aquafresh/**eNation Survey of 1,000 ...
... site: http://www.**aquafresh.**com/ http://www.firstbook.org/ SOURCE **Aquafresh**
bc-PA-**Aquafresh**-Dr.-Seus; JVN ...
Aquafresh

218. USA TODAY, April 25, 2006 Tuesday, FINAL EDITION, LIFE; Pg. 5D, 572 words, Bedtime rituals can help get kids tucked in; Campaign urges quiet activities, Rebecca Adams
... today is sponsored by **Aquafresh** and Dr. Seuss Enterprises. ...

219. MMR, April 24, 2006, Pg. 63(30), 145631730, 26539 words, MMR/IRI H&BA report; Statistical table
... 8. **Aquafresh** Extreme ...

220. The Grocer, April 22, 2006, MISCELLANEOUS; Pg., 187 words, On the Campaign Trail
... undisclosed Manufacturer GlaxoSmithKline **Aquafresh** is back on the small ...
... brands core range - **Aquafresh** Fresh & Minty, **Aquafresh** Mild & Minty and **Aquafresh** Multi-Active toothpastes. The ...

221. The Grocer, April 22, 2006, MARKETING; Pg. 62, 186 words, On the Campaign Trail
aquafresh Budget undisclosed Manufacturer GlaxoSmithKline **Aquafresh** is back on the small ...
... brand's core range - **Aquafresh** Fresh & Minty, **Aquafresh** Mild & Minty and **Aquafresh** Multi-Active toothpastes. The ...

222. Entertainment Weekly, April 21, 2006, FEATURES; Pg. 34, 3806 words, THE BIGGEST IDOL EVER; Lots of talent, bizarre theme nights, and out-of-control judges: Odds-defying phenom AMERICAN IDOL is even more addictive than before. An inside look at the most unpredictable season yet., JESSICA SHAW; Jennifer Armstrong; Alynda Wheat; Whitney; Pastorek; Dalton Ross; Raymond Fiore; Michael Slezak; Nicholas Fonseca; Michael Endelman; Tim Stack
... audition for an **Aquafresh** ad. BEST PERFORMANCE This ...

223. Entertainment Weekly, April 21, 2006 Correction Appended, FEATURES; Pg. 34, 3806 words, THE BIGGEST IDOL EVER; Lots of talent, bizarre theme nights, and out-of-control judges: Odds-defying phenom AMERICAN

IDOL is even more addictive than before. An inside look at the most unpredictable season yet., JESSICA SHAW; Jennifer Armstrong; Alynda Wheat; Whitney; Pastorek; Dalton Ross; Raymond Fiore; Michael Slezak; Nicholas Fonseca; Michael Endelman; Tim Stack
... audition for an **Aquafresh** ad. BEST PERFORMANCE This ...

224. PR Week, April 21, 2006, TOP 150 PR CONSULTANCIES 2006; Pg. 22, 5029 words, TOP 150 PROFILES
... on briefs for **Aquafresh,** Beecham's and Nytol. It also ...

225. PR Week (UK), April 21, 2006, Pg. 22, 144757025, 5082 words, Top 150 PR Consultancies 2006: Top 150 Profiles.
... JCPR made significant advances in 2005, one of which was joining the GlaxoSmithKline roster, and working on briefs for **Aquafresh,** Beecham's and Nytol. It also successfully negotiated Masterfoods' statutory review, where the number of agencies was reduced from three to two:JCPR and Ketchum. ...

226. The Journal (Newcastle, England), April 20, 2006, Pg. 10, 144691996, 1678 words, Doing little to raise architectural standards; News
... event will also host the **Aquafresh** Minty Mouth Challenge, ...

227. Marketing Week, April 20, 2006 Thursday, Pg. 6, 143 words, GSK plans Aquafresh TV launch
... premium product under its **Aquafresh** toothpaste brand.
Aquafresh White&Shine contains " ...
... White&Shine is the first **Aquafresh** variant to feature the brand's ...
... agency Slice Design, the **Aquafresh** logo has been redesigned to give ...

228. PR Newswire US, April 19, 2006 Wednesday 8:40 PM GMT, , 1386 words, Nicorette Challenges One Million Smokers to Commit to Quitting; 'Fruit Chill Million Challenge' Education and Outreach Campaign Kicks Off, With $1 Million Prize as Incentive to Give Quitting a Try , PITTSBURGH April 19
... staples such as Abreva(R), **Aquafresh**(R), Sensodyne(R) and ...

229. The Mirror, April 13, 2006 Thursday, 3 Star Edition, FEATURES; Pg. 42, 267 words, YOURLIFE: TRIED & TESTED BY CHILDREN..; MOUTHWASHES, BY RACHEL MURPHY
Aquafresh Mouth Whoosh (pounds ...

230. The Mirror, April 13, 2006 Thursday, Eire Edition, FEATURES; Pg. 38, 254 words, YOURLIFE: TRIED & TESTED BY CHILDREN..; MOUTHWASHES, BY RACHEL MURPHY
Aquafresh Mouth Whoosh (from pharmacies) This is ...

231. The Mirror (London, England), April 13, 2006, Pg. 42, 144422006, 271 words, YourLIFE: TRIED & TESTED BY CHILDREN.. MOUTHWASHES; Features
... BY RACHEL MURPHY **Aquafresh** Mouth Whoosh (pounds ...

232. The Mirror (London, England), April 13, 2006, Pg. 38, 144422162, 258 words, YourLIFE: TRIED & TESTED BY CHILDREN.. MOUTHWASHES; Features
... BY RACHEL MURPHY **Aquafresh** Mouth Whoosh (from pharmacies) This is ...

233. Peterborough Examiner (Ontario), April 12, 2006 Wednesday, Final Edition, NEWS; Pg. A1 , 1694 words, Science stars shine: Fair features area's top young minds, JoElle Kovach, Special to The Examiner
... Trinity College for **Aquafresh;** 3. ($25) ...

234. PrimeZone Media Network, April 10, 2006 Monday 5:00 AM EST, , CALENDAR OF EVENTS; PRODUCT / SERVICES ANNOUNCEMENT, 1213 words, Southern Icon, BC Powder, Honors Hardworking Americans to Commemorate 100 Years of Fast Pain Relief; `America Hard at Work' Tour is Traveling Throughout the Southeast to Celebrate a Century of Fast Pain Relief
... including Abreva(r), **Aquafresh**(r), Sensodyne(r) and ...

235. Chemist & Druggist, April 08, 2006, Pg. 28, 115 words, Marketwatch: Billy Boy's back **Aquafresh** is back on TV ...
... focus on the core **Aquafresh** variants - Fresh & Minty, ...
... initiatives are running alongside. **Aquafresh** Extreme Clean and the Tooth and ...

236. The Press (Christchurch, New Zealand), April 6, 2006 Thursday, FEATURES; GENERAL; EDUCATIONAL OPTIONS; Pg. 8, 240 words, Home-style fast food
... Kum Kee, Sealord, **Aquafresh,** Studholme (Primefoods), Hansells and ...

Opposer's Second Notice of Reliance – Exhibit B

A sample of 10 articles from U.S. publications from the "All News" category in the NEXIS database from April 1, 2006 through May 25, 2006 (the filing date of Applicant's application) in which "AQUAFRESH" or formatives appear.

LexisNexis

5 of 236 DOCUMENTS

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Chain Drug Review

May 22, 2006

SECTION: Pg. 33(4) Vol. 28 No. 9 ISSN: 0164-9914

ACC-NO: 146221237

LENGTH: 5436 words

HEADLINE: O-T-C health care;
Sales Survey;
Chart

BODY:
O-T-C Health Care

	TOTAL MASS MARKET SALES *	
CATEGORY	$ SALES	% CHANGE VS. YEAR AGO
O-T-Cs		
Adult $562incontinence	,078,000	+4.46%
Antismoking products	498,988,900	+3.07%
Babyneeds	400,163,500	+8.38%
Breath freshener sprays/drops	9,601,833	-23.64%
Cold/allergy/sinus liquids	607,910,600	-3.74%
Cold/allergy/sinus tablets	1,899,624,000	+4.14%
Contraceptives	259,341,700	+3.83%
Cough drops	376,777,800	-1.30%
Cough syrup	300,644,900	+0.44%
Denture products	247,114,800	-0.96%
External analgesic rubs	259,003,000	+1.90%
Eye/contact lens care products	846,776,200	+0.91%
Family planning	260,844,000	+3.56%
Feminine needs	444,267,800	+6.53%
First aid accessories	898,293,200	+3.54%
First aid treatments	710,695,700	+3.19%
Foot care products	550,587,000	+4.11%
Gastrointestinal-liquids	457,634,300	-1.38%
Gastrointestinal-tablets	1,582,691,000	+4.87%
Home health care/kits	486,331,600	+0.32%
Glucose-testing kits/monitors/ strips	304,517,500	+1.46%
Internal analgesics	2,143,001,000	-0.77%
Internal analgesic liquids	223,854,200	+10.01%

Internal analgesic tablets	1,867,386,000	-1.93%
Miscellaneous health remedies	803,882,900	+4.25%
Lice treatments	67,261,780	-3.06%
Lip balm/cold sore medication	331,665,400	+10.84%
Miscellaneous health remedy tablets	51,237,970	+0.56%
Mouthwash	582,814,500	+8.19%
Nasal products	453,171,900	+9.89%
Personal thermometers	101,078,800	+3.15%
Sanitary napkins/tampons	1,379,516,000	-1.29%
Sanitary napkins/liners	803,709,400	-1.24%
Tampons	575,782,900	-1.36%
Sleeping remedies	132,737,200	-1.08%
Toothbrushes/dental accessories	1,220,937,000	+2.50%
Manual toothbrushes	467,869,300	+8.22%
Power toothbrushes	187,843,800	-3.78%
Toothpaste	1,400,666,000	-3.44%
Tooth bleaching/whitening/powder	228,282,800	-10.63%
Toothpaste	1,172,383,000	-1.90%
Vitamins	2,348,931,000	+0.89%
Mineral supplements	1,198,547,000	+2.57%
Multivitamins	762,751,300	+5.24%
Weight control/nutritional liquids/ powders	775,909,300	-3.89%
Weight control candy/tablets	266,876,400	-7.16%

DRUG STORE SALES

CATEGORY	$ SALES	% CHANGE VS. YEAR AGO
O-T-Cs		
Adult $298incontinence	,965,700	+3.12%
Antismoking products	386,904,500	+2.32%
Babyneeds	138,610,500	+10.35%
Breath freshener sprays/drops	6,999,520	-2.35%
Cold/allergy/sinus liquids	331,586,500	-0.22%
Cold/allergy/sinus tablets	1,090,421,000	+9.33%
Contraceptives	176,945,900	+3.22%
Cough drops	199,191,000	-0.73%
Cough syrup	177,990,300	+1.86%
Denture products	105,775,500	+1.95%
External analgesic rubs	176,862,000	+3.67%
Eye/contact lens care products	425,499,200	+3.94%
Family planning	177,957,100	+4.16%
Feminine needs	270,751,700	+8.69%
First aid accessories	599,985,900	+5.01%
First aid treatments	443,406,600	+4.90%
Foot care products	331,077,700	+6.50%
Gastrointestinal-liquids	243,857,600	+1.08%
Gastrointestinal-tablets	853,569,500	+7.56%
Home health care/kits	424,182,000	+0.24%
Glucose-testing kits/monitors/ strips	265,675,600	+1.06%
Internal analgesics	1,027,898,000	+1.44%
Internal analgesic liquids	113,082,700	+13.47%
Internal analgesic tablets	889,201,300	+0.04%
Miscellaneous health remedies	494,794,100	+6.48%
Lice treatments	50,718,250	-2.00%
Lip balm/cold sore medication	188,454,800	+14.72%
Miscellaneous health remedy tablets	35,753,620	+1.87%
Mouthwash	201,892,400	+13.33%
Nasal products	274,092,700	+11.84%
Personal thermometers	67,583,970	+2.83%

Sanitary napkins/tampons	465,542,200	+1.78%
Sanitary napkins/liners	265,450,800	+2.18%
Tampons	200,091,000	+1.25%
Sleeping remedies	68,284,410	+1.20%
Toothbrushes/dental accessories	515,043,300	+4.10%
Manual toothbrushes	152,614,500	+11.38%
Power toothbrushes	70,149,300	-1.71%
Toothpaste	409,595,600	-1.94%
Tooth bleaching/whitening/powder	104,609,400	-5.68%
Toothpaste	304,986,200	-0.59%
Vitamins	1,353,490,000	+1.06%
Mineral supplements	746,341,800	+2.58%
Multivitamins	393,714,400	+6.13%
Weight control/nutritional liquids/ powders	172,118,400	+1.82%
Weight control candy/tablets	194,644,300	-8.06%

* Sales through drugstores, supermarkets and discounters except Wal-Mart Stores Inc. for the 52 weeks ended March 19, 2006.

Source: Information Resources Inc.

O-T-C Health Care

ANTACID TABLETS

DOLLAR SALES

Total * $958.1 mil. (+6.4%)
Drug stores $488.6 mil. (+10.1%)

Leading brands **	Dollar sales (000)	% change	Market share
Prilosec OTC	$169,822	+25.4%	34.8%
Pepcid AC	36,543	-9.6%	7.5%
Zantac 150	30,765	+577.3%	6.3%
Turns EX	22,347	+0.6%	4.6%
Pepcid Complete	21,703	+3.6%	4.4%
Gas X	20,157	+2.0%	4.1%
Zantac 75	18,723	-43.1%	3.8%
Rolaids	15,511	+7.8%	3.2%
Tums Ultra	10,360	+18.2%	2.1%
Lactaid Fast Act	8,505	N/A	1.7%

UNIT SALES

Total * 141.9 mil. (+0.4%)
Drug stores 62 mil. (+4.3%)

Leading brands **	Unit sales (000)	% change	Market share
Prilosec OTC	9,285	+22.4%	15.0%
Tums EX	6,654	-0.4%	10.7%
Rolaids	5,997	+3.2%	9.7%
Pepcid AC	4,120	-14.1%	6.6%
Gas X	3,354	0.0%	5.4%
Zantac 150	2,869	+406.0%	4.6%
Pepcid Complete	2,316	-1.4%	3.7%
Tums Ultra	2,115	+23.6%	3.4%
Zantac 75	2,054	-40.3%	3.3%
Tums	1,975	-9.1%	3.2%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 13% dollar share and a 17.3% unit share.

COLD/ALLERGY/SINUS LIQUIDS/POWDERS

Total *	$609.7 mil.	(-3.7%)
Drug stores	$331.6 mil.	(-0.2%)

Leading brands **	Dollar sales (000)	% change	Market share
Vicks $42NyQuil	,483	+4.2%	12.8%
Tylenol Plus	26,598	+1.0%	8.0%
Triaminic	17,513	-9.9%	5.3%
Benadryl	16,272	-6.6%	4.9%
Tylenol	16,255	+51.1%	4.9%
Dimetapp	15,638	-5.7%	4.7%
Robitussin CF	14,604	-15.1%	4.4%
Pediacare	13,772	+1.6%	4.2%
Robitussin	13,434	-2.1%	4.1%
Motrin	11,029	-5.1%	3.3%

UNIT SALES

Total *	110.8 mil.	(-7.1%)
Drug stores	56.6 mil.	(-2.7%)

Leading brands **	Unit sales (000)	% change	Market share
Vicks	7,214	+3.2%	12.7%
Tylenol Plus	4,013	-0.8%	7.1%
Benadryl	2,588	-8.2%	4.6%
Triaminic	2,567	-11.1%	4.5%
Tylenol	2,542	+41.4%	4.5%
Dimetapp	2,403	-6.1%	4.2%
Robitussin	2,329	+0.9%	4.1%
Robitussin CF	2,325	-13.9%	4.1%
Pediacare	2,248	-1.3%	4.0%
Vicks DayQuil	1,765	-10.3%	3.1%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 13% dollar share and a 17.3% unit share.

COLD ALLERGY/SINUS TABLETS PACKETS

DOLLAR SALES

Total *$1	.9 bil.	(+4.1%)
Drug stores	$1.09 bil.	(+9.3%)

Leading brands **	Dollar sales (000)	% change	Market share
Mucinex	$81,324	+27.3%	7.5%
Claritin D	73,174	+16.7%	6.7%
Benadryl	57,677	+3.5%	5.3%
Claritin	57,013	+2.4%	5.2%

Mucinex DM	42,146	+118.5%	3.9%
Theraflu	30,600	+5.6%	2.8%
Vicks DayQuil	25,580	+34.5%	2.3%
Alka-Seltzer Plus	25,436	+4.6%	2.3%
Tylenol Sinus	24,731	-4.8%	2.3%
Sudafed PE	23,114	N/A	2.1%

UNIT SALES

Total *	290.3 mil.	(-1.2%)
Drug stores	155.1 mil.	(+5.5%)

Leading brands **	Unit sales (000)	% change	Market share
Benadryl	9,603	+3.0%	6.2%
Mucinex	5,870	+32.0%	3.8%
Theraflu	5,685	+8.4%	3.7%
Claritin D	5,543	+10.8%	3.6%
Alka-Seltzer Plus	5,013	+11.4%	3.2%
Claritin	4,776	+1.6%	3.1%
Vicks DayQuil	4,238	+33.3%	2.7%
Tylenol Sinus	3,890	-11.3%	2.5%
Tylenol Cold	3,571	-16.1%	2.3%
Sudafed PE	3,561	N/A	2.3%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 13% dollar share and a 17.3% unit share.

DIET AIDS: NUTRITIONAL LIQUIDS POWDERS

DOLLAR SALES

Total *	$775.9 mil.	(-3.9%)
Drug stores	$172.1 mil.	(+1.8%)

Leading brands **	Dollar sales (000)	% change	Market share
$31 Ensure	,819	+10.1%	18.5%
Slim-Fast Optima	19,191	+220.6%	11.1%
Boost	17,647	+22.2%	10.3%
Ensure Plus	15,721	+5.5%	9.1%
Pediasure	12,187	+26.1%	7.1%
Ensure Glucerna	10,777	-2.7%	6.3%
Boost Plus	8,251	+15.2%	4.8%
Celebrity Low Carb Diet	4,037	+746.4%	2.3%
Atkins Advantage	3,518	-53.2%	2.0%
Slim-Fast	2,342	-20.1%	1.4%

UNIT SALES

Total *	110.2 mil.	(+10.8%)
Drug stores	24.7 mil.	(-5.9%)

Leading brands **	Unit sales (000)	% change	Market share
Ensure	4,244	+14.3%	17.2%
Slim-Fast Optima	3,301	+215.0%	13.4%
Boost	2,588	+24.1%	10.5%

Ensure Plus	1,782	+3.5%	7.2%
Boost Plus	1,144	+20.6%	4.6%
Ensure Glucerna	1,099	+1.4%	4.4%
Pediasure	993	+26.1%	4.0%
Stacker 2 YJ Stinger	826	-24.9%	3.3%
Atkins Advantage	543	-57.3%	2.2%
Slim-Fast	431	-18.0%	1.7%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 13% dollar share and a 17.3% unit share.

INCONTINENCE PRODUCTS

DOLLAR SALES

Total *	$562.1 mil.	(+4.5%)
Drug stores	$299 mil.	(+3.1%)

Leading brands **	Dollar sales (000)	% change	Market share
Depend	$82,689	-6.5%	27.7%
Depend Poise	49,438	+5.7%	16.5%
Serenity	28,392	+34.7%	9.5%
Serenity Night and Day	6,316	-37.0%	2.1%
Entrust Plus	2,780	+3.9%	0.9%

UNIT SALES

Total *	60.5 mil.	(+2%)
Drug stores	29.5 mil.	(+1.1%)

Leading brands **	Unit sales (000)	% change	Market share
Depend	6,438	-8.3%	21.8%
Depend Poise	5,818	+1.7%	19.7%
Serenity	3,069	+17.7%	10.4%
Serenity Night and Day	673	-28.7%	2.3%
Serenity Dri Active Plus	388	-4.1%	1.3%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 13% dollar share and a 17.3% unit share.

Source: Information Reso urces Inc.

O-T-C Health Care

HEAT/ICE PACKS

DOLLAR SALES

Total *	$152.1 mil.	(+7%)
Drug stores	$107.9 mil.	(+8.6%)

Leading brands **	Dollar sales (000)	% change	Market share

$38 ThermaCare	,505	+0.7%	35.7%
Thera-Med	8,381	-6.8%	7.8%
Bed Buddy	7,125	+0.4%	6.6%
Ace	5,788	-3.9%	5.4%
Well Patch	3,595	+30.8%	3.3%
Cura Heat	3,101	+17.9%	2.9%
Homedics Thera P	2,600	N/A	2.4%
Tru-Fit Polar Preene Ice Heat	2,385	-11.9%	2.2%
3M Nexcare	2,202	-26.4%	2.0%
Faultless	2,084	-14.6%	1.9%

UNIT SALES

Total *	23.4 mil.	(-19.6%)
Drug stores	15.9 mil.	(+11.3%)

Leading brands **	Unit sales (000)	% change	Market share
ThermaCare	6,006	+5.0%	37.8%
Well Patch	1,233	+117.3%	7.8%
Ace	923	-6.2%	5.8%
Hothands 2	918	+23.1%	5.8%
Cura Heat	849	+19.2%	5.3%
Bed Buddy	647	-5.9%	4.1%
Thera-Med	633	-10.3%	4.0%
Beyond Bodi Heat	331	+9.7%	2.1%
Be Kool	307	+15.5%	1.9%
3M Nexcare	303	-28.7%	1.9%

For the 52 weeks through March 19, 2006.

* Total of drugstores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drugstores only. Private label products account for a 14.2% dollar share and a 12.6% unit share.

INTERNAL ANALGESIC TABLETS

DOLLAR SALES

Total *	$1.87 bil.	(-1.9%)
Drug stores	$889.2 mil.	(0%)

Leading brands **	Dollar sales (000)	% change	Market share
Tylenol	$119,914	-1.6%	13.5%
Advil	118,148	-0.4%	13.3%
Aleve	62,301	-2.3%	7.0%
Bayer	46,590	-5.7%	5.2%
Tylenol PM	44,697	-2.8%	5.0%
Motrin IB	35,813	-1.4%	4.0%
Tylenol Arthritis	27,670	+1.6%	3.1%
Excedrin	23,390	+1.5%	2.6%
Excedrin Migraine	18,906	+2.9%	2.1%
St. Joseph's	17,076	+1.1%	1.9%

UNIT SALES

Total *	355.6 mil.	(-2.5%)
Drug stores	158.5 mil.	(+0.2%)

Leading brands **	Unit sales (000)	% change	Market share

Tylenol	18,458	-7.1%	11.6%
Advil	17,766	+0.8%	11.2%
Aleve	10,271	-0.4%	6.5%
Bayer	9,592	-1.4%	6.1%
Tylenol PM	6,262	-3.4%	4.0%
Motrin IB	5,585	-5.5%	3.5%
Excedrin	3,697	+3.5%	2.3%
St. Joseph's	3,657	-4.3%	2.3%
Tylenol Arthritis	3,523	-5.9%	2.2%
Excedrin Migraine	3,472	+6.7%	2.2%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 26.2% dollar share and a 33.1% unit share.

LAXATIVE TABLETS

DOLLAR SALES

Total *	$412.4 mil.	(+4.4%)
Drug stores	$256 mil.	(+4.5%)

Leading brands **	Dollar sales (000)	% change	Market share
Dulcolax	$30,874	+7.0%	12.1%
Metamucil	17,485	+15.4%	6.8%
Colace	16,711	+13.4%	6.5%
Ex-Lax	14,419	-4.9%	5.6%
Senokot S	8,297	+58.1%	3.2%
Senokot	7,950	+49.6%	3.1%
Fibercon	7,807	-14.5%	3.0%
Fleet	7,772	-5.2%	3.0%
Correctol	6,657	-4.8%	2.6%
Citrucel	6,245	-10.4%	2.4%

UNIT SALES

Total *	55.8 mil.	(-0.9%)
Drug stores	31.5 mil.	(0%)

Leading brands **	Unit sales (000)	% change	Market share
Dulcolax	3,929	+3.9%	12.5%
Ex-Lax	2,077	-5.3%	6.6%
Metamucil	1,916	+6.8%	6.1%
Fleet	1,897	-7.6%	6.0%
Correctol	1,226	-4.1%	3.9%
Colace	1,107	+10.1%	3.5%
Fibercon	599	-18.3%	1.9%
Benefiber	503	+60.6%	1.6%
Senokot	491	+55.6%	1.6%
Phillips	484	+21.6%	1.5%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 37.8% dollar share and a 42.6% unit share.

LIP BALM/COLD SORE MEDICATION

DOLLAR SALES

Total *	$331.7 mil.	(+10.8%)
Drug stores	$188.5 mil.	(+14.7%)

Leading brands **	Dollar sales (000)	% change	Market share
Abreva	$39,708	+5.7%	21.1%
ChapStick	16,726	+9.3%	8.9%
Blistex	12,659	-0.2%	6.7%
Carmex	12,514	+13.5%	6.6%
ViraMedx Releev	7,409	+79.8%	3.9%
ChapStick Lip Moisturizer	6,640	+4.8%	3.5%
Burt's Bees Lip Shimmer	6,226	+506.7%	3.3%
Butt's Beeswax	5,848	+174.0%	3.1%
Champho-Phenique	4,591	+4.8%	2.4%
Neosporin	3,959	+17.5%	2.1%

UNIT SALES

Total *	142.2 mil.	(+7.1%)
Drug stores	74.1 mil.	(+11.4%)

Leading brands **	Unit sales (000)	% change	Market share
ChapStick	10,126	+13.1%	13.7%
Carmex	9,836	+10.7%	13.3%
Blistex	7,472	+1.9%	10.1%
ChapStick Lip Moisturizer	3,671	+10.1%	5.0%
Abreva	2,482	+1.4%	3.4%
Burt's Bees	2,228	+162.7%	3.0%
ChapStick Medicated	1,938	+1.5%	2.6%
Burt's Bees Lip Shimmer	1,766	+502.2%	2.4%
Blistex Lip Medex	1,639	+0.4%	2.2%
Blistex Complete Moisture	1,259	-16.2%	1.7%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 5.5% dollar share and a 14.9% unit share.

MANUAL TOOTHBRUSHES

DOLLAR SALES

Total *	$467.9 mil.	(+8.2%)
Drug stores	$152.6 mil.	(+11.4%)

Leading brands **	Dollar sales (000)	% change	Market share
Oral B $10Indicator	,746	+4.8%	7.0%
Oral B CrossAction	10,700	+7.4%	7.0%
Oral B Advantage Plus	9,387	+17.9%	6.2%
Oral B Pulsar	8,146	N/A	5.3%
Oral B CrossAction Vitalizer	7,743	+32.5%	5.1%
Colgate	7,407	+197.6%	4.9%
Reach Advanced Design	6,449	+9.5%	4.2%
Oral B Advantage	4,938	-9.2%	3.2%

Colgate Wave	3,804	+132.6%	2.5%
Oral B Advantage	3,530	+0.3%	2.3%

UNIT SALES

Total * 192 mil. (+6%)
Drug stores 62.3 mil. (+10.1%)

Leading brands **	Unit sales (000)	% change	Market share
Oral B Indicator	4,233	+5.1%	6.8%
Reach Advanced Design	2,556	+11.0%	4.1%
Oral B Advantage Plus	2,555	+12.8%	4.1%
Oral B CrossAction	2,485	+9.1%	4.0%
Colgate	2,377	+168.2%	3.8%
Colgate Wave	1,945	-8.6%	3.1%
Oral B Advantage	1,777	-35.6%	2.9%
Oral B CrossAction Vitalizer	1,599	+29.9%	2.6%
Oral B Pulsar	1,487	N/A	2.4%
Prevent By Reach	1,401	+18.9%	2.2%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 14.4% dollar share and a 25.8% unit share.

Source: Information Resources Inc.

MOUTHWASH/ORAL RINSE

DOLLAR SALES

Total * $582.8 mil. (+8.2%)
Drug stores $201.9 mil. (+13.3%)

Leading brands **	Dollar sales (000)	% change	Market share
Listerine	$87,429	-0.3%	43.3%
Scope	16,842	+2.0%	8.3%
Advanced Listerine	13,051	+66.1%	6.5%
Crest	11,020	N/A	5.5%
Crest Pro Health	5,843	N/A	2.9%
Biotene	5,742	+5.4%	2.8%
Act	4,969	-19.9%	2.5%
Plax	3,327	+14.6%	1.6%
Cepacol	3,163	+5.0%	1.6%
Therabreath	2,967	+6.7%	1.5%

UNIT SALES

Total * 157.1 mil. (+4.8%)
Drug stores 53.3 mil. (+11.8%)

Leading brands **	Unit sales (000)	% change	Market share
Listerine	19,624	-4.9%	36.8%
Scope	6,453	+15.3%	12.1%
Crest	3,389	N/A	6.4%
Advanced Listerine	2,613	+57.9%	4.9%
Cepacol	1,628	+1.0%	3.1%

Crest Pro Health	1,367	N/A	2.6%
Act	1,147	-14.8%	2.2%
Biotene	1,017	+24.7%	1.9%
Plax	730	-15.6%	1.4%
Act X2	453	+355.0%	0.9%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 14% dollar share and a 22% unit share.

MULTIVITAMINS

DOLLAR SALES

Total *	$762.8 mil.	(+5.2%)
Drug stores	$393.7 mil.	(+6.1%)

Leading brands **	Dollar sales (000)	% change	Market share
$52 Airborne	,636	+65.3%	13.4
Centrum Silver	48,286	-5.1%	12.3
Centrum	33,473	-8.1%	8.5
One-A-Day	15,348	-4.0%	3.9
Bausch & Lomb Ocuvite PreserVision	10,040	-19.2%	2.5
Bausch & Lomb Ocuvite	9,196	-3.3%	2.3
Flintstones	8,767	+5.7%	2.2
Centrum Performance	8,330	-15.2%	2.1
One-A-Day Weight Smart	8,282	-16.6%	2.1
One-A-Day Men's Health	7,810	+4.5%	2.0

UNIT SALES

Total *	92.9 mil.	(+6.1%)
Drug stores	45.7 mil.	(+6.5%)

Leading brands **	Unit sales (000)	% change	Market share
Airborne	7,642	+65.9%	16.7%
Centrum Silver	4,647	-5.9%	10.2%
Centrum	3,558	-10.1%	7.8%
One-A-Day	1,968	-2.8%	4.3%
Flintstones	1,066	+4.5%	2.3%
One-A-Day Men's Health	914	+2.3%	2.0%
One-A-Day Weight Smart	857	-16.2%	1.9%
Nature Made	800	+147.0%	1.8%
Bausch & Lomb Ocuvite	716	-2.9%	1.6%
Centrum Performance	636	-15.9%	1.4%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 22.9% dollar share and a 28.5% unit share.

POWER TOOTHBRUSHES

DOLLAR SALES

Total *	$187.8 mil.	(-3.8%)
Drug stores	$70.1 mil.	(-1.7%)

Leading brands **	Dollar sales (000)	% change	Market share
Sonicare $8Elite	,356	-3.2%	11.9%
Braun Oral B	7,525	+7.6%	10.7%
Sonicare Advance	6,774	-26.6%	9.7%
Braun Oral B CrossAction	5,651	+32.6%	8.1%
Oral B CrossAction Power Max	5,313	+563.2%	7.6%
Oral B Professional Care	3,603	-34.8%	5.1%
Braun Oral B Sonic Complete	3,116	+46.3%	4.4%
Sonicare Intelliclean	2,959	N/A	4.2%
Crest Spinbrush Pro Clean	2,851	N/A	4.1%
Oral B Triumph	2,604	N/A	3.7%

UNIT SALES

Total *	19.8 mil.	(-7.2%)
Drug stores	7.2 mil.	(+0.9%)

Leading brands **	Unit sales (000)	% change	Market share
Dr. Fresh Turbo Power	1,023	+51.1%	14.3%
Braun Oral B CrossAction	969	+49.8%	13.5%
Oral B CrossAction Power Max	726	+969.2%	10.1%
Crest Spinbrush Classic	490	+73.9%	6.8%
Braun Oral B	488	+14.6%	6.8%
Crest Spinbrush Pro Clean	388	N/A	5.4%
Crest Spinbrush Multiangle	374	-15.0%	5.2%
Crest Spinbrush Kids	336	+15.1%	4.7%
Colgate Motion	285	-10.7%	4.0%
Colgate SpongeBob SquarePants	225	+39.0%	3.1%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only.

SORE THROAT/COUGH DROPS

DOLLAR SALES

Total *	$376.8 mil.	(-1.3%)
Drug stores	$199.2 mil.	(-0.7%)

Leading brands **	Dollar sales (000)	% change	Market share
Halls	$45,851	-0.9%	23.0%
Ricola	21,591	+6.0%	10.8%
Cold-Eeze	18,952	+4.9%	9.5%
Halls Defense	10,945	-0.9%	5.5%
Luden's	10,218	-7.9%	5.1%
Cepacol	9,787	-7.0%	4.9%
Halls Fruit Breezers	9,458	-18.4%	4.7%
Halls Plus	6,135	-4.9%	3.1%
Chloraseptic	5,543	+7.9%	2.8%
Sucrets	4,284	+4.0%	2.2%

UNIT SALES

Total *	200 mil.	(-4.3%)
Drug stores	98.2 mil.	(-2.9%)

Leading brands **	Unit sales (000)	% change	Market share
Halls	24,618	-3.4%	25.1%
Ricola	11,974	+6.1%	12.2%
Luden's	7,079	-8.5%	7.2%
Halls Defense	5,150	-7.0%	5.2%
Halls Fruit Breezers	4,818	-22.7%	4.9%
Cold-Eeze	3,385	+5.3%	3.4%
Halls Plus	3,133	-5.6%	3.2%
Robitussin	2,292	-2.2%	2.3%
Cepacol	2,228	-3.9%	2.3%
Robitussin Honey	1,833	-7.1%	1.9%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding Wal-Mart Stores Inc. ** In drug stores only. Private label products account for a 14.2% dollar share and a 22.7% unit share.

TOOTHPASTE

DOLLAR SALES

Total *	$1.17 bil.	(-1.9%)
Drug stores	$305 mil.	(-0.6%)

Leading brands **	Dollar sales (000)	% change	Market share
$34 Crest	,479	+7.4%	11.3%
Colgate Total	26,680	+6.9%	8.7%
Sensodyne	20,524	+4.3%	6.7%
Colgate	19,164	-9.8%	6.3%
Crest Whitening Expressions	17,406	+6.6%	5.7%
Crest Plus Scope	11,361	+7.6%	3.7%
Colgate Max Fresh	9,893	+32.4%	3.2%
Crest Whitening Plus Scope	9,875	+19.0%	3.2%
Aquafresh Extreme Clean	8,305	+10.9%	2.7%
Arm & Hammer Devtl. Care Adv. White	6,958	-3.6%	2.3%

UNIT SALES

Total *	450.5 mil.	(-1.5%)
Drug stores	113.9 mil.	(+0.8%)

Leading brands **	Unit sales (000)	% change	Market share
Crest	14,679	+12.5%	12.9%
Colgate Total	10,991	+5.7%	9.7%
Colgate	9,542	-8.7%	8.4%
Crest Whitening Expressions	7,295	+16.5%	6.4%
Crest Plus Scope	5,150	+5.3%	4.5%
Sensodyne	4,155	+3.1%	3.6%
Colgate Max Fresh	4,032	+25.2%	3.5%
Crest Whitening Plus Scope	3,859	+33.5%	3.4%
Aquafresh Extreme Clean	2,977	+15.5%	2.6%
Aquafresh	2,714	-0.7%	2.4%

For the 52 weeks through March 19, 2006.

* Total of drug stores, supermarkets and discount stores excluding

Wal-Mart Stores Inc. ** In drug stores only.

Source: Information Resources Inc.

LOAD-DATE: June 6, 2006

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Copyright 2006 Lancaster Newspapers, Inc.
Intelligencer Journal (Lancaster, Pennsylvania)

May 18, 2006 Thursday

SECTION: B; Pg. 8

LENGTH: 397 words

HEADLINE: This & that

BYLINE: Intelligencer Journal Staff

DATELINE: Lancaster, PA

BODY:

Free shots

PROTECT THEM: Lancaster General Wellness Center provides free immunizations throughout the year for eligible children, ages 6 months to 12 years, through its ChildProtect initiative.

Immunizations are offered from 9 a.m. to 7 p.m. as follows: Columbia Health Center, 306 N. Seventh St., Columbia, June 22, July 20, Aug. 17, Sept. 21, Oct. 19 and Nov. 16; Liberty Fire Company, 339 E. Main St., New Holland, June 20, Aug. 15 and Oct. 17; Bart Township Fire Company, 11 Furnace Road, Bart, June 21, Aug. 16 and Oct. 18.

No appointment is necessary. Call 544-3138 for more information.

Parenting

AWARENESS: The School of Culinary Arts at Yorktowne Business Institute will host a free TIPS (training for intervention precedures) workshop on Tuesday, June 6, at the school's Student-Run Restaurant, 1063 N. George St., York. Parents of teenagers especially will be interested in this workshop, which teaches how professionals spot the telltale signs of overconsumption of alcohol, how to deal tactfully and proactively with a drunk guest and what legal ramifications and potential liabilities are involved with serving alcohol. Reservations are required. Call 1-800-840-1004.

NEW APPROACH: A new survey of 1,000 parents of children ages 2 to 8 found that 35 percent of them called getting their children to bed a stressful chore. The kids ranked teeth brushing among the least favorite bedtime rituals they had to follow. That's why GlaxoSmithKline has begun an **Aquafresh** Dr. Seuss ABC Campaign to combine the least favorite chores - getting ready for bed, especially brushing - with one of the most favorite, reading books. The toothpaste now squeezes out in red and white stripes to mimic the Cat in the Hat's famous topper and the tubes feature favorites such as "The Cat in the Hat," "Fox in Socks," "Sam I Am" and "The Lorax." The A is for **Aquafresh,** B is for brushing and C is for covers. What have you got to lose? Plaque, at least.

Kids

FUN TIMES: Locust Grove Mennonite School will hold its 32nd Annual Country Auction & Chicken Barbecue Friday and Saturday at the school, along Route 340. Friday's barbecue takes place from 11 a.m. to 6 p.m. Saturday starts with a country breakfast at 7 a.m., followed by a candy drop for kids at 8:15 a.m. The auction begins Saturday at 8:30 a.m. Kids' activities begin at 10 a.m., including a Bouncy Bounce. Call 394-7107 for more information.

LOAD-DATE: May 18, 2006

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Marketing

May 17, 2006

SECTION: SECTOR INSIGHT; Pg. 34

LENGTH: 1627 words

HEADLINE: ORAL HYGIENE - COSMETIC ENHANCEMENT

BODY:

Dental-care products are flourishing as the focus of the sector shifts from health to beauty. Jane Bainbridge reports.

THE BACKGROUND

Last year's launch of the Colgate 360 deg, a toothbrush that features a textured tongue cleaner to remove odour-causing bacteria, is typical of the kind of NPD taking place in the oral-hygiene sector.

Although the market is mature, comprising products that most consumers already use, such innovation has fuelled growth. Consumers are no longer motivated solely by the health benefits of oral care; cosmetic products, such as those offering whiter teeth, are exploiting their desire for Hollywood smiles and attracting a younger audience in a market that is expected to grow 12% by 2010.

The oral-hygiene sector is being driven by consumers' desire for sparkling white teeth, with the consequence that they are spending more money on products promising them a gleaming smile.

As a result, manufacturers have been investing in NPD across all categories in the sector, including toothbrushes, mouthwashes, toothpastes and ancillary products such as floss.

In 2005, the market was worth pounds 616m, having grown by 5% over the previous two years, according to Mintel. Given the maturity of the market and the high levels of penetration - nine out of 10 consumers use toothpaste - this is an impressive performance.

While the toothpaste category is the biggest within the sector, accounting for 49.5% of the market, the value of standard products has decreased; those offering added benefits, such as whitening qualities, have performed better.

As the emphasis of added benefits has shifted from oral-hygiene properties, such as tartar control, to beauty, the products have begun to appeal to younger consumers. This shift has also added value to the market, as such items sell at higher prices.

In line with trends across other personal-hygiene sectors, women are more likely than men to use oral-hygiene products such as powered brushes and mouthwashes.

Improved oral health

Ancillary products such as dental floss and mouthwash have experienced the biggest growth, as choice has widened and dentists have encouraged their uptake. However, denture-care products, which include fixatives and cleaners, have declined. The improvement in dental health, through initiatives such as the addition of fluoride to drinking water, not only means that people are less likely to lose their teeth, but also that if they do, it happens much later in life.

Sales of manual toothbrushes have continued to fall despite innovation such as angled or flexible heads and additional bristles. However, there is room for growth in this category if manufacturers can encourage consumers to replace their brushes more often.

Where the manual market has lost out, the powered-brush category has gained, thanks to research suggesting that the products offer improved cleaning and a perception that they are more hygienic.

Powered brushes are particularly popular among AB consumers, attracted by a growing variety of inexpensive battery-powered options.

However, the majority of this sub-sector is accounted for by rechargeable models. Although prices have been falling, the average cost is still high at about pounds 23, with top-end models priced at more than pounds 100. But consumers are realising that one of their benefits is that it removes the additional cost and effort of regularly replacing batteries.

Effective marketing and advertising, as well as a change in consumer's oral-hygiene rituals have led to mouthwashes gaining in popularity. They are split into medicated and non-medicated products, with the latter sold over the counter and making up the majority of the market - about four-fifths by value.

As cosmetic dentistry has reached the mainstream, the use of at-home whitening products has grown. Many of the products, such as Boots' Advanced+ Tooth Whitening Stick (a brush-on gel) are more effective than standard whitening toothpastes,enabling consumers to achieve a look previously only possible through costly dental treatments. Mintel expects this area of the oral-hygiene market to grow significantly as the products become more widely available and consumer awareness rises.

The sector is dominated by a few key players and, globally, it shows little variation across countries.

Colgate has the biggest share of both the toothpaste and manual toothbrush sectors in the UK and has cultivated a very active NPD programme, investing pounds 6.5m in launches last year. It has successfully built share in the mouthwash market by extending its Colgate brand with Total Plax. It is also working on developing products to help fight oral cancer, a disease on the increase, especially among young men that binge drink and smoke.

GlaxoSmithKline has also seen its share grow through its Sensodyne and **Aquafresh** brands.

Procter & Gamble's market share, meanwhile, will have been boosted since last year's purchase of Gillette, whose portfolio includes the Braun Oral-B range. These brands will sit alongside P&G's Crest line.

Pfizer's Listerine mouthwash brand is the bestselling in its category.

Following its own research suggesting consumers would spend longer on personal hygiene if they had time, it has promoted the benefits of a 30-second 'sloosh' to improve dental health.

This sector looks set for future success as consumers become better educated about oral health and expand their routine to include products above a brush and paste. With a shortage of NHS dentists, people may invest more in products to keep their teeth and gums healthy to avoid having to pay for private care.

There is further room for growth if manufacturers can find a way to appeal to older consumers who are least likely to use ancillary oral-care products.

Mintel predicts the market will grow 12% by 2010, up 5% after inflation.

Ancillaries will be the fastest-growing sector up 86%, with whitening products expected to continue to drive the market. Sales of electric brushes will also grow, while those of manual varieties will remain stagnant.

ORAL-HYGIENE CATEGORIES BY VALUE AND MARKET SHARE

		2005		2001		01-05
		pounds m	%	pounds m	%	% chng
1	Toothpaste	305	49.5	298	51.0	2.3
2	Toothbrushes	146	23.7	152	26.0	-3.9
3	Mouthwash*	86	14.0	74	12.7	16.2
4	Denture cleaners/fixatives	42	6.8	43	7.4	-2.3
5	Ancillaries**	37	6.0	17	2.9	117.6

Source: Mintel

*includes breath fresheners
** includes floss, dental gum, whitening products, etc

TOOTHPASTE CATEGORIES BY VALUE AND MARKET SHARE

		2005		2001		01-05
		pounds m	%	pounds m	%	% chng
1	Complete protection	100	33	77	26	29.9
2	Family	66	22	92	31	-28.3
3	Whitening	59	19	49	16	20.4
4	Sensitive teeth	54	18	41	14	31.7
5	Children's	12	4	13	5	-7.7
6	Smokers	9	3	5	2	80.0
7	Baking soda/bicarbonate of soda	3	1	8	3	-62.5
8=	Tartar control	1	n/a	5	1	-80.0
8=	Gum protection	1	n/a	8	2	-87.5
	Total	305	100	298	100	2.3

Source: Mintel

ORAL-HYGIENE CATEGORIES BY ADSPEND (pounds m)

		2005	2004	2003	2002	2001
1	Toothpaste and polishes	25.7	21.0	20.7	22.0	22.8
2	Toothbrushes	9.4	8.6	7.8	8.5	7.7
3	Mouthwash/rinse	7.4	3.8	3.8	2.8	2.5
4	Denture products	3.6	3.7	5.4	6.8	5.3
5	Other oral-hygiene products	2.0	0.9	1.4	1.4	1.1
	Total	48.1	38.0	39.0	41.5	39.4

Source: Nielsen Media Research/Mintel

ANALYST COMMENT - MATTHEW JONES, CONSUMER MARKETS ANALYST, DATAMONITOR

Due to the maturity of the oral-hygiene market, manufacturers have been forced to innovate and take advantage of the growth in demand for whitening products.

This will continue to be the case. Within the overall toothpaste market, cosmetic products are forecast to show 2% compound annual growth (CAGR) between 2004 and 2009, in comparison with a slight drop of 0.4% for standard toothpaste.

Although both bicarbonate-of-soda and cosmetic toothpastes carry a premium price, they are growing at a faster rate than traditional, standard toothpastes whose benefits are restricted to clean teeth and prevention of cavities.

Recent product launches have been indicative of the trend toward innovation and the need for product differentiation in an increasingly congested market.

In 2005, GlaxoSmithKline launched **Aquafresh** Extreme Clean Toothpaste Intense Rush, which was claimed to have 'micro-active foam to give your teeth and tongue a deep clean'.

Colgate-Palmolive, meanwhile, launched Colgate Oxygen toothpaste, which releases fine bubbles of oxygen intended to remove plaque and lift impurities away from teeth.

The UK is one of the most mature markets in the world for oral-hygiene products and is suffering diminishing growth.

However, innovation and diversification in the sector, such as the introduction of tooth-whitening products, and the creation of multi-functional items, including combined toothpaste and mouthwash, has seen the oral-hygiene market reinvent itself, remaining dynamic in niche areas.

LOAD-DATE: May 17, 2006

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Pharmacy Today

May 15, 2006

SECTION: Pg. 42 ISSN: 0968-042X

ACC-NO: 145810397

LENGTH: 123 words

HEADLINE: Product news: **Aquafresh** gets back to basics;
Brief article

BODY:

Aquafresh has returned to screens with a renewed emphasis on the brand's core range: Fresh & Minty, Mild & Minty and Multi-Active.

The #3 million campaign harks back to past imagery with Billy Boy,a memorable cartoon featuring a pyjama-clad family and focusing on the products' unique three stripes, which deliver `Three in One Protection For the Family'.

The campaign will run into June across all regions through daytimeslots, with selected cinema screenings. Evening slots will be used to advertise the **Aquafresh** Extreme Clean toothbrush and the Tooth & Tongue brush, with reruns of the `Bus' and `Unisex' ads, to young professionals who are willing to trade up.

GlaxoSmithKline Consumer H'care

0845 762 6637

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LOAD-DATE: May 19, 2006

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Pharmacy Today

May 15, 2006

SECTION: Pg. 42 ISSN: 0968-042X

ACC-NO: 145810398

LENGTH: 95 words

HEADLINE: Product news: **Aquafresh** sponsors two big events;
Brief article

BODY:

Reinforcing **Aquafresh's** renewed focus on its core range, the brandhas begun with the Bright Bites educational programme.

Next month, a second initiative, the Giant Sleepover (June 17-18),will aim to break two records - the World's Biggest Sleepover and the World's Largest Toothbrushing Event - for ChildLine. Some 50,000 scouts and guides participating in the event will receive free treasureboxes containing **Aquafresh** samples.

Between them the initiatives will reach around one million households.

GlaxoSmithKline Consumer H'care

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LOAD-DATE: May 20, 2006

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Muskegon Chronicle (Michigan)

May 13, 2006 Saturday

SECTION: A; Pg. 9

LENGTH: 489 words

HEADLINE: Up Front

BYLINE: From local and news service reports

BODY:

Parenting seminar May 20 Parents in blended families can learn some solution-focused ways to deal with their unique challenges when therapist Margaret Spoelman presents a workshop on the topic 9:30-11:30 a.m. May 20 at the Center of Unlimited Possibilities, 14998 Cleveland in Spring Lake. Coffee and muffins will be provided. There is a $20/adult or $30/couple materials fee. To register, call (616) 842-0264 or visit www.yournext-stepup.com.

Fossil program at museum

Families are invited to participate in a fossil program with paleontologist Joseph Kchodl at the Muskegon County Museum, 430 W. Clay, 11 a.m. to noon or 1-2 p.m. May 20.

"PaleoJoe" will share his extensive fossil collection and explain how fossils tell the story of Michigan's past -- a special presentation of the museum's Trilobite Treasures exhibit running through mid-July. Trilobites are ancient sea creatures which lived, thrived and became extinct long before the age of dinosaurs.

The program is targeted to kids, ages 6-14, and their parents. Each session is open to 50 participants with a cost of $5 per family. To register, call 722-0278.

Bereavement camp in July

Living Beyond Grief will conduct its fifth annual Camp Anew July 11-14 for children ages 6-17 who have experienced the recent death of a loved one. Camp Anew combines high-energy activities with bereavement exercises at Grace Adventures in Mears on Upper Silver Lake. For registration information, call Ginger Wolffis at 798-7196.

Sting ray exhibit at zoo

Sting Ray Lagoon, a unique interactive exhibit that offers visitors a chance to not only see, but actually touch, feel and experience these graceful sea creatures opens May 20 at the John Ball Zoo. There will be a $1 fee to touch or feed the animals.

With a 75-foot circumference and a depth of 1.5 feet, the lagoon will be child-friendly, allowing small arms to reach out and touch the Cownose and Spotted Yellow Sting rays as they "fly" through the tank.

The zoo is on W. Fulton, one mile west of downtown Grand Rapids. For more information, visit www.johnball-zoosociety.org or call (616) 336-4301.

Do plaque bunnies really hide on teeth?

Sure the folks at **Aquafresh** want to sell toothbrushes and toothpaste, but they also want children to learn sound dental hygiene practices to ward off tooth decay and gum disease. To those ends, the company has partnered with "Dr. Seuss" to offer a line of Seuss character brushes ($1.99 each) and red-and-white striped Cat in the Hat paste ($2.09) that comes in bubblegum flavor. The **Aquafresh** "Books Then Covers" campaign extols the ABC bedtime routine: **Aquafresh** (Don't forget to brush), Books (Settle down in bed with a good book), Covers (Lights out and bedtime), and also features a free Dr. Seuss book by mail and a colorful brochure with parenting tips and kids' games. Particopation details are inside product packages. The offer expires Oct. 31, 2007. See www.**aquafresh**. com for more information.

LOAD-DATE: March 22, 2007

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Brandweek

May 1, 2006

SECTION: NEWS; ARTICLE

LENGTH: 117 words

HEADLINE: ETC.

BODY:

Aquafresh toothpaste joins with characters from Dr. Seuss books in a nationwide educational campaign for better dental hygiene among youngsters. The GlaxoSmithKline product will introduce Cat in the Hat toothpaste featuring two red stripes for every one white stripe, ala the Cat's tall hat, along with kiddie toothbrushes dubbed The Cat in the Hat, Fox in Socks, Sam I Am and The Lorax . . . ASSIGNMENTS: MindShare, N.Y., picked up media buying and planning duties for Kmart. The work was moved from WPP Group sibling MediaCom. MindShare already handles media for Kmart parent Sears, Roebuck, which last year spent more than $800 million in measured media, per TNS. Ad spending for Kmart was $190 million.

LOAD-DATE: May 7, 2006

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BrandPackaging

May 2006

SECTION: Pg. 30 Vol. 10 No. 4

ACC-NO: 5252682

LENGTH: 879 words

HEADLINE: Express yourself: connect with your consumer, communicate your essence.

HIGHLIGHT:

brand innovators

BODY:

Ask Donna Sturgess how she views the relationship between the package and the brand, and her reply is as articulate as it is engaging.

"Packaging has to be an expression of the brand. I think sometimes people get confused that it needs to be loud or attention seeking, but to me that's temporary," she says. "The consumer will only glance over and be fooled once. Packaging is all about whether or not you're expressing what your brand has to sell."

Sturgess has spent much of her career developing that philosophy in a steady rise through the ranks at GlaxoSmithKline. Her broad range of commercial experience includes time spent running GSK's Oral Care business (where **Aquafresh** resides as a number three brand to Crest and Colgate) as well as the GI business (a hotly competitive market that includes GSK brand Turns). This path has given her a unique perspective that she brings to her current role as GSK's vice president of innovation, a tide that includes responsibility for strategic planning and advocacy for the consumer experience.

"You have to be in touch with your consumers because you're trying to bring higher definition to your brand. Connectivity with the consumer is where this whole business begins and ends," she says. "You are either good at understanding your consumer, or you're too far back to be able to feel the changes in consumer attitudes."

Sturgess shares the story of one project in the Oral Care unit that clearly illustrates the importance of not only listening to consumers, but also observing how they interact with both the product and the package. While small in its change to the physical package--a flat ribbon dispensing nozzle was incorporated into a tube package for denture cream Poligrip--the project proved significant in changing consumers' in-use experience with the brand.

"I think this is a remarkable little invention. Thanks to the square shape of the nozzle, the product is dispensed in a flat ribbon so that when you apply that to a denture, it reduces the 'ooze' that people feel when they're putting adhesive onto their dentures and into their mouth," Sturgess explains.

"A consumer might sit in our offices and say, 'Well, that's a nice feature, but it's not critical.' But if you watch someone in their home actually try and apply an adhesive to their dentures, you suddenly become quite aware of their limitations and what type of product enhancements you can offer to help them," she says.

And Sturgess' point about the consumer's in-home experience cannot be overstated. For packaging to truly succeed, she says, it must do much more than catch the consumer's eye on a crowded shelf. Exposure in-store is merely the tip of the proverbial iceberg.

"Take into consideration the fact that your consumer has to take this package home and have a positive enough experience with it to repeat. More and more we are trying to create experiences with our brands. Otherwise, everything you're selling is one at a time, and you're not going to build a business that way," she says.

Sturgess points to another GSK Oral Care project, the introduction of **Aquafresh** Extreme Clean, as case in point. When her team initially designed Extreme Clean, it was decided that the sub-brand would stand for "clean." On shelf, its packaging communicates this proposition. A rigid plastic outer carton allows ambient light to penetrate its translucent material and radiate a blue glow that communicates a crisp, clean feeling. Inside a sleek, metallized tube completes the striking visual effect. But Sturgess points to the "sensory" experience of the package at home--the satisfying click of the cap closing, the feel of the cool, aluminum tube in the consumer's hand, the way the package looks on a bathroom countertop--as equally critical.

So what is GSK's secret to ensuring that its packaging is solidly integrated into the definition of the brand? It's simple, really: make sure that packaging has a seat at the table as early as possible, ideally at the ideation stage.

"The great paradox here is for people to try and accomplish remarkable innovation in the time-frame they are given. The biggest handicap that we have around packaging is speed to market," says Sturgess. "At GSK, we work very hard to bring packaging as far forward and keep that as seamless as possible. Time is certainly our biggest challenge, and therein lies the conundrum in packaging. Invite me early, and you'll have more options. Invite me late, and I can't help you."

DONNA STURGESS VP OF INNOVATION, GLAXOSMITHKLINE

Name: Donna Sturgess

Age: 50

Title: Vice President Innovation, GlaxoSmithKline Consumer Healthcare

Years in current job: Three

Where or when do your best ideas come to you?

"Ideas come from letting my subconscious brain loose to connect to opportunities or contemplate problems--connections can come from anywhere!"

What do you consider the ultimate branded package?

"The ultimate brand package for me is the one that best communicates the idea contained within. There are examples in many categories, but a new product I like is the wine for women Little Black Dress by Brown-Forman (www.lbdwines.com). The package speaks to its target customer, and the language and graphics are insightful and unique to the wine business."

JENNIFER ACEVEDO, EDITOR-IN-CHIEF

LOAD-DATE: August 18, 2006

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Copyright 2006 Tribune Review Publishing Company
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Pittsburgh Tribune Review

April 28, 2006 Friday

LENGTH: 918 words

HEADLINE: Prosecutors: Lay's son bet stock would fall

BYLINE: staff and wire reports

BODY:

Federal prosecutors on Thursday challenged Enron Corp. founder Kenneth Lay's testimony that short-sellers were partly to blame for the company's collapse in 2001 by showing that Lay's own son bet Enron's stock would drop. Lay and former Enron Chief Executive Jeffrey Skilling contend that short-sellers had mounted a concerted attack on Enron stock that year that helped drive it into bankruptcy protection. Selling stock short is essentially betting the price will drop.

Laidlaw hit with suit

The U.S. Equal Employment Opportunity Commission has filed an employment discrimination lawsuit against Laidlaw Transit Services in U.S. District Court in Pittsburgh. The EEOC alleges that Laidlaw violated the Civil Rights Act by allowing a male worker at the company's Dravosburg facility to create a sexually hostile work environment for several female employees. The EEOC also alleged Laidlaw supervisors ignored numerous complaints made by the women. Laidlaw Transit is headquartered in Overland Park, Kan.

Aquafresh offers kids' line

Aquafresh toothpaste, actress Marlee Matlin and Dr. Seuss Enterprises have joined together to get children ages 2 to 8 more interested in brushing their teeth before bedtime. Aquafresh, through its parent firm, the Moon-based Consumer Healthcare division of GlaxoSmithKline, has introduced a new line of Dr. Seuss toothpaste and toothbrushes. The partners have teamed to launch a nationwide educational campaign to provide parents with tips and tools for creating a healthy bedtime routine for children. The "ABC" in the so-called ABC Campaign includes "A" for Aquafresh, "B" for books to read before bedtime and "C" for covers.

Heinz Field job fair set

Job seekers who want to work at Heinz Field events, including Pittsburgh Steelers and University of Pittsburgh football games and concerts, can attend a Heinz Field Job Fair from 11 a.m. to 2 p.m. and 4 to 7 p.m. Monday in the East Club Lounge at the field. Positions available include concessionaires, caterers, ticket takers, seat attendants, maid/porters, club attendants, merchandisers, security guards, guest services and elevator operators. Park in Gold Lot 1A for $5. Details, log onto www.steelers.com.

Earnings

Restructuring costs sank Sony deeper into red ink for the latest quarter amid a turnaround effort under Chief Executive Howard Stringer. The Japanese manufacturer reported a $578 million loss Thursday for the January-March quarter, worse than the $495 million it lost a year ago. Sales, however, rose 8.7 percent to $16 billion from $14.9 billion.

Solid power plant performance, higher power prices and lower interest expense helped Allegheny Energy Inc. more than double its first-quarter net income, the Greensburg-based energy company said Thursday. Net income totalled $113.4 million, or 67 cents per diluted share, vs. $42.6 million, or 29 cents per share in the year-earlier period. Revenues for the quarter rose 12.2 percent to $845.6 million from $754 million one year ago.

Comcast Corp. said Thursday its net income for the first quarter more than tripled, buoyed by strength across all business lines including once-lagging digital voice. The cable operator, the nation's largest, earned $466 million, or 22 cents a share, in the quarter, compared with $143 million, or 6 cents, in the same period a year ago. Revenue rose by 10 percent to $5.9 billion from the prior year.

Respironics Inc. said third quarter sales were up 13 percent, boosted by increased sleep therapy revenue and acceptance of new products in sleep laboratories and respiratory drug delivery systems in hospitals. Third quarter net income was $27.9 million, or 38 cents per share, up from $24.4 million, or 34 cents, a year ago. Sales totaled $267.3 million, up from $236.5 million, a year ago.

Consol Energy Inc. said first quarter profit rose 65 percent, fueled by higher prices and increased demand for coal. Net income was $124.4 million, or $1.33 cents per share, up from $75.2 million, or or 82 cents, a year ago. Revenue totaled $985.9 million, up from $817 million. The Upper St. Clair-based mining and gas company said the price it received for a ton of coal increased by $4.71, or 13.4 percent, to $39.80.

Equitable Resources Inc. announced first-quarter earnings that were a little below figures from a year ago. The North Shore-based natural gas company said it earned $72.4 million, or 59 cents per diluted share, compared with $76.4 million, or 61 cents, in the first quarter of 2005. Revenues totaled $430.1 million for the quarter, up from $401.3 million last year. The company said plans to purchase the Dominion Peoples and Dominion Hope businesses in Pennsylvania and West Virginia by late this year.

Other business news

Ansys Inc. said Thursday that its $565 million cash and stock deal to acquire Fluent Inc., another simulation software maker, should close by Monday. That's because the waiting period under a federal antitrust act has passed, Canonsburg-based Ansys said. Fluent, based in Lebanon, N.H., is a subsidiary of Aavid Thermal Technologies Inc.

Education Management Corp. announced a special shareholders' meeting for May 25 to vote on the company's acquisition by Providence Equity Partners and Goldman Sachs Capital Partners. The meeting is set for 10 a.m. at the Omni William Penn Hotel, Downtown. Pittsburgh-based Education Management also said it received a written response from the U.S. Department of Education approving the company's pre-acquisition review applications.

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PR Newswire US

April 25, 2006 Tuesday 2:00 PM GMT

LENGTH: 2306 words

HEADLINE: Oh My, Oh My, Can it Really Be? Aquafresh(R) Makes Bedtime as Easy as ABC;
-- Aquafresh Teams Up With Dr. Seuss(TM) to Bring Some Fun to Bedtime Brushing --

DATELINE: PITTSBURGH April 25

BODY:

PITTSBURGH, April 25 /PRNewswire/ -- When Dr. Seuss set out to write children's books in 1937, his goal was to make reading more enjoyable for kids. Now, America's favorite doctor is about to help make tooth brushing more enjoyable for kids through a new line of Aquafresh Dr. Seuss toothpaste and toothbrushes. But the fun doesn't stop there. With the help of actress Marlee Matlin, Aquafresh and Dr. Seuss are launching a nationwide educational campaign and charity partnership designed to help promote early oral care and literacy skills so parents can create a healthy bedtime routine that's as easy as ABC.

Make Kids' Brushing Fun? ...It Really Can Be Done!

Aquafresh surveyed(1) 1,000 parents of kids ages two to eight and found that brushing ranks among kids' least favorite bedtime activities, while book reading comes in second favorite after a nighttime hug and kiss. New Aquafresh Dr. Seuss toothpaste and toothbrushes help connect the fun of book reading with teeth brushing to help engage kids in the process and make it more enjoyable.

"It can be a real challenge to get little ones to brush their teeth before bed," says Tom Baxter, Aquafresh senior brand manager. "We talked to hundreds of parents and found that kids, moms and dads love Dr. Seuss, so we think his characters will be great allies in encouraging kids to brush. Today's cartoon characters may come and go, but Dr. Seuss has endured across multiple generations. Parents can now feel good about creating their own special nightly routines that involve such favorites as The Cat in the Hat(TM)."

The new Aquafresh Kids toothpaste still features its famous three stripes, but they're now alternating red and white just like the ubiquitous stripes of The Cat in the Hat's(TM) hat. With two red stripes and a white stripe, the triple protection formula with fluoride fights cavities, freshens breath and helps remove plaque -- while squeezing a bit of fun into children's tooth brushing.

The new toothbrush line lets kids brush with their favorite Dr. Seuss characters including The Cat in the Hat(TM), Fox in Socks(TM), Sam I Am(TM) and The Lorax(TM). Each is specially designed for small mouths. A unique cushioned head helps protect tender mouths; extra-soft cup shaped bristles are designed to surround and clean teeth; extended tip bristles help clean hard to reach back teeth; and a thick rubber handle allows for a firm grip.

Marlee Matlin Launches ABC Bedtime Campaign

According to surveyed parents, nine out of ten children (91 percent) ages two to eight years follow a regular bedtime routine, of which 95 percent brush and 81 percent read books five or more nights a week. But a healthy bedtime routine doesn't come easily. Almost half of parents surveyed (45 percent) find it a challenge to get their children ready for bed; more than one third (35 percent) went so far as to describe their child's bedtime routine as "stressed," "rushed" or a "chore."

"While the majority of parents say their kids have a regular bedtime routine, many parents who come into my practice still struggle to find the right formula for a fun, healthy, tear-free bedtime," says pediatrician and parenting expert, Dr. Laura Jana. "What works best depends on the individual child so I always tell parents to start with the basics -- such as establishing a consistent routine so that kids accept when it's time to brush, read and turn off the lights."

Aquafresh has teamed up with mom of four and Academy Award winning actress, Marlee Matlin, to launch a nationwide education program to provide parents with tips and tools for creating a fun, healthy bedtime routine for their kids.

"Being a mother, I can relate to the struggle many parents have in developing a bedtime routine that the family can stick to," says Marlee Matlin. "And with four kids of different ages, bedtime can be a three ring circus. I applaud **Aquafresh** and Dr. Seuss for helping parents and kids around the country develop a fun, healthy bedtime routine that encourages good oral hygiene and early literacy skills."

The **Aquafresh,** Books, then Covers Campaign -- or ABC Campaign -- encourages healthy bedtime habits that include brushing with **Aquafresh** and reading a Book before tucking in the Covers.

A is for **Aquafresh.** Brush with a trusted, kid-friendly toothbrush and fluoride toothpaste like the new **Aquafresh** Dr. Seuss products. The toothpaste's red and white stripes and the Dr. Seuss characters, which are also found on the **Aquafresh** kids toothbrushes, are a great way to motivate kids. Dr. Jana says it's important to start the practice of tooth brushing when your child is a toddler so that he or she gets used to it and builds a life-long habit of good oral care. According to the survey, however, parents need to brush up on their kids' oral care habits. A mere 16 percent say their kids spend the recommended two minutes or more brushing their teeth. In fact, more than 40 percent say their kids brush for less than one minute. Dr. Jana recommends that parents always supervise children under six years of age when brushing, but many don't score top marks here, either. More than 38 percent of parents with kids ages two to six allow them to brush without watching over them on an average night.

"Many parents still have to haggle, struggle and -- in some cases -- bribe their children to brush their teeth," says Dr. Jana. "It's important to be a close partner with your children during their bedtime routine and the more fun you can make brushing, the more kids may want to do it properly and without complaints."

B is for Books at bedtime. Not only will your toddler learn new words -- research(2) has shown that language-rich environments and early reading activities can directly build a child's daily exposure to a rich vocabulary -- but they'll also benefit from time spent with you.

"Reading aloud increases a child's knowledge of their vocabulary and familiarity with written language," says Dr. Jana. "By encouraging parents to read aloud to their children at home, they will also increase the child's interest in reading." Dr. Jana also recommends parents let toddlers choose their bedtime story as it allows them to assert some control over their regular bedtime routine.

C is for tuck in the Covers. Whether it's a beloved stuffed animal or a well-worn security blanket, the final step before drifting off to dreamland is settling into bed with a good night kiss and a favorite comfort object.

Dr. Jana says, "Associating the predictable steps to getting ready for bed with the ABCs can give even young children the opportunity to participate in the ritual and establish a sense of accomplishment and control."

Kids In Need Get Help, Indeed

As part of the **Aquafresh** ABC Campaign, Marlee Matlin is helping parents feel good about developing their own kids' healthy bedtime habits as well as those of underprivileged children.

For any combination of purchases of two **Aquafresh** Dr. Seuss toothpaste or toothbrush products, **Aquafresh** is offering one of six free Dr. Seuss books as well as a free ABC Campaign brochure with healthy bedtime tips and information for parents, plus fun games for kids. Parents can simply mail in their receipt and UPC codes from two **Aquafresh** Dr. Seuss products to the address listed on the packaging to receive their Dr. Seuss book and brochure free (a $9 value). For the first 10,000 books redeemed, **Aquafresh** also will donate a Healthy Bedtime Kit containing one Dr. Seuss toothpaste and toothbrush and one Dr. Seuss book to First Book, a nonprofit organization that gives children from low-income families the opportunity to read and own their first new books.

On April 25, 2006, Marlee Matlin introduced the "ABCs" to approximately 100 children from First Book recipient organizations in New York City. Each child learned proper brushing techniques before listening to Marlee read a Dr. Seuss book.

The **Aquafresh** and Dr. Seuss donation to First Book comes as oral care and early literacy skills continue to be a problem for many American children. In fact, although tooth decay is largely preventable, it remains the most common chronic disease of children ages five to 17 years(3). Fewer than one in five Medicaid-covered children received at least one preventative dental service in a recent year and low-income children have nearly 12 times more restricted-activity days because of dental-related illness than children from higher-income families. Pain and suffering from untreated tooth decay can lead to problems in eating, speaking and learning. In addition, 61 percent of low-income families have no books at all in their homes for their children(4). As a result, direct access to books is extremely limited for these children.

"We are thrilled to be partnering with **Aquafresh** and Dr. Seuss to encourage parents to adopt healthy bedtime habits for children," says Kyle Zimmer, President of First Book. "We are especially grateful that this campaign also will help provide books to families that have few if any books for their children in their homes, so more children will be able to have sweeter dreams."

A Web Site - For A Slumbering Sleep All Through The Night

Parents can learn more about the **Aquafresh** ABC Campaign including Dr. Jana's healthy bedtime tips, more information on the fun of brushing with **Aquafresh** Dr. Seuss products, and find out how to help kids-in-need through First Book by logging on to http://www.**aquafresh.**com/ . Parents and kids also can watch video clips of Marlee Matlin and Dr. Jana talking about the ABC Campaign and visit the **Aquafresh** Kidzone for fun, interactive information about **Aquafresh,** including how to get free music downloads with the purchase of specially marked **Aquafresh** products.

About **Aquafresh**

Aquafresh, one of the world's largest oral-healthcare brands, includes a full range of products including adult and children's toothpastes and toothbrushes. Well-known for its distinctive striping, triple protection and great taste, **Aquafresh** toothpaste was introduced in the United States in 1978. Its entry into the market marked the first time that the cavity-fighting fluoride of a paste was combined with the breath freshener of a gel in one tube.

About GlaxoSmithKline Consumer Healthcare

GlaxoSmithKline Consumer Healthcare is one of the world's largest over-the-counter consumer healthcare products companies. Its more than 30 well-known brands include the leading smoking cessation products, Nicorette(R), NicoDerm(R) and Commit(R), as well as many medicine cabinet staples such as Abreva(R), **Aquafresh(**R), Sensodyne(R) and Tums(R).

About GlaxoSmithKline

GlaxoSmithKline is one of the world's leading research-based pharmaceutical and consumer healthcare companies. GlaxoSmithKline is committed to improving the quality of human life by enabling people to do more, feel better and live longer.

About Dr. Seuss and Dr. Seuss Enterprises

Theodor Seuss Geisel was born in Massachusetts in 1904 and was initially a humorous cartoon and story writer for adults. Dr. Seuss was then inspired to create fun, colorful, and interesting stories to raise literacy among children. In all, Dr. Seuss wrote more than 50 books and his famous book Green Eggs & Ham(TM) is the third best-selling book ever written in the English language. One of his most popular books, The Cat in the Hat(TM), was created from a list of 250 words that could be easily read and understood by a first-grade child. Dr. Seuss wrote most of his books in a verse form that in the terminology of metrics would be characterized as anapestic tetrameter, which consists of four rhythmic units, each composed of two weak beats followed by one strong beat. Although Dr. Seuss died in 1991, his stories and messages are still very much alive today.

Dr. Seuss Enterprises has been protecting the integrity of the original Dr. Seuss books, their characters and their invaluable contributions to children's literacy for more than a decade. Dr. Seuss Enterprises wants to ensure that Dr. Seuss' work is used in only the most appropriate, artistic formats.

About First Book

First Book is an international nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. First Book has provided more than 40 million new books to children in need in thousands of communities. In neighborhoods across the country, First Book Advisory Boards unite leaders from all sectors of the community to identify the most effective community-based literacy programs and provide them with First Book grants of free books and educational materials. The First Book National Book Bank, a subsidiary program of First Book, is the first centralized system that enables publishers to donate books and educational materials online to reach millions of children who need them the most. In response to the terrible devastation of the hurricanes in the Gulf Coast, First Book launched Book Relief, an unparalleled, publishing industry-wide program to place at least five million books into the hands of those displaced by hurricanes, as well as into the schools, libraries, and literacy programs in the devastated areas as they are rebuilt. To learn more about First Book, please visit http://www.firstbook.org/ .

(1) **Aquafresh/**eNation Survey of 1,000 U.S. adults with Children, December 2005
(2) Journal of Research in Childhood Education, March 2004, Vol. 18, No. 3; Pg. 169
(3) Centers For Disease Control and Prevention
(4) McQuillan, Jeff. "The Literacy Crisis: False Claims, Real Solutions." 1998.

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Lori Lukus, GlaxoSmithKline Consumer Healthcare, +1-412-200-3543, or
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Web site: http://www.**aquafresh.**com/
http://www.firstbook.org/

SOURCE **Aquafresh**

URL: http://www.prnewswire.com

LOAD-DATE: April 26, 2006

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Second Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

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Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Second Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin
Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

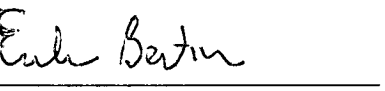
OPPOSER'S THIRD NOTICE OF RELIANCE

Pursuant to Rule 122(e) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM hereby gives notice of its reliance upon the attached printouts of search results from the NEXIS database and a selection of articles from that search. Enclosed as Exhibit A is a list all articles from publications in the "Major Newspapers" category in the NEXIS database for the month of January in each year since 1995 in which "AQUAFRESH" or formatives appear. In addition, as a sample, Opposer has submitted copies of 13 articles from U.S. publications in the results that refer to Opposer, which are enclosed as Exhibit B. To avoid overburdening the Board, copies of the other articles have been omitted but could be supplied if the Board requires them.

These materials are relevant to this opposition because, among other things, they demonstrate that in any given month in the past 15 years, AQUAFRESH or formatives appear in a large number of articles referring to Opposer and its oral care products in a wide range of major U.S. newspapers and periodicals that are read by the general public in the United States. These publications indicate that public exposure to Opposer's AQUAFRESH mark has been

widespread and that for many years, Opposer's has have been familiar and well known to readers of those publications.

Respectfully submitted,



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SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

Opposer's Third Notice of Reliance – Exhibit A

A list of all articles from the "Major Newspapers" category in the NEXIS database for the month of January in each year since 1995 in which "AQUAFRESH" or formatives appear.

Time of Request: Friday, February 06, 2009 12:41:50 EST
Client ID/Project Name: 396015-396015
Number of Lines: 3183
Job Number: 1823:138925960

Research Information

Service: Terms and Connectors Search
Print Request: All Documents 1-365
Source: News, All (English, Full Text)
Search Terms: aquafresh and date is 1/1995 or date is 1/1996 or date is 1/1997 or date is 1/1998 or date is 1/1999 or date is 1/2000 or date is 1/2001 or date is 1/2002 or date is 1/2003 or date is 1/2004 or date is 1/2005 or date is 1/2006 or date is 1/2007 or date is 1/2007 or date is 1/2009

Send to: CAMPION, TAYLOR
DECHERT LLP
2929 ARCH ST
PHILADELPHIA, PA 19104-2808

1. Chemist & Druggist, January 31, 2009, Pg. 30, 86 words, PRODUCT NEWS: Put on the whiteners
The **Aquafresh** Iso-active toothpaste ...

2. Chemist & Druggist, January 31, 2009, Pg. 30, 130 words, PRODUCT NEWS: Get inter brush
... dental floss have been added to the **Aquafresh** brand, says manufacturer GSK. **Aquafresh** Interdental Action looks
...

3. Chemist & Druggist, January 31, 2009, Pg. 31, 635 words, PRODUCT NEWS: Oralcare analysis
... think about their mouth. **Aquafresh** Iso-active foaming ...
... wanting to whiten their teeth. **Aquafresh** Iso-active is now ...

4. The Grocer, January 31, 2009, FOOD AND DRINK; Pg. 28, 140 words, New GSK lines offer advanced oral care
... products under its Macleans, **Aquafresh** and Sensodyne banners, including the ...
... lines under the Sensodyne and **Aquafresh** brands include **Aquafresh** Interdental Action - a ...
... a whitening variant to the **Aquafresh** Iso-active range, ...

5. The Grocer, January 31, 2009, FOOD AND DRINK; Pg. 28, 140 words, New GSK lines offer advanced oral care
... products under its Macleans, **Aquafresh** and Sensodyne banners, including the ...
... lines under the Sensodyne and **Aquafresh** brands include **Aquafresh** Interdental Action - a ...
... a whitening variant to the **Aquafresh** Iso-active range, ...

6. The Grocer, January 31, 2009, FOOD AND DRINK; Pg. 28, 140 words, New GSK lines offer advanced oral care
... products under its Macleans, **Aquafresh** and Sensodyne banners, including the ...
... lines under the Sensodyne and **Aquafresh** brands include **Aquafresh** Interdental Action - a ...
... a whitening variant to the **Aquafresh** Iso-active range, ...

7. Chemist & Druggist, January 24, 2009, Pg. S14, 124 words, OTC: Stronger teeth with GSK
... children's sector alongside the **Aquafresh** Children's Range or sited ...

8. The Sun (England), January 20, 2009 Tuesday, Edition 1, FEATURES; Pg. 36,37, 1391 words, I saved Eur170 in a week as a voucher vulture, JUDY COGAN
... Sensodyne, Macleans, PoliGrip, **Aquafresh** or Corsodyl ranges. Next ...

9. The Mirror, January 16, 2009 Friday, 3 Star Edition, NEWS; Pg. 4, 1119 words, HOW TO BUY BRITISH; THOUSANDS BACK MIRROR CAMPAIGN, BY GRAHAM HISCOTT AND MARTIN FRICKER
... Guy Imperial Leather **Aquafresh** toothpaste Rimmel lipstick ...
... Radox Crabtree & Evelyn **Aquafresh** Body Shop To discover ...

10. Chemist & Druggist, January 10, 2009, Pg. 23, 155 words, PRODUCT NEWS: Triple TV turn for Aquafresh brand
Oralcare brand **Aquafresh** is set to benefit from a ...
... media awards and helped **Aquafresh** claim the number one ...
Support for **Aquafresh** iso-active gel ...
... week with an airing of the `**Aquafresh** Amazing' creative, while ...
... `Possibilities' ad to reinforce the **Aquafresh** brand equity, says ...

11. Global Insight, January 9, 2009, In Brief, 369 words, NAIAS 2009: GM Unveils Upscale 2010 Buick LaCrosse, Aaron Bragman
... Web site calls "**Aquafresh** blue" ambient interior ...

12. FITSNews For Now, January 8, 2009 Thursday 10:49 AM EST, , 112 words, Dont Forget To Brush!, fitsnews
... a dozen tubes of **Aquafresh,** but we finally got ...

13. Jalopnik, January 8, 2009 Thursday 12:00 AM EST, , 1956 words, 2010 Buick LaCrosse: Blue Hair No More! [Detroit Auto Show]

... " primarily, the odd, **Aquafresh** ambient lighting color ...

14. PR Newswire, January 7, 2009 Wednesday 2:00 PM GMT, , 906 words, Wynonna Judd Reveals Her alli(R), Her Story for Finding a Healthier Lifestyle; Music Superstar Signs on with alli to Aid in Healthy Weight Loss, PARSIPPANY, N.J. Jan. 7
... including Abreva(R), **Aquafresh**(R), Sensodyne,(R) ...

15. Mobile Register (Alabama), January 2, 2009 Friday, BALDWIN REGISTER 01 EDITION, Z; Pg. 12, 2679 words, PoliceReports
... North Greeno Road. **Aquafresh** White Trays Revive ...

16. The Grocer, January 27, 2007, GROCER 33; Pg. 21, 385 words, Availability
... store did not have any **Aquafresh** Mint Toothpaste in ...

17. PR Newswire US, January 23, 2007 Tuesday 11:00 AM GMT, , 1537 words, Smokers Who Made Unsuccessful Quit Smoking Resolutions Offered Second Chance; National Give-away of More Than $2.7 Million Worth of Therapeutic Nicotine Products , PITTSBURGH Jan. 23
... staples such as Abreva(R), **Aquafresh**(R), Sensodyne(R) and ...

18. PR Newswire US, January 22, 2007 Monday 3:42 PM GMT, , 1123 words, Goody's(R) Headache Powders Begins Momentous Racing Season by Signing 'The King' Richard Petty to Lifetime Contract; Goody's and Petty to Celebrate 30th Anniversary Together , MEMPHIS, Tenn. Jan. 22
... CQ, Commit, Abreva, **Aquafresh,** Sensodyne, and Tums, trademarks ...

19. The Grocer, January 20, 2007, GROCER 33; Pg. 19, 318 words, Price Survey, Alison Bennett
... extra free on **Aquafresh** Mint Toothpaste and three ...

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... Gaviscon, Tagamet Brands: **Aquafresh,** Poligrip, Sensodyne, Polident ...

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... tooth whitening, some of the **Aquafresh** Extreme Clean Fluoride ...

23. Drug Topics, January 8, 2007 Monday, SELF-CARE; Pg. 41, 22506, 744 words, Air travelers can carry on these HBCs, Levy, Sandra
... products such as Crest, Colgate, and **AquaFresh** toothpaste, Frizz ease, ...

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... Campbell's soup packs, **Aquafresh** toothpaste. This, too, is a shift ...

25. The Grocer, January 06, 2007, GROCER 33; Pg. 19, 395 words, Availability
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... Olay with 10%, Radox, **Aquafresh** and Palmolive with 8% each and ...

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... 109 **Aquafresh** Triple Protection, MFP 8.4 2.76% ...
... 49 **Aquafresh** Triple Protection, MFP 8.4 2.61% ...

28. Chain Drug Review, January 1, 2007, Pg. 80(1), 157267266, 450 words, Toothpaste; O-T-C BEST-SELLERS; Statistical table
... **Aquafresh** GlaxoSmithKline $8,123,874 ...
... **Aquafresh** +0.7% 2.6% -- ...
... **Aquafresh** 3,034,750 +6.5% 2.6% +0.2% ...

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... remaining three brands-**Aquafresh** Original, Colgate Original, and ...
... a given brand (e.g., **Aquafresh** Original) and for a ...

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... **Aquafresh** +.03 -.25 ...

31. Marketing, January 25, 2006, RESEARCH; Pg. 40, 439 words, HELPLINE
... clients include What Car? and **Aquafresh.** CALLING THE 'TOON Q: Our ...

32. PR Newswire, January 24, 2006 Tuesday 12:19 AM GMT, , 900 words, FDA Joint Advisory Committee Recommends Approval of Orlistat 60 mg Capsules for Over-the-Counter Use; Orlistat would be the only FDA-approved weight-loss treatment available over- the-counter, PITTSBURGH Jan. 23
... including Abreva(R), **Aquafresh**(R), Sensodyne(R) and ...

33. Mondaq Business Briefing, January 23, 2006, INTELLECTUAL PROPERTY; LEGISLATION & REGULATION, 1442 words, Further Clarification of Exhaustion of Rights - Pinsent Masons, Pinsent Masons, United Kingdom
... proprietor in the EEA? **Aquafresh** The GlaxoSmithKline Group, via its ...
... Registrations for the mark **Aquafresh** for toothpaste. In ...
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34. Pittsburgh Tribune Review, January 21, 2006 Saturday, 553 words, OTC obesity drug goes before FDA panel, Michael Yeomans
... known for selling **Aquafresh** toothpaste and Tums antacids. ...

35. The Guardian (London) - Final Edition, January 18, 2006 Wednesday, GUARDIAN FEATURES PAGES; Pg. 24, 996 words, G2: Cut it out!: Six of the best Toothbrushes: Pat Langley, dentist and clinical director of the Oasis practice, finds out which ones scrub up best, Pat Langley

... not tremendously impressed. **Aquafresh** Tooth and Tongue, £ ...

36. The West Australian (Perth), January 18, 2006 Wednesday, METRO, FEATURES; Pg. 22, 663 words, Don't go sniffy on me, where's the arm in it?, MICHELE PHILLIPS
... chemical - including Colgate, **Aquafresh,** Dentyl and Sensodyne". Chain ...

37. PR Newswire, January 17, 2006 Tuesday 4:25 PM GMT, , 723 words, Synova Healthcare, Inc. Announces Appointment of Vice President Marketing, MEDIA, Pa. Jan. 17
... Care brands including **AquaFresh**(R) toothpaste, Massengill(...

38. Chemist & Druggist, January 14, 2006, Pg. 28, 100 words, Tongue tricks and toothpaste
... burst of advertising for **Aquafresh** Extreme Clean for ...
... features the Unisex ad (with the **Aquafresh** Extreme Clean toothpaste) and Bus (with the **Aquafresh** Tooth & Tongue toothbrush). ...
... three toothpastes, including **Aquafresh** Extreme Clean Intense ...

39. New Media Age, January 12, 2006 Thursday, Pg. 3, 111 words, GlaxoSmithKline restarts search for digital agency
... Group and include such brands as **Aquafresh,** Panadol and Sensodyne. The process was ...

40. Chain Drug Review, January 2, 2006, Pg. 105(1), 140519716, 602 words, Toothpaste; O-T-C BEST-SELLERS; Illustration

... **Aquafresh** Extreme Clean	GlaxoSmithKline		$8,016,663 ...
... **Aquafresh** Extreme Clean	+27.8%	2.6%	+0.5% ...
... **Aquafresh** Extreme Clean	2,836,696	+33.9%	2.5% ...
... **Aquafresh** Extreme Clean	+0.6% ...		

41. Africa News, January 29, 2005 Saturday, 984 words, Kenya; Under Canvas By the River, The Nation
... A must carry is the **aquafresh** tablets to purify water. ...

42. The Grocer, January 29, 2005, MARKETING ; Pg. 67, 208 words, Campaign trail
... a football match.**Aquafresh** manufacturer GlaxoSmithKline brand **Aquafresh** budget 1m GSK has ...
... on its dual-purpose **Aquafresh** Tooth & Tongue toothbrush ...

43. The Nation (Kenya) - AAGM, January 29, 2005, A2005012814F-A6FA-GNW, 983 words, UNDER CANVAS BY THE RIVER
... A must carry is the **aquafresh** tablets to purify water. ...

44. Marketing Week, January 27, 2005, Pg. 23, 887 words, Can Colgate brush off the competition?
... raft of launches from the maker of **Aquafresh,** Macleans and Sensodyne has seen ...
... GSK recently launched **Aquafresh** Zones, the first dental ...
... between the two companies. "**Aquafresh** and Macleans lost their way ...
... moving market." He says **Aquafresh** is particularly strong with families, ...
... Indeed, Colgate beat **Aquafresh** and Crest in 2003 with the ...

45. The Express, January 25, 2005, U.K. 1st Edition; FEATURES; Pg. 45, 1206 words, THE TRUTH ABOUT YOUR TOOTHPASTE; YOUR HEALTH - MORE THAN 50 DIFFERENT BRANDS OF TOOTHPASTE ARE ON SALE, RANGING WIDELY IN PRICE AND CONTAINING MANY UNPRONOUNCEABLE INGREDIENTS.WE CHECK OUT THE CLAIMS MADE BY SOME OF THE CONTENDERS, By Adrian Lee
... ingredient such as potassium nitrate. **Aquafresh** extreme clean with micro- ...

46. MMR, January 24, 2005, Pg. 13(1), 127936868, 77 words, At Wegmans; Promotions News; Brief Article
... Consumer Health Care's **Aquafresh** Extreme Clean Toothpaste was ...

47. Liverpool Daily Echo, January 21, 2005, Friday, First Edition; FEATURES; Pg. 24, 430 words, ON OFFER, EDITED BY RICHARD MIDDLETON

... 2 for £1; **Aquafresh** whitening toothpaste, 2 ...

48. Seven Days (Burlington, Vermont), January 19, 2005 - January 26, 2005, HEALTH AND FITNESS; Pg. 32A, 58540, 1607 words, Ice Picks; Chilling out on Vermont's cold-weather climbs
... shades of Colgate white and **AquaFresh** blue. My quaking ...

49. Media, January 14, 2005, Pg. 4; ISSN: 1562-1138, 786727331, 573 words, Glaxo tipped to pitch $25m media account, Savage, Mike
... GlaxoSmithKline, owner of brands such as **Aquafresh,** Panadol and Ribena, is to review its ...
... GlaxoSmithKline, owner of brands such as **Aquafresh,** Panadol and Ribena, is to review its ...
... oral care brands such as **Aquafresh,** Sensodyne and Polident, painkiller ...

50. Community Pharmacy, January 12, 2005, Pg. 34, 116 words, Ads screened for tongue brush
The **Aquafresh** Tooth & Tongue Toothbrush ...
... year in tandem with **Aquafresh** Extreme Toothpaste, has grooves ...
GlaxoSmithKline Consumer Healthcare **AQUAFRESH** TOOTH&TONGUE TOOTHBRUSH (...

51. Community Pharmacy, January 12, 2005, Pg. 34, 127039605, 113 words, Ads screened for tongue brush; Brief Article
The **Aquafresh** Tooth & Tongue Toothbrush ...
... year in tandemwith **Aquafresh** Extreme Toothpaste, has grooves ...

52. Chemist & Druggist, January 8, 2005, Pg. 25, 103 words, Put your tongue out to Aquafresh
The **Aquafresh** Tooth & Tongue toothbrush is ...

53. The Grocer, January 08, 2005, MARKETING ; Pg. 58, 93 words, Tooth and Tongue Brush
... handed the dual-purpose **Aquafresh** Tooth & Tongue toothbrush its ...

54. Daily Post (Liverpool), January 6, 2005, Thursday, NW Merseyside Edition; FEATURES; Pg. 3, 90 words, DAVID COTTRELL: I CAN'T LIVE WITHOUT, DAVID COTTRELL
... bad breath according to **Aquafresh,** so why not make ...
Aquafresh says the reason may ...
... breath causing bacteria. The **Aquafresh** Tooth & Tongue brush ...

55. Daily Post (Liverpool, England), January 6, 2005, Pg. 3, 126762563, 89 words, David Cottrell: i can't live without; Features
... bad breath according to **Aquafresh,** sowhy not make ...
... fresh in 2005? **Aquafresh** says the reason may ...
... breath causing bacteria. The **Aquafresh** Tooth & Tongue brush ...

56. Daily Post (Liverpool), January 6, 2005, A20050106CA-A3D5-GNW, 86 words, DAVID COTTRELL: I CAN'T LIVE WITHOUT, David Cottrell
... bad breath according to **Aquafresh,** so why not make ...
... fresh in 2005? **Aquafresh** says the reason may ...
... breath causing bacteria. The **Aquafresh** Tooth & Tongue brush ...

57. Italian Voice, January 6, 2005 Thursday, Pg. 3, 58601, 715 words, New Dental Care Products At Greater New York Dental Meeting
... restore enamel luster." **Aquafresh** has the attractively packaged **Aquafresh** Extreme Clean, **Aquafresh** Extreme Clean Whitening, and **Aquafresh** New Improved Formula ...
... restore enamel luster." **Aquafresh** has the attractively packaged **Aquafresh** Extreme Clean, **Aquafresh** Extreme Clean Whitening, and **Aquafresh** New Improved Formula ...

58. Market Wire, January 4, 2005 Tuesday, 1127 words, 20 Million Smokers Resolve to Quit in 2005...Again; New Research Shows Individualized Web-Based Support Program Can Boost Chances of Success by Nearly 30 Percent, Jan. 04, 2005; PITTSBURGH, PA; MARKET WIRE
... staples as Abreva(R), **Aquafresh**(R) toothpastes and toothbrushes, ...

59. BrandPackaging, January 2005, 4656581, 2502 words, A marriage of convenience: smart marketers offer innovative packaging that simplifies consumers' increasingly busy lives.
... it with introductions like **Aquafresh's** Floss 'N' Cap, which ...
... toothpaste tube's cap, **Aquafresh** was able to differentiate its product and ...

60. BrandPackaging, January 2005, 4656582, 2502 words, A marriage of convenience: smart marketers offer innovative packaging that simplifies consumers' increasingly busy lives.
... it with introductions like **Aquafresh's** Floss 'N' Cap, which ...
... toothpaste tube's cap, **Aquafresh** was able to differentiate its product and ...

61. Journal of Product & Brand Management, 2005, Pg. 414, 974652791, 9343 words, Does brand loyalty influence double jeopardy? A theoretical and empirical study, Bandyopadhyay, Subir; Gupta, Kunal; Dube, Laurette
... share brands - Macleans, **Aquafresh** Tartar and Sensodyne - constitute the ...
... It is possible that brands such as **Aquafresh** Tartar and Sensodyne are "small" because they are ...
... brands - Close Up, **Aquafresh** Original and Colgate Tartar - which had ...
... Only exceptions are Macleans and **Aquafresh** Tartar. These brands enjoy ...
... 3.14 and 3.87 for **Aquafresh** Tartar), disproportionate to their market ...
... percent for Macleans and **Aquafresh** Tartar respectively). While ...
... possible that both Macleans and **Aquafresh** Tartar brands are able to ...

62. Packaging Digest, January 1, 2005, Pg. 6(1), 127714347, 207 words, Oral care brushes up packaging; design trends
... for toothpaste under the **Aquafresh** and Macleans brands from GlaxoSmithKline ...

63. Market Wire, January 30, 2004 Friday, 797 words, NFL Legend Troy Aikman Returns to the Super Bowl to Inspire Kids to Become C.H.A.M.P.S.S.; Former Super Bowl MVP Teams Up With Campaign for Tobacco-Free Kids to Announce Nationwide Contest That Rewards Kids for Helping Their Parents Quit Smoking, Jan. 30, 2004; HOUSTON, TX; MARKET WIRE
... staples as Abreva(R), **Aquafresh**(R) toothpastes and toothbrushes, ...

64. Marketing Week, January 29, 2004, Pg. 9, 39 words, Denis De Yonker promoted
... advertising director for **Aquafresh,** and Sensodyne marketer Jonathan ...

65. PR Newswire, January 29, 2004 Thursday, FINANCIAL NEWS, 613 words, IADR and GlaxoSmithKline Consumer Healthcare Announce Winners of Innovation in Oral Care Awards, ALEXANDRIA, Va. Jan. 29
... global brands include **Aquafresh,** Sensodyne, Polident and Poligrip. ...

66. The Guardian (London) - Final Edition, January 27, 2004, Guardian Features Pages, Pg. 17, 856 words, Wheels: Emission impossible: At last - a greenmobile that doesn't look like something an elephant sat on, Giles Smith
... fumes smell of sage and **Aquafresh** toothpaste. Nor that, in its perfumed ...

67. PR Newswire, January 26, 2004 Monday, FINANCIAL NEWS, 798 words, NFL Legend Troy Aikman Returns to the Super Bowl To Inspire Kids to Become C.H.A.M.P.S.S. /CAUTION -- ADVANCE FOR RELEASE AT 11:59 P.M. EST, Thursday, Jan. 29/ Former Super Bowl MVP Teams Up With Campaign for Tobacco-Free Kids to Announce Nationwide Contest That Rewards Kids for Helping Their Parents Quit Smoking, HOUSTON Jan. 26
... staples as Abreva(R), **Aquafresh**(R) toothpastes and toothbrushes, ...

68. Morning Call (Allentown, PA), January 23, 2004 Friday, EIGHTH EDITION, Pg. E1, 153 words, To Buy...or not to buy; Brusha, Brusha, Brusha..., By Rosa Salter Of The Morning Call
... came free with regular **Aquafresh,** But I'm not extremely enthusiastic about **Aquafresh's** new Extreme Clean ...

... 50 cents more than **Aquafresh.** Rosa Salter
... Unknown; Photo shows **Aquafresh** Extreme Clean toothpaste

69. UK Newsquest Regional Press - This is Hampshire, January 21, 2004, Sport, 447 words, Sea Angling: Ted, 73, beats the cold to win Open., Chris Clark (author email echosport@soton-echo.co.uk), Southampton
... lucky when he steered his boat, **Aquafresh,** to a mark just ...

70. THE SEATTLE POST-INTELLIGENCER, January 20, 2004, Tuesday, FINAL, Pg. D1, 834 words, TAKE A BOW, KAZ: PITCHER MAKES HIS BIGGEST SAVE, JOHN LEVESQUE P-I columnist
... Ipana smile (or is it **Aquafresh?**), the big sigh of relief ...

71. Deseret Morning News (Salt Lake City), January 18, 2004 Sunday, 581 words, Whitening, rejuvenating or minty?, Mark Minton Raleigh News & Observer
... keep the child brushing. **Aquafresh** has toothpaste with dental floss ...

72. Community Pharmacy, January 12, 2004, Pg. 37, 141 words, Aquafresh makes a TV splash
Aquafresh Extreme Clean, GSK's ...
... going support for **Aquafresh** Extreme Clean in ...
GlaxoSmithKline Consumer Healthcare **AQUAFRESH** EXTREME CLEAN GSK (...

73. Community Pharmacy, January 12, 2004, Pg. 37, 112225273, 137 words, Aquafresh makes a TV splash; Brief Article
Aquafresh Extreme Clean, GSK's ...
... going support for **Aquafresh** Extreme Clean in ...
Aquafresh Extreme Clean (Dental ...

74. Product Alert, January 12, 2004, Pg. 0, 112243895, 71 words, Aquafresh Triple Protection Fluoride Toothpaste - Extreme Clean MANUFACTURER: GlaxoSmithKline Consumer Healthcare CATEGORY: 322 - Toothpaste.
Aquafresh Triple Protection Fluoride ...

75. Market Wire, January 6, 2004 Tuesday, 717 words, Nationwide Contest Rewards Kids for Being C.H.A.M.P.S.S.; Kids Can Win Scholarships and a Trip to Washington, D.C. by Helping Their Parents Quit Smoking, Jan. 06, 2004; NEW YORK, NY; MARKET WIRE
... staples as Abreva(R), **Aquafresh(**R) toothpastes and toothbrushes, ...

76. PR Newswire, January 6, 2004 Tuesday, LIFESTYLE, 711 words, Nationwide Contest Rewards Kids for Being C.H.A.M.P.S.S.; Kids Can Win Scholarships and a Trip to Washington, D.C. by Helping Their Parents Quit Smoking, NEW YORK Jan. 6
... staples as Abreva(R), **Aquafresh(**R) toothpastes and toothbrushes, ...

77. Chain Drug Review, January 5, 2004, Pg. 63(1), 112217133, 468 words, Toothpaste; O-T-C Report/Best-Sellers In Key Categories; sales dropped in 2003; Illustration
... Separately, Business Week magazine last month recognized GlaxoSmithKline Consumer Healthcare's **Aquafresh** Floss 'N' Cap toothpaste as one of the best products of 2003. ...

78. The New York Times, January 4, 2004 Sunday, Late Edition - Final , Section 3; Column 1; Money and Business/Financial Desk; Pg. 7, 259 words, BULLETIN BOARD; From Cereal to Juice, a Year of Innovation, By VIVIAN MARINO
... spray includes flour. **Aquafresh** Floss 'n' Cap ...

79. Scripps Howard News Service, January 02, 2004, Friday, BUSINESS, 602 words, It's tartar-control, whitening, sensitive, minty chaos, MARK MINTON
... keep the child brushing. **Aquafresh** has toothpaste with dental floss ...

80. Artforum International, January 1, 2004, Pg. 153(2), 112735016, 595 words, Kelley Walker; Paula Cooper Gallery; New York, Burton, Johanna
... title of the image is simplyschema; **Aquafresh** plus Crest with whitener, ...

81. Plunkett's Health Care Industry Almanac, January 2004, 4931992, 641 words, GlaxoSmithKline Plc.
... oral care products such as **Aquafresh** and Polident and nutritional health ...

82. Progressive Grocer, January 1, 2004, ONLINE DISPLAY, 1606 words, Supermarket NONFOODS Business: A reason to smile, By Joseph Tarnowski
... for example, developed its **Aquafresh** Floss 'N' Cap ...

83. Marketing, January 30, 2003, STOP PRESS, Pg. 3, 170 words, GSK HUNTS HEAD OF UK MARKETING AFTER PROMOTION, By DANIEL ROGERS
... brands, including Beechams, **Aquafresh** and NiQuitin CQ. 'This will ...

84. National Public Radio (NPR), All Things Considered (9:00 PM ET) - NPR, January 28, 2003 Tuesday, 701 words, Food shortage in Zimbabwe and arrest of three reporters, LYNN NEARY; MICHELE NORRIS, JASON BEAUBIEN
... on almost everything, from **Aquafresh** toothpaste to cooking oil. These ...

85. MMR, January 27, 2003, Pg. 17(1), 97172434, 832 words, Consumers opting for power.; Merchandising; power vs. manual toothbrush sales, products; Industry Overview
... 6. **Aquafresh** 7.2 mil. 3.2 mil. ...

86. Lake Macquarie News (Australia), January 22, 2003, Wednesday, 198 words, Aquafresh uses no; chlorine
... periods of time swimming the **Aquafresh** chlorine free system is ...
Aquafresh is fresh water so there are ...
... glass of water from the tap than that **Aquafresh** releases into the pool. Because the system is ...
... action in the pool. The **Aquafresh** system is Australian owned and made. **Aquafresh** also supplies and installs a ...
... types of pools. Call **Aquafresh** Fresh Water Pool ...

87. Home Living North (Australia), January 21, 2003, Tuesday, 198 words, Stay in the pool all day
... periods of time swimming, the **Aquafresh** chlorine free system is ...
Aquafresh is fresh water so there are ...
... glass of water from the tap than that **Aquafresh** releases into the pool. Because the system is ...
... action in the pool. The **Aquafresh** system is Australian owned and made. **Aquafresh** also supply and install a ...
... types of pools. Call **Aquafresh** Fresh Water Pool ...

88. Home Living West (Australia), January 21, 2003, Tuesday, 197 words, Stay in the pool all day
... periods of time swimming, the **Aquafresh** chlorine free system is ...
Aquafresh is fresh water so there are ...
... glass of water from the tap than that **Aquafresh** releases into the pool. Because the system is ...
... action in the pool. The **Aquafresh** system is Australian owned and made. **Aquafresh** also supply and install a ...
... types of pools. Call **Aquafresh** Fresh Water Pool ...

89. MARKETPLACE, Marketplace (6:30 PM ET) - SYND, January 21, 2003 Tuesday, 423 words, GlaxoSmithKline to stop supplying Canadian wholesale pharmacies who sell their supplies over the Internet to US customers, DAVID BRANCACCIO, HELEN PALMER
... buy their products anymore: **Aquafresh** toothpaste and Tums and Tagamet and ...

90. Chain Drug Review, January 6, 2003, Pg. 43(1), 96453562, 27996 words, Calculating the Wal-Mart factor in H&BAs.; O-T-C Report.
... **Aquafresh** GlaxoSmithKline 7.0% 86,900 ...
... **Aquafresh** 35,390 ...

91. Medical Marketing and Media, 2003, Bright Grey; Pg. 22, 23956, 683 words, The consumer advantage

... leading sales for **Aquafresh,** Advil and Lamisil.SIDEBAR ...

92. Philippine Daily Inquirer, January 29, 2002, Pg. 9, A2002012870E-AE0-GNW, 911 words, NOT ALL WHO QUESTION US FORCES HERE ARE COMMIES, Belinda Olivares-Cunanan
... Up, she said. Incidentally, **AquaFresh** toothpaste is manufactured in ...

93. The Nikkei Weekly (Japan), January 28, 2002, 454 words, Toothpaste market brightens up
... U.K. began selling **Aquafresh** Whitening at 360 ...

94. Chemist & Druggist, January 26, 2002, Pg. 32, 142 words, GSK supports Sensodyne with a #1m TV campaign
... Sensodyne Total Care. * **Aquafresh** Multi-Action + Whitening ...

95. Chemist & Druggist, January 26, 2002, Pg. 32, 142 words, GSK supports Sensodyne with a #1m TV campaign
... Sensodyne Total Care. * **Aquafresh** Multi-Action + Whitening ...

96. New Media Age, January 24, 2002, Pg. 33, 1874 words, Harnessing the power of games
... projects with the likes of Egg, **Aquafresh** and Playboy. Zie claims that ...

97. New Media Age, January 24, 2002, Pg. 34, 319 words, iTV advertainment
... based around the GlaxoSmithKline **Aquafresh** brand last year ...
... one of its quizzes to integrate **Aquafresh** into the games format, and also changed ...
... played the game recalled the **Aquafresh** brand afterwards. This, it ...

98. Africa News, January 23, 2002 Wednesday, 312 words, Kenya; Company Acquires Sensodyne Brand, The Nation
... Kenyan consumer, which has been limited to **Aquafresh,** its only brand in this ...

99. The Nation (Kenya): AAGM, January 23, 2002, A2002012336B-A68-GNW, 315 words, AAGM: COMPANY ACQUIRES SENSODYNE BRAND
... Kenyan consumer, which has been limited to **Aquafresh,** its only brand in this ...

100. The Asian Reporter, January 22, 2002, Vol. 12; No. 4; Pg. 7, 0402ASDZ 197 000015, 671 words, TALKING STORY IN ASIAN AMERICA: Gerbil , Polo
... my rodent incisors with **AquaFresh's** whiteners and barracuda breath ...
... Costco-size tube of **AquaFresh;** Bruno, Tiffy, and Spike, ...

101. Asian Reporter, January 22, 2002 Tuesday, Pg. 7, 58778, 759 words, TALKING STORY IN ASIAN AMERICA: Gerbil
... my rodent incisors with **AquaFresh's** whiteners and barracuda breath ...
... Costco-size tube of **AquaFresh;** Bruno, Tiffy, and Spike, ...
... my rodent incisors with **AquaFresh's** whiteners and barracuda breath ...
... Costco-size tube of **AquaFresh;** Bruno, Tiffy, and Spike, ...

102. The Sun, January 18, 2002, 763 words, OFF YOUR TROLLEY, Alison Kirker
... Pounds 2.99, selected **Aquafresh** at Pounds 2.49, ...

103. AAP Company News, January 14, 2002, Monday, 927 words, SFD - Initial Director's Interest Notice x6
... CLASS OF OF INTEREST: SECURITIES:**Aquafresh** (Owns controlling interest) ...

104. Chain Drug Review, January 7, 2002, Pg. 70(1), 82079292, 383 words, Dentifrice.; O-T-C Best-Sellers; over-the-counter store sales; Brief Article; Statistical Data Included
... **Aquafresh** GlaxoSmithKline 7.5% 128,180 54,774 ...

105. Corporate Finance, January, 2002, Pg. 7; ISSN: 09582053, 105269148, COF-2127-6, 512 words, Deal of the month: Glaxo SmithKline L1 billion bond, Ivey, Jamie
... business - such as Ribena, Lucozade and **Aquafresh.** Added to the strength of its brands is ...

106. CHEMICAL BUSINESS NEWSBASE, January 31, 2001, 110 words, CHIMIE HEBDO: European Commission approves GlaxoSmithKline's acquisition of Block Drug
... range (which includes the toothpaste **Aquafresh)** accounted for 9.4% (...

107. Chemical Business NewsBase: Chimie Hebdo, January 31, 2001, Pg. 22, A20010131115F-166-GNW, 110 words, CHIMIE HEBDO: EUROPEAN COMMISSION APPROVES GLAXOSMITHKLINE'S ACQUISITION OF BLOCK DRUG
... range (which includes the toothpaste **Aquafresh)** accounted for 9.4% (...

108. Business Wire, January 30, 2001, Tuesday, 1140 words, KnowledgePool Helps Develop Employees at GlaxoSmithKline; Thousands to Benefit From Online Employee Development Program, DALLAS, Jan. 30, 2001
... type 2 diabetes; **Aquafresh,** one of the world's leading ...

109. Chicago Tribune, January 28, 2001 Sunday, CHICAGOLAND FINAL EDITION, BOOKS; ZONE: C; Pg. 1, 2214 words, LOOKING FOR ANSWERS; 3 AUTHORS WITH ROOTS IN INDIA EXPLORE QUESTIONS OF PLACE AND IDENTITY, By Valerie Miner. Valerie Miner, a 2000 Fulbright senior scholar to India, is an English professor at the University of Minnesota. Her 10th book, "The Low Road: A Scottish Family Memoir," will be out in the fall
... Vikram's toilet accessories, **Aquafresh** toothpaste, Head and Shoulders ...

110. Gulf News, January 27, 2001, A20010129113A-180-GNW, 592 words, FUN DRIVE: AFTER FIRST EASY DAY, THE BIG CHALLENGE, TANYA GOUDSOUZIAN
... event included Alco, **Aquafresh,** Byrne Equipment Rental ...

111. Gulf News, January 26, 2001, A20010129113A-1A8-GNW, 956 words, OVER 670 VEHICLES TACKLE THE CHALLENGE OF THE DESERT, JOANNA LANGLEY
... sewerage etc. are: Alco, **Aquafresh,** Byrne Equipment Rental ...

112. Pittsburgh Business Times, January 26, 2001, Vol. 20, No. 28; Pg. S8; ISSN: 08837910, 67421886, PBT-2219-22, 1108 words, ROBOTS FOR REAL PEOPLE, Tascarella, Patty
... working with such brand names as **Aquafresh** and Sucrets. "The attraction is of being ...

113. Gulf News, January 25, 2001, A200101261101-7D-GNW, 420 words, 750 VEHICLES IN TODAY'S GULF NEWS FUN DRIVE
... sewerage etc. are: Alco, **Aquafresh,** Byrne Equipment Rental ...

114. Gulf News, January 25, 2001, A200101261101-7D-GNW, 420 words, 750 VEHICLES IN TODAY'S GULF NEWS FUN DRIVE
... sewerage etc. are: Alco, **Aquafresh,** Byrne Equipment Rental ...

115. CHEMICAL BUSINESS NEWSBASE, January 23, 2001, 302 words, PRESS RELEASE: GlaxoSmithKline completes the purchase of Block Drug for $1.24 bn
... healthcare brands include **Aquafresh** and Odol. Other key ...

116. Product Alert, January 22, 2001, Pg. NA, 69376098, 93 words, Aquafresh Flex Tip Toothbrush - Max-Active MANUFACTURER: SmithKline Beecham Consumer Healthcare CATEGORY: 324 - Dental Needs, Other.
... Healthcare now offers **Aquafresh** Flex Tip Toothbrush ...

117. Chemist & Druggist, January 20, 2001, Pg. 12, 98 words, Aquafresh hits the campaign trail
... Consumer Healthcare is supporting its **Aquafresh** Multi- Active toothpaste with ...
... anti-bacterial action of **Aquafresh** Multi-Active toothpaste. From ...
... commercial will feature the **Aquafresh** Max Active toothbrush, ...

118. The Grocer, January 20, 2001, P[P] Pg. 64, 70 words, Brush with early morning activity

GlaxoSmithKline has squeezed **Aquafresh** Multi-Active toothpaste ...

119. The Jerusalem Post, January 19, 2001, Friday, FEATURES; Pg. 4, 1531 words, WHAT'S NEW, Rosalyn Harari & Irit Mathias
... supermarkets. A mouthful **Aquafresh** new multi-active ...
... for 100 gr. The **Aquafresh** toothbrush has flexible bristles ...

120. Canada NewsWire, January 16, 2001, Tuesday, FINANCIAL NEWS, 757 words, GlaxoSmithKline Completes the Purchase of Block Drug for $1.24 Billion Acquisition Expands GlaxoSmithKline's Presence in Oral Healthcare and Over-the-Counter Medicines, PHILADELPHIA, and RESEARCH TRIANGLE PARK, N.C., Jan. 16, BC-PA-NC-GlaxoSmithKline;
... healthcare brands include **Aquafresh** and Odol. Other key ...

121. PR Newswire, January 16, 2001, Tuesday, FINANCIAL NEWS, 710 words, GlaxoSmithKline Completes the Purchase of Block Drug for $1.24 Billion; Acquisition Expands GlaxoSmithKline's Presence in Oral Healthcare and Over-the-Counter Medicines, PHILADELPHIA, and RESEARCH TRIANGLE PARK, N.C., Jan. 16
... healthcare brands include **Aquafresh** and Odol. Other key ...

122. Community Pharmacy, January 13, 2001, Pg. 31, 87 words, Top-end toothbrush
... added to its toothbrush portfolio with **Aquafresh** Max Active, a ...

123. Community Pharmacy, January 13, 2001, Pg. 31, 70773338, 86 words, Top-end toothbrush.
... added to its toothbrush portfolio with **Aquafresh** Max Active, a ...

124. Africa News, January 12, 2001, NEWS, DOCUMENTS & COMMENTARY, 375 words, South Africa; New Drugs Group Is South Africa's Fourth Largest, Taryn Lamberti, Business Day (Johannesburg)
... Medlemon, Zantac 75, **Aquafresh,** Lucozade and Horlicks. The multinational ...

125. Business Day (South Africa), January 12, 2001, Companies & Markets; Pg. 9, 374 words, NEW DRUGS GROUP IS SA'S FOURTH LARGEST, Taryn Lamberti
... lemon, Zantac 75, **Aquafresh,** Lucozade and Horlicks. The multinational ...

126. CBS MarketWatch, January 12, 2001 Friday, NEWS & COMMENTARY; GLOBAL MARKETS, 253 words, EC OKs GlaxoSmithKline buy of Block Drug, Meghan Collins, Medill News Service; mailto:mcollins2@northwestern.edu; Meghan Collins is a reporter for the Medill News Service in Washington.
... own brands, including **Aquafresh.** Approval of the acquisition had been in ...

127. RAPID, January 12, 2001, Press Release; IP: 01/34, 647 words, Commission clears SmithKline Beecham acquisition of Block Drug
... mainly under the Macleans, **Aquafresh,** Odol, Iodosan and Binaca ...

128. The Tennessean, January 11, 2001 Thursday, LIVING; MS. CHEAP; Pg. 1D, 1049 words, THE REBATE QUEEN, MARY HANCE
... garbage bags, razors, **Aquafresh,** Hall's lozenges, deodorant, ...

129. XINHUA GENERAL NEWS SERVICE, January 11, 2001, Thursday, WORLD NEWS; ECONOMIC, 260 words, EU Okays GlaxoSmithKline-Block Drug Merger, BRUSSELS, January 11
... GlaxoSmithKline's toothpaste brands **Aquafresh** and Macleans with Block's Sensodyne. ...

130. Milwaukee Journal Sentinel (Wisconsin), January 9, 2001 Tuesday, FINAL EDITION, Pg. 01A, 906 words, Sex, Belize and videotape; 'Temptation Island' about relationships, Fox insists, JOANNE WEINTRAUB Journal Sentinel TV critic
... boast "Baywatch" bods, **Aquafresh** smiles and silken skin. They ...

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... Close-Up, Colgate and **Aquafresh,** all retail at ...
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... **Aquafresh** SmithKline Beecham 8.8% 148,396 63,976 ...

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... discussion. Neither Macleans nor **Aquafresh** have had an online presence ...
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... contain these ingredients, and so does **Aquafresh,** though it masks the ...

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... SmithKline products such as Tums and **Aquafresh** are sold. MORE OPTIONS ...

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... **Aquafresh** (SB) n/a oral health 329 546 ...

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... Contac cold medicine and **Aquafresh** toothpaste, and suggested it should be ...

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SmithKline Beecham is supporting its **Aquafresh** Active toothpaste and **Aquafresh** Flex Tip toothbrush with ...

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... CrossAction; Color Photo: **Aquafresh** Flexosaurus; Black & White ...
... Black & White Photo: **Aquafresh** Flex ; Color Photo: ...

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... for its Geritol, vitamins and **Aquafresh** toothpaste, in addition to the ...

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... drink pounds 144m **Aquafresh:** Toothpaste pounds 329m

178. The Express, January 18, 2000, 537 words, AIDS CURE HOPE RISES IN MERGER OF DRUG GIANTS, BY MARK TOWNSEND CONSUMER AFFAIRS CORRESPONDENT
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191. Chemical News & Intelligence, January 17, 2000, 1168 words, In Monday's US papers, Gary Taylor, Houston
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192. CNN, CNN AHEAD OF THE CURVE 05:00, January 17, 2000; Monday, Transcript # 00011704V62, Business, 676 words, Glaxo to Merge with SmithKline; Bertelsmann Eying Sony Music or EMI, John Defterios, Deborah Marchini, Todd Benjamin
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196. Copyright 2000 Associated Press All Rights Reserved, January 17, 2000, Monday, AM cycle, Business News; State and Regional, 609 words, RTP campus to be retained in Glaxo merger, but cuts expected, By GARY D. ROBERTSON, Associated Press Writer, RESEARCH TRIANGLE PARK, N.C.
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197. Copyright 2000 Associated Press All Rights Reserved, January 17, 2000, Monday, AM cycle, Business News, 625 words, RTP campus to be retained in Glaxo merger, but some cuts expected, By GARY D. ROBERTSON, Associated Press Writer, RESEARCH TRIANGLE PARK, N.C.
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Aquafresh S.A.

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205. Milwaukee Journal Sentinel (Wisconsin), January 17, 2000 Monday, FINAL EDITION, Pg. 1D, 566 words, Glaxo, SmithKline agree to combine; Leaders will step aside to let $82 billion stock swap form new industry leader, Bloomberg News
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211. The Philadelphia Inquirer, JANUARY 17, 2000 Monday SF EDITION, LOCAL; Pg. A01, 1391 words, SMITHKLINE, GLAXO AGREE TO MERGER, Susan Warner and Andrea Gerlin, INQUIRER STAFF WRITERS
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... like Tums antacids, **Aquafresh** toothpaste and its lineup of prescription ...

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... Vaccine 346 574 **Aquafresh** Oral Healthcare 329 ...

215. Press Association, January 17, 2000, Monday, HOME NEWS, 327 words, DRUGS GIANT BEHIND ENERGY DRINKS TO AIDS THERAPIES, Simon Watkins, Business Editor, PA News
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... like Tums antacids and **Aquafresh** toothpaste as well as its lineup of ...

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218. The Vancouver Sun (British Columbia), January 17, 2000, Monday, FINAL, 245 words, Glaxo, SmithKline merger imminent, LONDON
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220. MAIL ON SUNDAY, January 16, 2000, Pg. 3, 944 words, Prescription for GBP 110bn drug colossus; Merged Glaxo Wellcome and SmithKline Beecham can take on US giants, Neil Thapar
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221. The Mail on Sunday (London, England), January 16, 2000, Pg. 3, 109639610, 970 words, Prescription for [pounds sterling]110bn drug colossus; Merged Glaxo Wellcome and SmithKline Beecham can take on US giants.
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223. The Herald-Sun (Durham, NC), January 15, 2000 Saturday, Final Edition, FRONT; Pg. A1, 1082 words, SmithKline, Glaxo talk merger anew, By LISA F. SMITH The Herald-Sun
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326. AFX News, January 19, 1998, Monday, Company News; Mergers and Acquisitions; Markets; Stocks, 769 words, SmithKline Beecham shares gain on continuing AHP tie-up reports
... Lucozade, Beechams Powders and **Aquafresh** brands would fit well with ...

327. Extel Examiner, January 19, 1998, Monday, Company News; Takeovers and Acquisitions, 791 words, SmithKline Beecham shares gain on continuing AHP tie-up reports
... Lucozade, Beechams Powders and **Aquafresh** brands would fit well with ...

328. Drug Store News, January 12, 1998, Pg. p28(1), 20801948, 2435 words, Quality, multiple benefits fuel consumer demand; personal care products, Malbin, Peter
... toothpaste. Colgate, Mentadent, **Aquafresh** and Arm & Hammer all ...
... equity manager for **Aquafresh,** marketed by SmithKline ...

329. Star Tribune (Minneapolis, MN), January 7, 1998, Metro Edition, News; Backfence; Pg. 3B, 999 words, Ingredients: betchadont evenwannano, spices // This column may also contain several reflections on recondite food labeling, James Lileks; Staff Writer
... ingredients. From Charlie Quimby: - Does **Aquafresh** with Baking Soda qualify as ...

330. New Product News, January 1, 1998, Pg. p44(8), 20743557, 5251 words, Non-food product categories; includes related article on toiletry products, Charlet, Kim
... **AQUAFRESH** FLEXOSAURUS DINOSAUR TOOTHBRUSH FOR KIDS ...

331. South Bend Tribune (Indiana), January 27, 1997, Monday,, MICHIGAN, INDIANA, MISHAWAKA, TRIBUNE, Pg. D2, 336 words, JANUARY STRONG ON HEALTH, FITNESS OFFERS, MARTIN SLOANE THE SUPERMARKET SHOPPER
... South Bend, Ind.: "**Aquafresh** toothpaste had a $1 ...

... well as a 'Free **Aquafresh'** mail-in offer. ...
... used the coupon to buy the **Aquafresh** for just 39 ...
... result was two tubes of **Aquafresh** toothpaste for a ...

332. South Bend Tribune (Indiana), January 20, 1997, Monday,, MICHIGAN, INDIANA, MISHAWAKA, TRIBUNE, Pg. D3, 833 words, SOME SHELVING BACK TO HUMAN HEIGHT, MARTIN SLOANE THE SUPERMARKET SHOPPER * United Feature Syndicate
... for a tube of **Aquafresh** toothpaste or a Flex ...

333. Chemist & Druggist, January 18, 1997, Pg. 16, 89 words, New toothbrush is child's play
Flexosaurus is the latest addition to the **Aquafresh** Flex toothbrush range from ...

334. BRANDWEEK formerly Adweek Marketing Week, JANUARY 13,1997, News Roundup, 640 words
... own brands, including **Aquafresh,** Contac and Tagamet HB. The ...

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... Pa.-based maker of **Aquafresh** toothpaste, Enamelon shares ...

336. Rocky Mountain News (Denver, CO), January 12, 1997, Sunday, BUSINESS; Ed. F; Pg. 9F, 407 words, Whiteners beat out baking soda to sparkle in toothpaste war New combinations that also fight disease are brushing a path to boomers for approval, Bernice Kanner; Bloomberg Business News
... whiteners such as SmithKline Beecham's **AquaFresh** Whitening Toothpaste and Colgate- ...

337. Chain Drug Review, January 6, 1997, Pg. p38(1), 19250615, 1726 words, Heightened consumer awareness keeps oral care category growing; Annual O-T-C Drug Report
... **Aquafresh** SmithKline Beecham 9.8% 144,335 ...
... **Aquafresh** SmithKline Beecham 10.7% 73,217 ...

338. Chain Drug Review, January 6, 1997, Pg. p42(1), 19250617, 1553 words, New dentifrices make their mark; Annual O-T-C Drug Report
... SmithKline Beecham PLC's **Aquafresh** Gum Care, for example, was rolledout last year with a $10 million advertising campaign designed to explain the product's benefits. The marketing effort also alerted consumers that three out of four adults contract the gum disease gingivitis at some point in their lives. ...
... The buyer notes that such products as Warner-Lambert Co.'s Listerinetoothpaste and Chesebrough-Pond USA Inc.'s Mentadent have rapidly gained ground. In addition, such high-profile niche products as **Aquafresh** Gum Care are finding success by addressing concerns about gingivitis. ...

339. Chain Drug Review, January 6, 1997, Pg. p40(1), 19250616, 1178 words, New ideas in toothbrushes pay off; Annual O-T-C Drug Report
... **Aquafresh** SmithKline Beecham 5.4% 28,099 ...
... **Aquafresh** SmithKline Beecham 4.4% 11,875 ...

340. The People, January 5, 1997, Sunday, FEATURES; Pg. 28, 2614 words, ME AND MY TROLLEY ...WITH JOHN ALTMAN; AN ANALYSIS OF JOHN ALTMAN'S SHOPPING: GO SUNDAY SHOPPING, Jane Firbank
... up liquid 1.29 **Aquafresh** toothpaste 1.89 Pantene ...

341. The People (London, England), January 5, 1997, Pg. 28, 61133024, 361 words, ME AND MY TROLLEY ...with John Altman; Features, Firbank, Jane
... up liquid 1.29 **Aquafresh** toothpaste 1.89 Pantene ...

342. Irish Marketing Review-Dublin, 1997, Vol. 10, No. 1 Pg. 3-14; ISSN: 0790-7362; CODEN: ICTMBW, 5806 words, A study of the trapped brand phenomenon, Cullen, Brenda, 01559732
... follower brands - Crest, **Aquafresh** and Macleans - have battled for the ...

343. Journal of Marketing Research, Winter, 1997, Vol. XXXIV; Pg. 130, 10025 words, Some New Methods for an Old Problem: Modeling Preference Changes and Competitive Market Structures in Pretest Market Data, ULF BOCKENHOLT and WILLIAM R. DILLON; ULF Bockenholt is Associate Professor of Psychology, University of Illinois at Urbana-Champaign. William R. Dillon is the Herman W. Lay Professor of Marketing and Professor of Statistics, Southern Methodist University. This research was partially supported by the NSF grant SBR-940953 awarded to the first author. The authors thank three anonymous JMR reviewers and especially the Special Issue Editor, Jerry Wind, for their valuable comments and suggestions.
January, 1997
... 1. Aim 2. **Aquafresh** 3. Arm&Hammer ...
... **Aquafresh** 11.2 11.5 2.7 10.6 10.8 1.9 ...
... Notice that with the exception of Aim and **Aquafresh,** the remaining brands have share ...
... competition is primarily between **Aquafresh,** Close-Up, Colgate, ...
... **Aquafresh** 7.3 6.6 14.1 13.1 5.7 9.2 ...

344. Florida Times-Union (Jacksonville, FL), January 31, 1996, Wednesday, Final Edition, SPORTS;, Pg. D-2;, 387 words, Eckersley wants trade to St. Louis
... Kellogg, Purex, Bayer and **AquaFresh** cars. Today, show ...

345. The Houston Chronicle, January 14, 1996, Sunday, 2 STAR Edition, a; Pg. 27, 632 words, Moscow pensioners peddle for survival, DAVID HOFFMAN; Washington Post, MOSCOW
... new products from abroad. ""**Aquafresh!** " declares a bright, ...

346. Orlando Sentinel (Florida), January 8, 1996 Monday, METRO, CENTRAL FLORIDA BUSINESS; Pg. 26, 971 words, STATE'S FILM, TV INDUSTRY SHOOTING FOR EVEN BRIGHTER YEAR; NEW PRODUCTION FACILITIES PLAN TO PLAY MAJOR ROLES, By Catherine Hinman of The Sentinel Staff
... Hawaiian Punch, Toyota, **Aquafresh,** Pizza Hut, Doritos, ...

347. Austin American-Statesman (Texas), January 07, 1996, Lifestyle; Pg. H3, 365 words, When good dogs have bad breath
... dog with a tube of **Aquafresh** and a toothbrush and expect ...

348. The Guardian (London), January 6, 1996, THE GUARDIAN CAREERS PAGE; Pg. 3, 840 words, COMPANY VITAE NO 64: SMITHKLINE BEECHAM
... products include toothpastes **Aquafresh** and Macleans, and Corsodyl mouthwash. And there's ...

349. Tulsa World (Oklahoma), January 6, 1996 Saturday, FINAL HOME EDITION, Pg. D3;, 388 words, Dental Program for Dogs Can Be Breath of Fresh Air, Tamara Ikenberg, Kansas City Star
... dog with a tube of **Aquafresh** and a toothbrush and expect ...

350. Chain Drug Review, January 1, 1996, Pg. p24(2), 18006313, 1421 words, Competition heats up in oral care; Industry Overview
... 's (P&G's) Colgate set the pace. They were followed by Chesebrough-Pond's Inc.'s Mentadent, Church & Dwight Co.'s Arm & Hammer and SmithKline Beecham Consumer Pharmaceuticals' **Aquafresh.** ...
... SmithKline's **Aquafresh** whitening toothpaste, among the top five brands and one of the top-selling SKUs, has garnered some business through the Internet. Consumers who call a toll-free number listed on the Internet have received free 4.5-ounce tubes of the paste as well as a shade guide to help them measure results. ...

351. Chain Drug Review, January 1, 1996, Pg. p24(2), 18006313, 1421 words, Competition heats up in oral care; Industry Overview
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352. Chain Drug Review, January 1, 1996, Pg. p24(2), 18006313, 1421 words, Competition heats up in oral care; Industry Overview
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353. Chain Drug Review, January 1, 1996, Pg. p29(1), 18006314, 1179 words, Innovations spur toothbrush sales; Industry Overview
... **Aquafresh** 4.2% SmithKline Beecham ...
... In terms of SKUs, the Reach advanced design (full medium) from J&J is No. 1, while the company's full soft version places third. In between is Colgate's Precision (full medium), with the supplier's full soft at No. 4. Other leaders in SKU sales are the Oral B brands from Gillette; Colgate Plus; P&G's Crest angled brush; Complete for children and straight brush; J&J's Wonder Grip for children; and SmithKline's **Aquafresh** Flex. ...

354. Chain Drug Review, January 1, 1996, Pg. p29(1), 18006314, 1179 words, Innovations spur toothbrush sales; Industry Overview
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355. Chain Drug Review, January 1, 1996, Pg. p29(1), 18006314, 1179 words, Innovations spur toothbrush sales; Industry Overview
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356. Kiplinger's Personal Finance Magazine, January, 1996, Saving & Investing; Vol. 50, No.1, Pg. 22, 1870 words, What in the World Is Going on With Emerging Markets?, By Manuel Schiffres
... products as Tums, Contac and **Aquafresh.** Dahlberg says the company should ...

357. BRANDWEEK formerly Adweek Marketing Week, January 30, 1995, EXTENSIONS; Pg. 12, 327 words, SmithKline Hopes to Shine With Whitening Aquafresh, By Pain Weisz
... a whitening version of **Aquafresh** this winter. **Aquafresh** Whitening, shipping now with ...
... two years the launch of **Aquafresh** Sensitive, another product ...
... 4.3-oz. tube of **Aquafresh** Whitening will retail ...
... oz. tube of standard **Aquafresh.** TV and print ads for **Aquafresh** Whitening, from Grey Advertising, ...
... 8.6 million on **Aquafresh** Sensitive in 1993, its ...
... market. In packaging **Aquafresh** Whitening, SmithKline created ...
... shelf," Martin said. **Aquafresh** as a whole had sales of $ ...

358. Brand Strategy, January 27, 1995, 6094 words, New Brands and Brand Extensions
... PR Smithkline Beecham **Aquafresh** Flex 'N' Direct ...
... a new toothbrush, the **Aquafresh** Flex 'N' Direct ...

359. The Associated Press, January 15, 1995, Sunday, BC cycle, Sports News, 872 words, By MIKE HARRIS, AP Motorsports Writer
... Racing and Dale Earnhardt, and **Aquafresh** toothpaste for Geoff ...

360. Chicago Sun-Times, January 15, 1995, SUNDAY, First Edition, SPORTS; AUTO RACING NOTEBOOK; Pg. 24, 611 words, Wallace on Cruise Control
... Racing and Dale Earnhardt, and **Aquafresh** toothpaste for Geoff ...

361. The Grocer, January 14, 1995, Pg. 32, 38 words
... FLEX'N'DIRECT INTERDENT" TOOTHBRUSH TO ITS **AQUAFRESH** FLEX RANGE....COLAGATE- ...

362. Providence Journal-Bulletin (Rhode Island), January 14, 1995, Saturday,, ALL EDITIONS, Pg. 7B, 703 words, MOTOR SPORTS Geoff Boss to drive on ice in Russia, MARK SCHMIEDEL
... Racing and Dale Earnhardt, and **Aquafresh** toothpaste for Geoff ...

363. USA TODAY, January 10, 1995, Tuesday, FINAL EDITION, MONEY; Pg. 3B, 1080 words, Pillsbury agrees to acquire Pet / Adds El Paso and Progresso to its lineup, Bruce Horovitz
... equipment SmithKline Beecham **Aquafresh** toothpaste, Tums, Sucrets, ...

364. Brandweek SuperBrands, January, 1995, 5378612, 2024 words, Cashing in on vanity
... Princeton, N.J. 4 **Aquafresh** SmithKline Beecham $ 96.8 $ 23.6 Pittsburgh 5 Mentadent ...

365. OTC Market Report Update USA, January, 1995, 5482237, 4032 words, SB's metamorphosis
... divesting another division, the **Aquafresh** franchise wouldprobably be a ...
... health care-related. **Aquafresh** has also had a tough time ...
... every week. To its credit, **Aquafresh** launched a baking ...

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A sample of 13 articles from U.S. publications from the "Major Newspapers" category in the NEXIS database published in the month of January between 1995 and 2009 in which "AQUAFRESH" or formatives appear.

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Copyright 1995 A/S/M Communications, Inc.
BRANDWEEK formerly Adweek Marketing Week

January 30, 1995

SECTION: EXTENSIONS; Pg. 12

LENGTH: 327 words

HEADLINE: SmithKline Hopes to Shine With Whitening Aquafresh

BYLINE: By Pain Weisz

BODY:

Maintaining its strategy of oral care segmentation, SmithKline Beecham is launching a whitening version of Aquafresh this winter.

Aquafresh Whitening, shipping now with ads breaking in the second quarter, follows by two years the launch of Aquafresh Sensitive, another product aimed at a specific user segment. The whitening segment increased 70% between 1991 and 1994, to $ 150 million, according to SmithKline. Whiteners are appealing to marketers and retailers because they bring higher margins.

A 4.3-oz. tube of Aquafresh Whitening will retail for $ 3.99, compared to $ 2.49 for an 8-oz. tube of standard Aquafresh. TV and print ads for Aquafresh Whitening, from Grey Advertising, N.Y., will be educational, explaining how the whitening ingredients work, said Scott Martin, associate brand manager. Martin would not comment on the launch budget. SmithKline spent $ 8.6 million on Aquafresh Sensitive in 1993, its first full year on the market, per Competitive Media Reporting.

The whitening segment is dominated by smaller brands such as Den-Mat's Rembrandt. SmithKline hopes to attract new consumers with a trusted name that also offers fluoride and tartar control. Colgate is the only other major brand with a whitener. Its entry, Platinum, launched in July 1994 and had sales of $ 2.8 million in its first six months on the market.

In packaging Aquafresh Whitening, SmithKline created an eye-catching white and silver box with a hologram around the edge. The costly design is a way to "break through the clutter you see on the toothpaste shelf," Martin said.

Aquafresh as a whole had sales of $ 113 million in 1994, a 7.9% share of the $ 1.4 billion category, per Information Resources. It faces heavy competition for consumers' attention, particularly from the burgeoning bakingsoda-and-peroxide segment pioneered by Chesebrough-Pond's Mentadent. Church & Dwight and Colgate also have baking soda/peroxide pastes out now.

GRAPHIC: Advertisement, Holographic package should stand out on shelf.

LOAD-DATE: February 08, 1995

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Product Alert

January 10, 2000

SECTION: Pg. NA Vol. 30 No. 1

ACC-NO: 58514716

LENGTH: 79 words

HEADLINE: **Aquafresh** Whitening Triple Protection Fluoride Toothpaste - Advanced Freshness MANUFACTURER: SmithKline Beecham Consumer Healthcare CATEGORY: 322 - Toothpaste.

BODY:

SmithKline Beecham Consumer Healthcare has introduced **Aquafresh** Whitening Triple Protection Fluoride Toothpaste in a new variety.

Tubes of the Advanced Freshness version are presented in 4.3 oz. overboxes tagged, "with Triclene(r). FSIs with $ 1.50 coupon offers are used to promote the new variety. Ad text reads, "Whitens and helps kill germs... for fresh breath that lasts." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

LOAD-DATE: January 13, 2000

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The Times Union (Albany, NY)

January 17, 2000, Monday, ONE STAR EDITION

SECTION: LIFE & LEISURE, Pg. C3

LENGTH: 808 words

HEADLINE: Toothbrushes now have a brush with design

BYLINE: CAROL POLSKY Newsday

BODY:

Forget the Eames chair, the Le Corbusier sofa. This just might be the golden age of toothbrush design.

Today's toothbrushes have curves, arches, waves and squiggles. They have rubber grips, thumb stops and ergonomic shapes. The nylon bristles are micro-textured, multicolored, multileveled and multiangled; they have long bristle tips to get behind those hard-to-reach back molars. They can be flexible or squishy, ridged or rippled, full or compact.

Manufacturers are coming out with new models and variations at a rate more familiar to the car industry. The $ 650-million-a-year business is big and getting bigger. And new designs are helping fuel consumer interest.

In fact, the once-lowly toothbrush is now winning design awards.

Market leader Oral-B's new CrossAction brush won an award in a juried competition sponsored by the design publication I.D. Magazine, along with Colgate-Palmolive's Grip'Ems children's brushes, which were praised for interestingly amorphic-shaped handles that didn't resort to licensed characters.

"There are plenty of other toothbrushes that are just a pretty styling job," said Chee Pearlman, editor of I.D. Magazine. The CrossAction toothbrush "is moving in the category of high-end car. They've put some serious engineering into it."

The toothbrush, with a plump ergonomic handle and multileveled bristles that are set at different angles to better penetrate around and between teeth, was introduced last year at the previously unheard-of (for the mass market) price of $ 4.99.

Why has all this attention to toothbrush design emerged over the last five years?

Attention to dental health, consumer preferences, new production technologies and new materials all play a role, but the real fuel seems to be coming from the dynamics of the marketplace itself.

"All the toothbrush manufacturers are innovating at a very rapid rate," said Tom Baxter, brand manager for **Aquafresh's** Flex toothbrush, a flexible-necked toothbrush from SmithKline Beecham. "Innovations are necessary in today's market to compete."

Max Yoshimoto, vice president of Lunar Design in California, which helped create the CrossAction, said: "As products reach a certain level of maturity in any category, design plays an even more important role. That's what a manufacturer can use to differentiate his product and create something innovative," he said, "especially when pricing has leveled out and products are on a par."

The high-style, fat-grip, ergonomic brush with the criss-crossing bristles and the $ 54 million advertising budget helped propel Oral-B's U.S. market share from about a quarter of toothbrush sales to more than 30 percent in the weeks following its launch, according to the company's director of new product development, Maisie Wong-Paredes.

The Lunar designers worked with a team from Oral-B in a three-year development process that included numerous prototypes and studies of how people grip their brushes. They were told to create an ergonomic brush handle that would also communicate, through its sleek styling, that this was a high-end product worth paying double what mass-market toothbrushes usually cost.

The company claims that the brush's bristles, set in crisscrossing and opposing angles, removes more plaque than the competition.

But the competitors also claim benefits to dental health from their products. The restless consumer has plenty to choose from: Johnson & Johnson's Reach -- the earliest to introduce an angled handle, with the upper portion angled forward like a dental pick to more easily reach into the mouth's back recesses -- now offers seven styles of adult brushes, with variations in head size and bristle firmness, and five for children. Crest's Deep Sweep has long, soft outside bristles to clean plaque at the gumline, and joins at least four other models, each with different bristle and handle configurations; the British-made Wisdom Orbital has a circular head to promote a circular cleaning motion; Mentadent ProCare has a flexible-handled brush, large oval head and flaring outer bristles.

Aquafresh's Flex toothbrush first entered the U.S. fray in 1991. The handle features a tight S-shaped squiggle at the neck to signify its flexibility.

What do dentists say about all this? The American Dental Association says that all the brushes given its seal of approval clean effectively and help reduce gingivitis, although it is not clear from short-term studies whether any one brush is significantly better than any other.

"I don't think there's a product that is heads and shoulders above the others," said Dr. Wayne Wozniak, director of evaluation criteria for the American Dental Association, based in Chicago. "I'd say the differences are rather small. The patient will have a large effect on how the product will perform."

LOAD-DATE: January 18, 2000

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Grocery Headquarters

January 1, 2001

SECTION: Pg. 69 Vol. 67 No. 1 ISSN: 1094-1088

ACC-NO: 70431212

LENGTH: 1777 words

HEADLINE: Oral care: More than a pretty smile.

BYLINE: RUGGIERO, R.

BODY:

The oral care category has expanded beyond whiteness--into wellness.

For a while there, it looked as if the beauty side of oral hygienewas outshining the health side. Whitening toothpastes exploded on the scene and became a huge dollar opportunity, accounting for 33% of the toothpaste category and growing 23% in dollar share across the mass, drug and food outlets for the 12 months ended July 1, 2000, according to ACNielsen. While toothpaste and other whitening "beauty" products continue to prosper, there is another angle of the story now receiving equal attention--health.

"Technically, this has always been a beauty category because most of the chains have it under a beauty care buyer, but it really is becoming a health care category," says Bill Stern, president of Woodstock Natural Products, Englewood Cliffs, N.J., maker of the Natural Dentist brand toothpaste and mouth rinse. "Oral care fits in well now with the concept of wellness--there has been a lot of play tied in with it and overall health. For example, the American Academy of Periodontology has found a clinical link between gum disease and heart disease. They say that if you prevent gum disease then you can cut out a whole risk factor for heart disease. So, findings like this are going tocontinue to gain awareness with consumers."

And what does that mean for the industry? "It means that consumerswill want more than just a nice smile; they will want products that address both the health and beauty side of oral care," says Charles Dushman, marketing director for Chicago, Ill.-based John O. Butler Co., manufacturer of the Gum brand toothbrush, among other dental products. "Recent research has indicated that there are linkages between oral health and systemic health--we are finding that healthy gums trulyare equating to a healthy body. The mouth is the gateway to the body; so if you have severe periodontal disease, you, in effect, have open wounds in your mouth and pathogens can get into your bloodstream and cause other disease. There are linkages not only with heart disease, but also with pneumonia and premature births."

Butler is making an effort to educate retailers and consumers through its "Brush Up On Wellness" campaign, which provides pharmacies with brochures on healthy gums, for starters. "We've generated over a hundred million impressions to date on this topic of healthy gums," says Dushman. "We've been working with leading researchers to help increase public awareness, and we just teamed up with the March of Dimes to become a million-dollar sponsor and help increase

the awareness among pregnant women of the risks associated with gum disease and theirunborn infants. We put it up there with smoking and alcohol as beingan important risk factor."

From a product standpoint, Butler recently started shipping Protect, the industry's first replaceable-head toothbrush with antibacterial bristles. "It's a cleaner brush, designed to avert the millions of germs in a bathroom environment," according to Dushman.

Gillette is also putting the emphasis on health with its new BraunOral-B toothbrush products. The 3D Excel power toothbrush is touted as not only "the fastest pulsating power toothbrush available," it issaid to Outperform ordinary toothbrushes in the areas of "plaque removal, gingivitis reduction and the reduction of gingival bleeding." The company also claims that this new design, with a suggested retail price of $79.99, has proved to be as gentle on teeth and gums as a soft manual toothbrush. For consumers who "want to improve their oral health" at an entry-level price, the company is introducing the Braun Oral-B Battery Toothbrush, an alkaline battery-powered toothbrush that is said to offer the performance of a power toothbrush but carries a suggested retail price of $19.99.

Colgate, the company that probably started the health/gingivitis trend in oral care in this country with its Total toothpaste, has recently added the popular "beauty" aspect to the product--a whitening formula. "This product will broaden the appeal of the Colgate Total franchise by adding the highly appealing benefit of even whiter teeth," says Suzan Harrison, vice president and general manager of Colgate U.S. Oral Care.

Clearly, the beauty aspect of oral care hasn't gone away--merely, it has just been enhanced by the health side. "The way we see it, if you keep your gums healthy, that also affects your appearance--the beauty side of oral care," says Jim Howren, vice president of sales forWorld Trend Inc., Pomona, Calif., maker of Ergo Grip and Happy Care toothbrushes, "So actually, the health and the beauty sides feed off of each other--and that's healthy for the category."

Procter & Gamble is another leading oral care player that is putting a breakthrough effort into the beauty end with its Crest Whitestrips, which the company claims contain "the same enamel safe ingredientdentists use to get at stains beneath the surface of teeth." These flexible, virtually invisible strips need to be worn for 30 minutes, twice a day, for two weeks and the user will see "whiter teeth for at least six months," reports the company.

Rembrandt, too, still believes in the "cosmetic" aspect of oral care and is focused on new merchandising and marketing opportunities topromote the beauty side. "Women have more than one shade of lipstickand they probably have more than one type of toothpaste," says Dr. Robert Ibsen, president of Rembrandt. "We've been talking to several retailers about having separate sections or endcaps where they would highlight the beauty aspect of oral care--at prom time, for example."

Ibsen adds that "effective" advertising is crucial to building sales in the oral care category. He says that Rembrandt targets its ads at specific niches in the marketplace that are most open to its whitening products and also willing to pay a little more for products thatemphasize both cosmetic and hygienic benefits. "Part of our promotional efforts is to promote our products through public relations," he says. "We are trying to teach the consumer about the benefits of the Rembrandt products."

Ibsen says that Rembrandt is introducing three products in the whitening area. Rembrandt Plus Superior Whitening Toothpaste was unveiled in the fall, while the Plus Superior Bleaching System, featuring six syringes carrying bleach and gel, a 4-ounce container of whitening mouth rinse and a 2.6-ounce plush Plus toothpaste, and a Bleaching Kit will be introduced in the next several months.

Toothpaste sales by VENDOR

Vendor	Dollar sales ($ millions)	% change	Unit sales (millions)	% change
$526 COLGATE	.6	5.0%	227.4	1.8%
PROCTER & GAMBLE	460.7	3.4	194.8	1.7
SMITHKLINE BEECHAM	186.5	4.2	82.7	2.1
CHESEBROUGH PONDS	184.3	-9.7	86.2	-10.0

BLOCK DRUG	67.6	11.3	15.2	9.0
DEN-MAT	46.3	-2.9	6.3	-0.3
WARNER-LAMBERT	18.1	-29.2	7.7	-32.7
ORAL-B	17.6	-10.8	8.5	-7.8
CCA INDUSTRIES	13.7	1.8	4.0	-0.3

Source: Information Resources Inc.; 52-week period ended November 5, 2000

Toothpaste sales by BRAND

Brand	Dollar sales ($ millions)	% change	Unit sales (millions)	% change
$328 CREST	.1	-5.1%	148.2	-5.4%
COLGATE	305.0	4.4	134.4	0.5
AQUAFRESH	147.0	0.2	63.4	-1.3
CREST MULTICARE	117.0	23.9	40.1	21.5
MENTADENT	108.3	-14.7	31.9	-19.4
COLGATE TOTAL	90.0	-22.9	34.9	-21.3
COLGATE TOTAL FRESH STRIPE	78.1	74.3	28.6	78.7
SENSODYNE	62.7	11.9	14.1	9.6

Source: Information Resources Inc; 52-week period ended November 5, 2000

Mouthwash sales by BRAND

Brand	Dollar sales ($ millions)	% change	Unit sales (millions)	% change
LISTERINE	$304.3	4.5%	76.3	3.1%
PRIVATE LABEL	134.5	1.2	62.4	-2.1
SCOPE	118.9	6.8	42.1	3.2
PLAX	36.4	-5.2	10.2	-6.2
ACT	21.7	15.2	5.8	-9.1
TARGON	17.0	-2.1	3.8	-6.2
COLGATE PEROXYL	11.4	13.0	1.7	16.3
ACT FOR KIDS	8.9	19.2	2.5	13.1
CEPACOL	8.3	-4.3	3.2	-5.8
BIOTENE	5.5	20.5	0.9	16.4

Source: Information Resources Inc; 52-week period ended November 5, 2000

MERCHANDISING MAYHEM

Are toothbrushes a shelf-stocking nightmare? There is some stirring on the subject. "I don't know how much longer stores can afford to have their associates take time out to individually merchandise each toothbrush in its slot on the shelf," says Kevin Foley, president of Radius, based in Kutztown, Pa. "Europeans gave up these toothbrush racks long ago because of the labor-intensive cost. They've gone more toward packaging systems that allow them to put the product on the shelf without having to break the pack down. These are considerations for American retailers; I think it's the future. Companies like Wal-Mart are starting to cut down on the number of toothbrush SKUs because of the problem, so you can see that over time a changed merchandising strategy is in order."

The problem not only affects retailers but consumers, too. "I think the toothbrush back-feed racks, the spring-loaded racks, are ridiculous," says Jim Howren, vice president of sales for World Trend Inc.,maker of Ergo Grip and Happy Care toothbrushes. "The problem is thatif a customer pulls a toothbrush out, then decides he or she doesn'twant to buy it, it's very difficult to put it back in the slot and get it to slide back into place properly. The angled-tray gravity-fed system doesn't work either because the toothbrush is on a ball-bearing. They fall over, and it's just a mess."

Howren suggests that peg hooks or another type of hook system might be preferable. "Blister carding with peg sections would ultimately be less labor intensive because retailers wouldn't have to spend as much time straightening up the department," he says.

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Chain Drug Review

January 1, 1996

SECTION: Pg. p24(2) Vol. V18 No. N2 ISSN: 0164-9914

ACC-NO: 18006313

LENGTH: 1421 words

HEADLINE: Competition heats up in oral care;
Industry Overview

BODY:
NEW YORK - Major players in the oral care category lived up to theirpromises and then some in 1995. An already competitive market becamemore crowded as manufacturers rolled out a large number of products and supported them with significant advertising spending, in-store displays, on-pack promotions and educational campaigns aimed not only at consumers but also at retail pharmacists.

Toothpastes with baking soda, tartar-control properties and whitening formulas remain popular. However, more recent entries, such as those that fight gum disease, are being promoted extensively as well. As a result, oral care departments have been expanded beyond brushes, dentifrices and rinses to include therapeutic products and interdental items.

Those offerings have come in response to consumers who are convincedthat tooth loss and gum disease no longer go hand-in-hand with agingand are willing to purchase, oftentimes at premium prices, products that help them maintain healthy mouths throughout their lives.

Drug store sales of oral care merchandise are led by the dentifrice segment. Total drug store toothpaste sales were $346.5 million last year. Overall volume was up 0.9% in 1995, with drug chains holding a 10% market share.

Among brand leaders in the toothpaste segment, Procter & Gamble Co.'s Crest and
Colgate-Palmolive Co.
's (P&G's) Colgate set the pace. They were followed by Chesebrough-Pond's Inc.'s Mentadent, Church & Dwight Co.'s Arm & Hammer and SmithKline Beecham Consumer Pharmaceuticals' **Aquafresh.**

Crest, a longtime favorite in such formulas as cavity protection, tartar-control and sensitivity protection, gained even more momentum with last summer's introduction of a gum care version in both paste andgel forms. The product has been extensively promoted, and P&G executives have met with pharmacists to learn what consumers are asking them about oral health.

1995 volume: $1.65 bil.
+0.9% vs. 1994
Dentrifices

Trade class	1995 share	1994 share	1993 share
Food/drug combination stores	29%	28%	29%
Supermarkets	27%	27%	28%

Discount stores	23%	21%	19%
Chain drug stores	10%	11%	10%
Deep-discount drug stores	10%	11%	12%
Independent drug stores	1%	2%	2%

Source: Racher Press research.

Colgate also had success last year with new toothpaste entries. Pond's extended its successful Mentadent brand into the mouthwash and toothbrush segments. Warner-Lambert Co. rolled out a toothpaste carryingthe Listerine name, and Church & Dwight sponsored a major advertising and freestanding insert campaign for Arm & Hammer Tartar PeroxiCare.

Pond's and Colgate are battling it out for the title of dentifrice manufacturer with the most top-selling SKUs. The former has eight of the top 25; the latter seven.

Colgate's baking soda and peroxide with tartar-control toothpaste marked the company's biggest introduction in years. The launch was highlighted by a $40 million marketing campaign.

The popularity of technologically advanced dentifrices containing special whitening formulas and kits with whitening gels has shown no signs of abating. Den-Mat Corp. has played an important role in increasing the profitability of the category as a whole with its Rembrandt brand, which includes a natural toothpaste aimed at consumers who havecanker sores, a baking soda version, and a toothpaste for those withsensitive teeth.

The whitening segment has also benefited from the growth of infomercials, including Professional Choice tooth whitening system marketed by Direct to Retail - and Dr. George's Dental White marketed by Telebrands Corp.

SmithKline's **Aquafresh** whitening toothpaste, among the top five brands and one of the top-selling SKUs, has garnered some business through the Internet. Consumers who call a toll-free number listed on the Internet have received free 4.5-ounce tubes of the paste as well as a shade guide to help them measure results.

Other tooth whiteners that have gained space on chain drug store shelves include Stepp Laboratories Inc.'s White Step, Dental Concepts Inc.'s Stay White, Colgate's Platinum program, CCA Industries Inc.'s Plus+White Plus with hydrogen peroxide and Plus+White Ultra, Carter-Wallace Inc.'s Pearl Drops, and Natural White Inc.'s line that features a peroxide bleaching system.

The toothpaste segment is also being driven by a trend toward hydrogen peroxide formulas, baking soda and other new ingredients. Baking soda products now account for about one-fourth of category volume.

Colgate was one major supplier that recognized demand in the baking soda segment and addressed it with a tartar-control version of its toothpaste that also contains peroxide. Similarly, last fall CCA added peroxide to its Plus+White Plus whitener.

Such products, generally priced higher than traditional toothpastes,are welcomed by chain drug buyers who view them as tools to help turn a category that generally produces minimal margins into one holdingthe potential for high profits.

Consumers have expressed a willingness to spend more for such products, which often come with endorsements by pharmacists, celebrities and dental professionals.

The strategy of offering merchandise featuring new ingredients has carried over to the mouthwash segment and met with similar results. The category, which in recent years had experienced anemic sales, is showing signs of rebounding.

Such products as P&G's baking-soda based Scope, Pfizer Inc.'s advanced formula Plax, White Step's alcohol-free rinse, Bausch & Lomb's Clear Choice and Colgate's Viadent rinse have all helped propel mouthwash sales.

While Pond's has banked on its Mentadent paste to attract business with Mentadent mouthwash, Warner-Lambert has counted on the popularityof its Listerine mouthwash to spur sales of Listerine toothpaste, which it debuted last summer. Gillette Co. is using the same technique with its Oral-B toothbrush brand, which has been extended to dentifrices.

1995 volume: $192 mil.
+1.7% vs. 1994

Denture adhesives

1995	1994	1993

Trade class	share	share	share
Chain drug stores	28%	28%	27%
Food/drug combination stores	25%	25%	26%
Discount stores	21%	19%	18%
Supermarkets	10%	11%	13%
Deep-discount drug stores	10%	11%	10%
Independent drug stores	6%	6%	6%

Source: Racher Press research.
1995 volume: $191 mil.
+1.9% vs. 1994

Denture cleaners

Trade class	1995 share	1994 share	1993 share
Chain drug stores	27%	27%	26%
Discount stores	24%	23%	22%
Food/drug combination stores	22%	20%	21%
Supermarkets	17%	18%	19%
Deep-discount drug stores	7%	8%	8%
Ind ependent drug stores	3%	4%	4%

Source: Racher Press research.
1995 volume: $186 mil.
+4.4% vs. 1994

Lip remedies

Trade class	1995 share	1994 share	1993 share
Chain drug stores	36%	35%	N/A
Discount stores	27%	25%	N/A
Food/drug combination stores	20%	20%	N/A
Supermarkets	7%	8%	N/A
Deep-discount drug stores	6%	7%	N/A
Independent drug stores	4%	5%	N/A

N/A=Not available.
Source: Rather Press research.
1995 volume: $99 mil.
+5.3% vs. 1994

Dental floss

Trade class	1995 share	1994 share	1993 share
Chain drug stores	37%	37%	36%
Discount stores	20%	18%	16%
Food/drug combination stores	19%	19%	20%
Deep-discount drug stores	8%	10%	10%
Supermarkets	8%	8%	10%
Independent drug stores	8%	8%	8%

Source: Rather Press research.

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Chain Drug Review

January 6, 1997

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ACC-NO: 19250617

LENGTH: 1553 words

HEADLINE: New dentifrices make their mark;
Annual O-T-C Drug Report

BODY:
NEW YORK - Shifting consumer buying patterns in the oral care category have led to the emergence of several toothpaste brands that have seen their popularity grow in an already crowded field. While Procter & Gamble Co.'s (P&G's) Crest has retained its leadership position in the dentifrice segment, new entries backed by aggressive marketing efforts are making an impact.

Long a dominant oral care supplier, P&G is making a concerted effortto ensure that Crest does not lose ground to the competition. The company has stepped up its promotion and advertising efforts for the brand, and it is focusing more on the therapeutic and health-related benefits of its products.

For example, a commercial debuting in late 1996 included the new tagline, "The dentist's choice is Crest protection." P&G has also used a number of price promotions to drive sales. Late last year, for instance, P&G offered an 8.2-ounce tube of Crest Tartar Control toothpaste along with a 6.4-ounce SKU for the price of a single tube.

Best-selling denture adhesives(*)

BY DOLLAR SALES Brand	Manufacturer	Market share	Dollar sales (add 000)
Fixodent	Procter & Gamble	44.5%	$93,758
Poll-Grip	Block Drug	17.1%	36,071
Fasteeth	Procter & Gamble	9.8%	20,626
Sea-Bond	Block Drug	8.0%	16,886
Effergrip	Warner-Wellcome	3.5%	7,397
Cushion Grip	Schering-Plough	2.1%	4,406
Wernets	Block Drug	2.1%	4,391
Ezo	-	2.0%	4,196
Rigident	Carter-Wallace	1.9%	3,940

BY UNIT SALES Brand	Manufacturer	Market share	Unit sales (add 000)
Fixodent	Procter & Gamble	45.2%	25,994
Poll-Grip	Block Drug	17.8%	10,232
Sea-Bond	Block Drug	9.5%	5,452
Fasteeth	Procter & Gamble	8.6%	4,930

Effergrip	Warner-Wellcome	3.3%	1,911
Ezo	-	2.9%	1,668
Cushion Grip	Schering-Plough	6.6%	935
Rigident	Carter-Wallace	1.6%	904
Wernets	Block Drug	1.2%	714

* For the 52 weeks through June 30, 1996. Private label products account for a 2.1% dollar share and unit share.

Source: Information Resources Inc.
Best-selling denture cleansers(*)

BY DOLLAR SALES Brand	Manufacturer	Market share	Dollar sales (add 000)
Polident	Block Drug	38.3%	$66,333
Efferdent	Warner-Wellcome	34.7%	60,061
Dentu-Cream	Block Drug	8.7%	15,003
Dentu-Gel	Block Drug	2.0%	3,431
Fresh 'n Brite	Warner-Wellcome	1.5%	2,517
Stain Away	Regents	0.8%	1,331
Kleenite	Regents	0.6%	1,088
Ban-A-Stain	Brimms	0.5%	814
Secure	-	0.2%	296

BY UNIT SALES Brand	Manufacturer	Market share	Unit sales (add 000)
Polident	Block Drug	36.5%	18,880
Efferdent	Warner-Wellcome	31.1%	16,123
Dentu-Cream	Block Drug	9.7%	5,046
Dentu-Gel	Block Drug	2.2%	1,139
Fresh 'n Brite	Warner-Wellcome	1.9%	984
Ban-A-Stain	Brimms	0.8%	408
Kleenite	Regents	0.6%	324
Stain Away	Regents	0.5%	277
Secure	-	0.2%	88

* For the 52 weeks through June 30, 1996. Private label products account for a 12.7% dollar share and a 16.3% unit share.

Source: Information Resources Inc.
Marketing drives sales

Those involved in the category say the focus on health-related issues reflects the changing nature of consumer priorities in regard to oral hygiene. What remains unchanged is the hefty marketing muscle needed to drive sales in a product segment that continues to become more and more competitive.

SmithKline Beecham PLC's **Aquafresh** Gum Care, for example, was rolledout last year with a $10 million advertising campaign designed to explain the product's benefits. The marketing effort also alerted consumers that three out of four adults contract the gum disease gingivitis at some point in their lives.

In years past the primary marketing focus for most toothpastes was built around cosmetic elements and ads had a heavy dose of glamour andsex appeal. While consumers still place great importance on white teeth and fresh breath, suppliers and retailers note that there has been a growing emphasis on dentifrices and other products that reduce plaque and prevent gum disease.

"Consumers are smarter and more discerning about toothpaste and other oral care products," says the health and beauty aids buyer of a drug chain based on the East Coast. "Price is always an issue, but it isnot the only consideration, particularly in areas related to health.Consumers are open to new products that are more advanced."

The buyer notes that such products as Warner-Lambert Co.'s Listerinetoothpaste and Chesebrough-Pond USA Inc.'s Mentadent have rapidly gained ground. In addition, such high-profile niche products as **Aquafresh** Gum Care are finding suc-

cess by addressing concerns about gingivitis.

As it stands, Crest maintains a solid lead in the dentifrice segmentin all classes of trade with a 28.4% market share in terms of dollarsales, followed by Colgate-Palmolive Co.'s Colgate with an 18.8% share. The No. 3 brand is Mentadent with an 11.8% share. Together the three brands command 59% of a category that is otherwise highly fragmented. They are also the only brands whose market share figure reaches double digits.

Despite its leading share, Crest has seen its sales decline over thepast several years. In 1992 the brand controlled nearly 35% of the business. A spokesman for P&G says the company will continue to aggressively support the brand and is increasing its marketing outlays for it.

1996 volume: $213.4 mil.
Denture adhesives +3.4% vs. 1995

Trade class	1996 share	1995 share	1994 share
Chain drug stores	27%	28%	28%
Discount stores	27%	21%	19%
Food/drug combination stores	26%	25%	25%
Supermarkets	8%	10%	11%
Deep-discount drug stores	7%	10%	11%
independent drug stores	5%	6%	6%

Source: Rather Press research.

1996 volume: $188.6 mil.
Denture cleaners -2.1% vs. 1995

Trade class	1996 share	1995 share	1994 share
Discount stores	28%	24%	23%
Chain drug stores	27%	27%	27%
Food/drug combination stores	22%	22%	20%
Supermarkets	15%	17%	18%
Deep-discount drug stores	6%	7%	8%
Independent drug stores	2%	3%	4%

Source: Rather Press research.

1996 volume: $117.8 mil.
Dental floss +3.9% vs. 1995

Trade class	1996 share	1995 share	1994 share
Chain drug stores	38%	37%	37%
Discount stores	22%	20%	18%
Food/drug combination stores	21%	19%	19%
Supermarkets	8%	8%	8%
Deep-discount drug stores	7%	8%	10%
Independent drug stores	4%	8%	8%

Source: Rather Press research.

Best-selling dental floss(*)

BY DOLLAR SALES Brand	Manufacturer	Market share	Dollar sales (add 000)
J&J	Johnson & Johnson	31.3%	$35,942
Glide	W.L. Gore	17.2%	19,731
Dentotape	Johnson & Johnson	6.9%	7,930
Oral B	Gillette	5.6%	6,400
Oral B	Ultra Gillette	5.1%	5,879
Reach	Johnson & Johnson	4.7%	5,372
Oral B	Super Gillette	4.1%	4,748

J&J Easy Slide	Johnson & Johnson	2.8%	3,210
Precision	Colgate-Palmolive	1.4%	1,597

BY UNIT SALES Brand	Manufacturer	Market share	Unit sales (add 000)
J&J	Johnson & Johnson	36.4%	22.820
Glide	W.L. Gore	9.6%	9,002
Oral B	Gillette	7.5%	4,675
Dentotape	Johnson & Johnson	4.9%	3,043
Reach	Johnson & Johnson	4.7%	2,930
Oral B	Ultra Gillette	4.0%	2,497
J&J Easy Slide	Johnson & Johnson	2.7%	1,722
Oral B Super	Gillette	2.7%	1,682
Precision	Colgate-Palmolive	1.5%	917

* For the 52 weeks through November 3, 1996, Private label products account for a 15.9% dollar share and a 19.2% unit share.

Source: Information Resources Inc.

GRAPHIC: photograph
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Chain Drug Review

January 6, 1997

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HEADLINE: Heightened consumer awareness keeps oral care category growing; Annual O-T-C Drug Report

BODY:
NEW YORK - With a steady stream of product introductions and mounting competition from discount stores and supermarkets, the $3.57 billion a year oral care category remains one of the more challenging over-the-counter product segments for chain drug stores. The consensus among those involved in the business is that increased awareness of the importance of good oral hygiene has helped drive sales and influence the development of new products.

Toothbrush manufacturers, for example, have successfully conveyed the message that it's important to replace old brushes periodically. They have also rolled out a number of innovative designs and focused heavily on products for children. As a result, toothbrush sales have been a bright spot in the category, posting the biggest year-to-year increase of any oral care segment.

High-price oral hygiene appliances have also gained popularity in recent years. While such products as Teledyne Inc.'s Water-Pik account for only a small percentage of overall oral care sales, they are a strong ancillary profit center for drug chains.

In addition, mouthwashes and oral antiseptics have gained ground as more consumers include them in their oral hygiene regimen. Retailers note that such changing habits, including the use of floss on a dailybasis, help drive ancillary sales.

"Someone who may have bought a tube of toothpaste a few years ago isnow buying floss and an oral rinse as well as toothpaste," says the oral care buyer at a drug chain in the Southeast. "That creates a larger cash register ring for us and helps build the category. We are selling a number of items that really help expand oral care beyond toothpaste."

Despite the growth in other segments, the lion's share of oral care sales continues to come from dentifrices, which generate more than twice the dollar volume of any other part of the category. While suppliers have worked to build profitability through value-added line extensions, retailers note that the category is still largely the domain of commodity-price merchandise that is often heavily discounted.

Best-selling dentifrices(*)

BY DOLLAR SALES Brand	Manufacturer	Market share	Dollar sales (add 000)
Crest	Procter & Gamble	28.0%	$413,846

Colgate	Colgate-Palmolive	18.9%	280,127
Mentadent	Chesebrough-Pond's	11.7%	173,391
Aquafresh	SmithKline Beecham	9.8%	144,335
Arm & Hammer	Church & Dwight	7.0%	103,327
Sensodyne	Block Drug	3.3%	48,246
Listerine	Warner-Wellcome	3.2%	47,793
Rembrandt	Den-Mat	2.6%	39,107
Close-Up	Chesebrough-Pond's	2.4%	35,714
Ultra Brite	Colgate-Palmolive	1.9%	27,454

BY UNIT SALES Brand	Manufacturer	Market share	Unit sales (add 000)
Ultra Brite	Colgate-Palmolive	1.9%	27,454
Crest	Procter & Gamble	29.5%	201,414
Colgate	Colgate-Palmolive	20.6%	140,500
Aquafresh	SmithKline Beecham	10.7%	73,217
Mentadent	Chesebrough-Pond's	7.9%	54,127
Arm & Hammer	Church & Dwight	6.5%	44,074
Listerine	Warner-Wellcome	3.3%	22,472
Ultra Brite	Colgate-Palmolive	3.2%	21,666
Close-Up	Chesebrough-Pond's	2.8%	19,238
Sensodyne	Block Drug	1.8%	12,129
Rembrandt	Den-Mat	0.8%	5,326

* For the 52 weeks through July 28, 1996.
Source: Information Resources Inc.

Because of their orientation toward health care and consumer convenience, chain drug stores, more than any other trade class, are positioned to capture high-end sales. Even so, retailers point out that consumers have come to expect their local drug store to carry a full complement of oral care products which encompass numerous product segments and price points.

"It's an area that just keeps getting bigger and bigger," notes the health and beauty aids buyer of a major drug chain. "And it's hard toinvest shelf space in a product segment that does not produce the margins we are looking for. That is the main reason we are looking moretoward the premium end as well as private label."

The premium segment of the dentifrice market has seen numerous product introductions over the past year. Manufacturers note that consumers have demonstrated a willingness to step up to a higher-price product if given a compelling reason. They also point out that older Americans are far less likely to lose their teeth as they age and are generally more concerned about oral hygiene than previous generations.

One of the more successful suppliers in the premium segment of oral care, Den-Mat Corp., continues to build on the popularity of its Rembrandt brand. Having already extended the line to include a baking soda dentifrice, a peroxide brushing gel and a formula for sensitive teeth, the company recently introduced a tooth bleaching system, Rembrandt Dazzling White.

Priced at $12.50, the system includes four 1-ounce tubes of nonabrasive brushing gel. The product is formulated to bleach teeth up to five shades whiter and can also be used as an everyday substitute for toothpaste. Den-Mat is offering Dazzling White in a four-tube package as a means of encouraging consumers to use an entire tube each week for a four-week period. Included in the package is a tube of Rembrandt whitening toothpaste.

Company founder and president Robert Ibsen notes that the oral care category is crowded with products that retailers are expected to carry regardless of profitability. He says that as they work to develop astrategy for increasing profitability they should focus on encouraging consumers to step up to premium brands.

"There are a number of products that retailers have to carry in oralcare," Ibsen notes. "Often, the most popular products are those thatare subjected to widespread discounting. What we have found is that an increase in dollar sales in the category usually comes as the result of consumers stepping up to a premium brand."

Regardless of the merchandise mix adopted by each drug chain, it is clear that the trade class remains strongly committed to oral care. For example, each store opened last year by such major chains as Rite Aid Corp. and CVS included a deep selection of oral care products situated adjacent to the pharmacy.

The typical chain drug store dentifrice selection includes brands that have been a staple of the category for decades as well as a wide assortment of new whitening toothpastes and other upscale items. In addition, there are numerous new oral rinses, toothbrushes and flosses lining the shelves.

The makers of core brands have reacted to increasing competition with line extensions aimed at protecting their share while addressing new niches. For instance, Colgate-Palmolive Co.'s flagship Colgate toothpaste brand currently includes baking soda and tartar-control formulas as well as Colgate Total, Colgate Winterfresh, Colgate Platinum and Colgate Junior for children.

Procter & Gamble Co.'s Crest, which is the best-selling dentifrice brand, has been extended to include such products as Crest with bakingsoda and Crest Complete. A line of toothbrushes and toothpastes aimed at children called Crest for Kids has been expanded to include Crest Super Cool for Kids.

While these and the many other dentifrice SKUs vying for shelf spacehave complicated buying decisions for retailers, the sales increasesseen throughout the category confirm that oral care remains a cornerstone of over-the-counter business.

Dentifrices — 1996 volume: $1.60 bil. +3.0% 1995

Trade class	1996 share	1995 share	1994 share
Discount stores	30%	23%	21%
Food/drug combination stores	28%	29%	28%
Supermarkets	20%	27%	27%
Chain drug stores	12%	20%	11%
Deep-discount drug stores	8%	10%	11%
Independent drug stores	1%	1%	2%

Source: Racher Press research.

Mouthwash — 1996 volume: $697.5 mil. +0.9% vs. 1995

Trade class	1996 share	1995 share	1994 share
Discount stores	29%	25%	24%
Food/drug combination stores	24%	24%	24%
Chain drug stores	18%	17%	16%
Supermarkets	17%	18%	19%
Deep-discount drug stores	9%	11%	11%
Independent drug stores	3%	5%	6%

Source: Racher Press research.

Best-selling oral antiseptics(*)

BY DOLLAR SALES

Brand	Manufacturer	Market share	Dollar sales (add 000)
Listerine	Warner-Wellcome	40.7%	$267,831
Scope	Procter & Gamble	17.6%	115,597
Plax	Pfizer	7.8%	51,087
Mentadent	Chesebrough-Pond's	3.3%	21,965
Act	Johnson & Johnson	2.3%	14,872
Cepacol	SmithKline Beecham	1.6%	10,726
Viadent	Colgate-Palmolive	1.2%	8,052
Peroxyl	Colgate-Palmolive	1.0%	6,693
Act for Kids	Johnson & Johnson	0.9%	6,231

BY UNIT SALES

		Market	Unit sales

Brand	Manufacturer	share	(add 000)
Listerine	Warner-Wellcome	30.8%	68,112
Scope	Procter & Gamble	18.6%	41,177
Plax	Pfizer	7.5%	18,488
Mentadent	Chesebrough-Pond's	3.2%	7,026
Act	Johnson & Johnson	2.0%	4,342
Cepacol	SmithKline Beecham	1.8%	3,894
Viadent	Colgate-Palmolive	0.9%	2,079
Act for Kids	Johnson & Johnson	0.9%	1,913
Peroxyl	Colgate-Palmolive	0.6%	1,221

* For the 52 weeks through June 30, 1996. Private label products account for an 18.5% dollar share and a 28, 7% unit share.

Source: Information Resources Inc.

GRAPHIC: photograph
table
illustration

LOAD-DATE: March 18, 2008

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January 4, 1999

SECTION: Pg. 31(1) Vol. 21 No. 1 ISSN: 0164-9914

ACC-NO: 54086830

LENGTH: 934 words

HEADLINE: Added benefits boost toothpaste sales.

BODY:

NEW YORK -- The days when people chose a toothpaste simply becauseit cleaned their teeth are quickly coming to an end as suppliers have shaken up the market with a host of products with added benefits.

Consequently, the $1.53 billion-a-year dentifrice segment is beingtransformed from a category that has generally been considered to bea loss-leader to one that offers drug chains and other mass market retailers new opportunities.

"The majority of people give their brand of toothpaste as little thought as what shirt they will wear tomorrow," says Robert Ibsen, a dentist and the founder and president of Den-Mat Corn., maker of the Rembrandt brand. "It is a non-event in most people's lives."

However, he quickly adds, that situation is changing as consumers looking for multipurpose dentifrices have more options than ever.

Perhaps the manufacturer that has had the greatest impact on the market recently is
Colgate-Palmolive Co.,
which has become the category leader this year with its new Colgate Total toothpaste.

In addition to boosting the supplier's market share, the launch ofColgate Total has helped focus attention on the entire oral care category, according to industry participants.

The product, which was introduced internationally in 1992 and has sold 500 million tubes in more than 100 different countries, is unique among toothpastes because it is formulated with fluoride and the antimicrobial ingredient Triclosan.

Colgate Total could not be rolled out in the United States until the Food and Drug Administration conducted an extensive review of the data from the company's clinical tests.

That approval was worth the wait, as it led to the toothpaste receiving the American Dental Association's Seal of Acceptance, making Colgate Total the first and only toothpaste to be certified as protecting against plaque, gingivitis and cavities.

Building on the added-benefit aspect of Colgate Total, the supplier has introduced Ultra Brite All In One, a multibenefit dentifrice aimed at more value-conscious consumers.
Colgate-Palmolive
executives say the product is designed to whiten teeth while freshening breath, fight tartar buildup and help prevent cavities.

"There is definitely a need for this type of product as value consumers are not trading up to premium-price multibenefit products," notes Jack Haber, vice president and general manager of U.S. oral care. "Consumers are loyal to their price segment. Value-conscious consumers switch within the value price segment, not between price segments."

The flurry of activity this past year has not been limited to Colgate.

Procter & Gamble Co. has been active in the multibenefit arena as well, combining the multiprotection approach of Crest with an enamel-safe polishing ingredient in Crest MultiCare Plus Extra Whitening toothpaste. The new offering comes in a dual-chamber pump dispenser which is designed to be both convenient and easy to use.

The toothpaste, a company spokesman says, offers extra whitening power in addition to such other benefits as prevention of cavities, tartar control and protection from bad breath.

And one of the pioneers in the multibenefit toothpaste arena -- Block Drug Co. -- introduced an extra-whitening version of its Sensodyne dentifrice last year. The launch brings the 38-year-old Sensodyne line to six SKUs. Other formulas include tartar control, baking soda, fresh mint, cool gel and original flavor.

For its part, Den-Mat, one of the first suppliers to recognize theneed for multibenefit toothpastes, continues to offer a variety of such products.

Its Rembrandt Age Defying dentifrice, for example, is designed to meet the cosmetic and therapeutic needs of older consumers by whitening teeth by several shades as well as remineralizing teeth and helping prevent gum line erosion.

A number of smaller players are also getting attention in the toothpaste category by developing innovative products.

For instance, Enamelon Inc. unveiled a fluoride toothpaste last year that is formulated with soluble calcium which is said to help reverse the loss of minerals that weaken tooth enamel over time.

Dentifrices

Sales by trade class
1998 volume: $ 1.53 bil.
+4.5% vs. 1997

Trade class	Dollar sales (add 000)	1928 share	1997 share	1996 share
Discount $504stores	,900	33%	32%	30%
Food/drug combination stores	443,700	29%	28%	28%
Chain drug stores	290,700	19%	21%	21%
Supermarkets	275,400	18%	18%	20%
Independent drug stores	15,300	1%	1%	1%

Best-sellers by dollar [sales.sup.*]

Brand	Manufacturer	Market share	Dollar sales [add 000]	Unit sales [add 000]
Colgate	Colgate-Palmolive	26.7%	$428,384	188,847
Crest	Procter & Gamble	25.0%	400,570	176,428
Aquafresh	SmithKline Beecham	10.8%	173,771	80,453
Mentadent	Unilever HPC	10.0%	160,469	50,507
Arm&Hammer	Church & Dwight	6.0%	95,790	38,496
Sensodyne	Block Drug	3.3%	53,556	12,683
Rembrandt	Den-Mat	2.6%	41,181	5,509
Listerine	Warner-Lambert	2.1%	33,671	15,529
Close-Up	Unilever HPC	1.9%	31,160	18,107
Ultra Brite	Colgate-Palmolive	1.5%	24,112	19,938

(*.)For the 52 weeks ended September 27, 1998.
Source: Information Resources lnc./Racher Press research.

Added benefits boost toothpaste sales. Chain Drug Review January 4, 1999

LOAD-DATE: April 2, 2008

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January 1, 2001

SECTION: Pg. 54 Vol. 23 No. 1 ISSN: 0164-9914

ACC-NO: 69070769

LENGTH: 404 words

HEADLINE: DENTIFRICE;
Brief Article;
Statistical Data Included

BODY:
DENTIFRICE sales were flat, a disheartening showing in a category that is worth nearly $1.7 billion to the mass market. But innovation has fostered hopes for resumed growth. So even as whitening toothpaste has become the category's hottest segment, research and developmentis raising expectations for dentifrices with the more traditional goals of fighting cavities and preventing bad breath.

Colgate-Palmolive Co.
's new 2in1, for example, is the first product combining toothpaste and mouthwash in a single formula. What marketgrowth there has been up to now, meanwhile, has been propelled by whitening products, which make up over half of category volume. And a survey cited by Procter & Gamble Co. indicates a majority of Americanswould rather whiten their teeth at home than subject themselves to costly professional treatments.

Dentifrices
Sales by trade class
2000 volume: $1.68 bil. = + 1.2% vs. 1999

Trade class	Dollar sales (add 000)	2000 share	1999 share	1998 share
Discount $621stores	,600	37%	35%	33%
Food/drug combination stores	487,200	29%	29%	29%
Chain drug stores	285,600	17%	18%	19%
Supermarkets	268,800	16%	17%	18%
Independent drug stores	16,800	1%	1%	1%

Best-sellers by dollar sales

Brand	Manufacturer	Market Share	Dollar sales (add 000)	Unit sales add (000)
Crest	Procter & Gamble	19.4%	$326,675	147,570
Colgate	Colgate-Palmolive	18.1%	305,207	135,280
Aquafresh	SmithKline Beecham	8.8%	148,396	63,976
Crest Multicare	Procter & Gamble	7.0%	117,605	40,339
Mentadent	Unilever HPC	6.6%	110,707	32,728
Colgate Total	Colgate-Palmolive	5.4%	91,088	35,358
Colgate Total Fresh	Colgate-Palmolive	4.7%	78,854	28,842
Sensodyne	Block Drug	3.7%	62,319	14,122

Arm & Hammer Adv. White	Church & Dwight	2.6%	43,367	13,489
Arm & Hammer	Church & Dwight	2.1%	35,111	13,393
Close-Up	Unilever HPC	1.8%	29,830	17,998

LOAD-DATE: February 27, 2008

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January 7, 2002

SECTION: Pg. 70(1) Vol. 24 No. 1 ISSN: 0164-9914

ACC-NO: 82079292

LENGTH: 383 words

HEADLINE: Dentifrice.;
O-T-C Best-Sellers;
over-the-counter store sales;
Brief Article;
Statistical Data Included

BODY:
DENTIFRICE sales could benefit from a continued slump in the economy, as many consumers who are losing dental insurance and are thus reluctant to pay out of pocket for professional treatment may bring renewed life to the category by purchasing whitening toothpastes and related products.

Colgate-Palmolive Co.
recognized that possibility early in 2001 byadding Colgate Total Plus to its popular Total franchise. The supplier has supported the launch with a major marketing initiative that has incorporated television and magazine advertising, event tie-ins, the Internet and the distribution of high-value coupons.

The potential of the category has also been recognized by Procter & Gamble Co. with its Crest Whitestrips. Initially sold exclusively on-line and in dentist's offices, the flexible strips are now found onthe oral care shelves of chain drug stores across the nation.

Dentifrices

Sales by trade class

2001 volume: $1.72 bil. = +2.4% vs. 2000

Trade class	Dollar sales (add 000)	2001 share	2000 share	1999 share
Discount stores	$653,600	38%	37%	35%
Food/drug combination stores	516,000	30%	29%	29%
Chain drug stores	275,200	16%	17%	18%
Supermarkets	258,000	15%	16%	17%
Independent drug stores	17,200	1%	1%	1%

Best-sellers by dollar sales

Brand	Manufacrurer	Market share	Dollar sales (add 000)	Unit sales (add 000)

Crest	Procter & Gamble	19.7%	$338,779	147,115
Colgate	Colgate-Palmolive	13.8%	236,496	103,965
Colgate Total	Colgate-Palmolive	7.6%	128,373	47,798
Aquafresh	GlaxoSmithKline	7.5%	128,180	54,774
Crest Multicare	Procter & Gamble	6.1%	104,714	36,050
Sensodyne	GlaxoSmithKline	4.7%	80,675	17,880
Mentadent	Unilever HPC	4.6%	79,538	22,155
Colgate Total Fresh	Colgate-Palmolive	3.3%	57,308	21,120
Colgate 2 in 1	Colgate-Palmolive	3.1%	53,191	18,409
Arm & Hammer	Church & Dwight	2.4%	41,969	12,768

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January 2, 2006

SECTION: Pg. 105(1) Vol. 28 No. 1 ISSN: 0164-9914

ACC-NO: 140519716

LENGTH: 602 words

HEADLINE: Toothpaste;
O-T-C BEST-SELLERS;
Illustration

BODY:
Toothpaste

Trade class	Dollar sales	% change vs. year ago
TOTAL MASS MARKET ([dagger])	$1,178,871,000	-0.8%
DRUG STORES	$305,892,800	+1.8%
SUPERMARKETS	$651,444,200	-3.6%

Trade class	Unit sales	% change vs. year ago
TOTAL MASS MARKET ([dagger])	453,629,000	0.2%
DRUG STORES	114,282,300	+3.8%
SUPERMARKETS	249,100,100	-3.0%

([dagger]) Sales are through drug stores, supermarkets and discount stores (excluding
Wal-Mart Stores Inc.
) for the 52 weeks ended October
30, 2005.

Best-sellers in drug stores

Brand	Manufacturer	Dollar sales
Crest	Procter & Gamble	$33,476,790
Colgate Total	Colgate-Palmolive	$27,089,110
Sensodyne	GlaxoSmithKline	$19,980,670
Colgate	Colgate-Palmolive	$19,874,830
Crest Whitening Expressions	Procter & Gamble	$17,710,590

Crest Plus Scope	Procter & Gamble	$10,940,940
Colgate Max Fresh		
Colgate-Palmolive		
$10,715,460		
Crest Whitening Plus Scope	Procter & Gamble	$9,249,542
Aquafresh Extreme Clean	GlaxoSmithKline	$8,016,663
Arm & Hammer Advanced White	Church & Dwight	$7,156,108

Brand	Dollar sales % change	Dollar share	Dollar share % change
Crest	+4.8%	10.9%	+0.3%
Colgate Total	+19.6%	8.9%	+1.3%
Sensodyne	+1.5%	6.5%	--
Colgate	-12.0%	6.5%	-1.0%
Crest Whitening Expressions	+13.3%	5.8%	+0.6%
Crest Plus Scope	+3.0%	3.6%	-
Colgate Max Fresh	+243.3%	3.5%	+2.5%
Crest Whitening Plus Scope	+19.8%	3.0%	+0.5%
Aquafresh Extreme Clean	+27.8%	2.6%	+0.5%
Arm & Hammer Advanced White	+3.0%	2.3%	--

Brand	Unit sales	Unit sales % change	Unit share
Crest	13,814,670	+6.0%	12.1%
Colgate Total	11,341,530	+21.1%	9.9%
Sensodyne	4,053,583	+0.5%	3.5%
Colgate	10,159,150	-8.2%	8.9%
Crest Whitening Expressions	7,045,807	+11.1%	6.2%
Crest Plus Scope	5,022,807	+1.6%	4.4%
Colgate Max Fresh	4,498,128	+229.8%	3.9%
Crest Whitening Plus Scope	3,383,661	+26.8%	3.0%
Aquafresh Extreme Clean	2,836,696	+33.9%	2.5%
Arm & Hammer Advanced White	2,085,099	+5.8%	1.8%

Brand	Unit share % change
Crest	+0.2%
Colgate Total	+1.4%
Sensodyne	-0.1%
Colgate	-1.2%
Crest Whitening Expressions	+0.4%
Crest Plus Scope	-0.1%
Colgate Max Fresh	+2.7%
Crest Whitening Plus Scope	+0.5%
Aquafresh Extreme Clean	+0.6%
Arm & Hammer Advanced White	--

LOAD-DATE: January 18, 2006

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January 1, 2007

SECTION: Pg. 80(1) Vol. 29 No. 1 ISSN: 0164-9914

ACC-NO: 157267266

LENGTH: 450 words

HEADLINE: Toothpaste;
O-T-C BEST-SELLERS;
Statistical table

BODY:

Trade class	Dollar sales	% change vs. year ago	Unit sales	% change vs. year ago
TOTAL MASS MARKET ([dagger])	$1,185,190,000	+0.2%	453,379,000	-0.2%
DRUG STORES	$313,833,000	+10.%	115,897,600	-0.3%
$638 SUPERMARKETS	,944,400	-1.5%	245,565,200	-0.8%

Brand	Manufacturer	Dollar sales
Colgate Total	Colgate Oral Pharmaceuticals	$28,394,340
Crest	Procter & Gamble	$28,277,870
Crest Whitening Plus Scope	Procter & Gamble	$27,211,500
$22 Sensodyne	GlaxoSmithKline	,238,940
Colgate	Colgate Oral Pharmaceuticals	$19,642,180
Crest Whitening Expressions	Procter & Gamble	$15,183,900
Colgate Max Fresh	Colgate Oral Pharmaceuticals	$10,328,690
Aquafresh Extreme Clean	GlaxoSmithKline	$8,123,874
Colgate Total Advanced Fresh	Colgate Oral $7Pharmaceuticals	,534,683
Colgate Luminous	Colgate Oral $7Pharmaceuticals	,184,175

Brand	Dollar sales % change	Dollar share	Dollar share % change
Colgate Total	+3.4%	9.0%	+0.2%
Crest	-4.7%	9.0%	-0.5%
Crest Whitening	+19.4%	8.7%	+1.3%

Plus Scope			
Sensodyne	+10.0%	7.1%	+0.6%
Colgate	-4.4%	6.3%	-0.4%
Crest Whitening Expressions	-15.2%	4.8%	-0.9%
Colgate Max Fresh	-5.7%	3.3%	-0.2%
Aquafresh Extreme Clean	+0.7%	2.6%	--
Colgate Total Advanced Fresh	+7.8%	2.4%	+0.2%
Colgate Luminous	--	2.3%	+1.6%

Brand	Unit sales	Unit sales % change	Unit share	Unit share % change
Colgate Total	11,633,710	+1.5%	10.0%	+0.2%
Crest	12,248,950	-2.0%	10.6%	-0.2%
Crest Whitening Plus Scope	11,495,590	+24.0%	9.9%	+1.9%
Sensodyne	4,448,422	+8.8%	3.8%	+0.3%
Colgate	9,952,808	+5.8%	8.6%	-0.5%
Crest Whitening Expressions	6,346,800	-11.0%	5.5%	-0.5%
Colgate Max Fresh	4,191,410	-8.6%	3.6%	-0.3%
Aquafresh Extreme Clean	3,034,750	+6.5%	2.6%	+0.2%
Colgate Total Advanced Fresh	2,909,692	+4.8%	2.5%	+0.1%
Colgate Luminous	3,259,940	--	2.8%	+2.1%

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January 6, 2003

SECTION: Pg. 43(1) Vol. 25 No. 1 ISSN: 0164-9914

ACC-NO: 96453562

LENGTH: 27996 words

HEADLINE: Calculating the Wal-Mart factor in H&BAs.;
O-T-C Report.

BODY:

BENTONVILLE, Ark. --
Wal-Mart Stores Inc.
's unwillingness to shareits sales figures with the major data-capturing houses has put something of a damper on theft efforts to allocate sales and market share figures among the mass market trade classes. Moreover, that refusal has called into question much of the information these data-generatingfirms collect and disseminate. It is, at best, incomplete.

What is Wal-Mart's share of the health and beauty aids business? While only those at the discounter know for sure, certain inferences and deductions can be safely made. Among them:

* Wal-Mart accounts for between 25% and 35% of total H&BA volume in America. That percentage can vary, however, by 10% or more from oneH&BA category to another.

* Wal-Mart's share is, generally speaking, higher in beauty care than in health care. The reason: The former consists mainly of easily recognized, easy-to-shop products, while many segments in the latter still carry an ethical connotation that often makes drug stores the more comfortable choice for these products.

* However, even within health care, the more commoditized the product category, the higher the Wal-Mart share. Similarly, the stronger the dominance of one or two recognizable brands in a category, the higher the Wal-Mart share.

The reason is simple: The more familiar the customer is with a brand, the more likely she is to purchase it in the price-friendly environment of a Wal-Mart store. Conversely, the greater the brand diversity, the less likely that that category will be heavily shopped at Wal-Mart -- if for no other reason than the drug store selection of secondary and ethical brands is, or is presumed to be, broader than that at Wal-Mart. As well, brand diversity brings with it a lack of customer familiarity, making the drug store once again the more comfortablepurchase outlet.

* For the same reasons the more ethical the brand, the more comfortable the consumer is, or is presumed to be, buying that brand in theprofessional atmosphere of a drug store -- where she will likely be guided by the pharmacist at the trade class at which she fills most of her prescriptions.

Putting these theories to the test, Wal-Mart's share of the antacid tablet category, a relatively familiar, easy-to-shop lineup, is about 30% of the total. In the more sprawling and confusing antacid liquids and powders segment

Wal-Mart's share is estimated at about 20%.

The converse is also true: In the antacid liquids and powders category the chain drug share approaches 35%. In the simpler-to-shop tablets segment drug chains account for less than 30% of the volume.

As another example, examine the baby needs category, one consisting of simple, easy-to-understand, easy-to-shop segments. Here, whatever the category -- lotions, ointments, oils, powders, diapers -- a fewsuppliers (Johnson & Johnson, Procter & Gamble Co., Kimberly-Clark Corp.) dominate. As a result of the brand recognition and simplicity of the segments, Wal-Mart's share is no lower than 30% in any segment -- and approaches 40% in the diaper category.

Finally, let's look at the consumer maze that is collectively cold/allergy/sinus liquids, powders, tablets and packets. Here drug chains are the decisive leaders, accounting for about one-third of the business, while Wal-Mart's share is estimated at little more than 20%.

So for argument's sake, and until a better model emerges, estimatethe Wal-Mart share at 25% to 30% in health care products, 30% to 35%in beauty products. Then weigh in such factors as brand dominance, shopability, the ethical nature and, conversely, commoditization of the category, and make the appropriate adjustments.

Total U.S. H&BA sales by dollars

For the 52 weeks ended October 6, 2002

CATEGORY	TOTAL FOOD/DRUG/DISCOUNT EXCEPT WAL-MART DOLLAR SALES	% CHANGE
Internal analgesic tablets	$2,027,493,248	- 1.0
Shampoo	1,315,375,744	+ 1.5
Cold/allergy/sinus tablets/packets	1,264,509,824	- 2.8
Toothpaste	1,246,971,264	- 1.8
Deodorants	1,169,976,704	- 1.9
Mineral supplements	1,162,436,864	- 1.2
Hair coloring	1,115,560,448	+ 2.2
Weight control/nutritionals liq/pwd	1,025,853,824	+10.7
Sanitary napkins/liners	898,370,304	- 2.2
Hair conditioner/cream rinse	796,352,128	+ 1.1
Facial makeup	789,691,840	+ 1.1
Eye/lens care solutions	789,593,280	- 1.0
Hand & body lotion	788,966,528	+ 0.4
Antacid tablets	724,461,504	- 1.7
Eye makeup	709,189,760	+ 4.2
Lipstick	695,053,696	+10.6
Refill razor blades	693,350,080	+ 2.7
Multivitamins	653,518,720	+ 4.7
Cold/allergy/sinus liq/pwd	599,237,504	- 1.5
Tampons	577,635,456	- 0.3
Hair styling/setting gel/mousse	539,954,112	+ 6.4
Facial cleansers	537,555,072	+ 2.6
Mouthwash/dental rinse	519,511,456	+ 2.1
Adult incontinence products	492,797,856	+ 7.0
Toothbrushes	479,901,248	- 8.6
Nondeodorant bar soap	477,691,296	- 3.1
Liquid all other soap	465,914,880	+ 1.3
1 & 2 letter vitamins	454,532,672	- 5.3
First aid-tape/bandage/gauze/cotton	445,532,288	+ 4.6
Deodorant bar soap	437,111,616	- 5.7
Baby wipes	433,408,064	- 6.7
Suntan lotion & oil	423,018,624	+ 2.3
Dental accessories/tools	419,789,312	+17.8
Feminine hygiene/medicinal treatments	418,732,672	+ 1.5
Hair spray/spritz	409,446,304	- 2.4
Disposable razors	396,738,592	- 1.2

Laxative tablets	380,888,576	+ 6.0
Perfumes & colognes	379,768,512	- 1.7
First aid ointments/antiseptics	362,679,040	+ 7.8
Cough/sore throat drop	351,493,984	- 3.7
Skin fade/age/bleach cream	348,857,984	+15.6
Weight control candy/tablets	332,628,320	- 0.9
Nail polish/nail treatments	324,573,568	+ 0.3
Antismoking gum	312,005,824	+ 3.2
Nasal spray/drops/inhaler	310,432,800	- 5.7
Anti-itch treatments (incl. calamine)	289,556,256	+ 2.4
Shaving lotion/cologne/talc	287,751,648	+ 5.3
Shaving cream	286,430,112	+ 0.7
Lip balm/cold sore medication	281,211,424	+ 7.7
Foot care devices	264,868,080	+ 1.5
Facial moisturizers	256,490,432	- 4.1
Acne treatments	244,936,944	+ 6.9
Cotton balls/cotton swabs	244,682,864	- 0.8
Foot care/athletes foot medication	242,886,624	+ 2.6
External analgesic rubs	242,426,496	+17.7
Laxative/stimulant liq/pwd/oil	241,292,000	+ 1.3

CATEGORY	TOTAL FOOD DOLLAR SALES	% CHANGE
Internal analgesic tablets	$923,735,744	- 3.0
Shampoo	682,761,856	- 0.8
Cold/allergy/sinus tablets/packets	552,755,264	- 4.2
Toothpaste	738,736,640	- 3.7
Deodorants	610,230,720	- 4.3
Mineral supplements	347,092,896	- 1.7
Hair coloring	309,620,480	- 1.3
Weight control/nutritionals liq/pwd	670,979,584	+ 8.2
Sanitary napkins/liners	480,615,968	- 3.6
Hair conditioner/cream rinse	364,246,272	- 1.0
Facial makeup	132,009,528	- 0.1
Eye/lens care solutions	271,726,816	- 2.7
Hand & body lotion	264,286,432	- 2.9
Antacid tablets	318,180,160	- 3.8
Eye makeup	140,611,392	+ 1.0
Lipstick	97,274,360	+ 9.2
Refill razor blades	325,493,184	- 1.0
Multivitamins	250,866,464	+ 1.5
Cold/allergy/sinus liq/pwd	265,458,144	- 3.4
Tampons	297,788,352	- 2.6
Hair styling/setting gel/mousse	204,468,032	+ 1.3
Facial cleansers	179,713,040	- 0.0
Mouthwash/dental rinse	275,676,448	- 0.5
Adult incontinence products	160,919,392	+ 6.3
Toothbrushes	249,640,416	-11.8
Nondeodorant bar soap	297,964,608	- 5.4
Liquid all other soap	210,738,208	+ 0.4
1 & 2 letter vitamins	163,396,992	- 6.6
First aid-tape/bandage/gauze/cotton	157,331,200	- 0.9
Deodorant bar soap	287,558,336	- 6.4
Baby wipes	248,497,008	- 8.4
Suntan lotion & oil	128,937,840	- 2.5
Dental accessories/tools	89,373,744	+49.5
Feminine hygiene/medicinal treatments	123,288,696	- 2.8
Hair spray/spritz	177,809,360	- 5.3
Disposable razors	209,890,256	- 3.2
Laxative tablets	114,558,856	+ 3.8
Perfumes & colognes	51,216,504	- 1.6

First aid ointments/antiseptics	119,823,952	+ 2.1
Cough/sore throat drop	148,814,624	- 7.0
Skin fade/age/bleach cream	74,558,848	+13.4
Weight control candy/tablets	61,645,332	-22.6
Nail polish/nail treatments	49,174,116	- 3.2
Antismoking gum	46,976,388	- 9.4
Nasal spray/drops/inhaler	110,097,440	- 7.3
Anti-itch treatments (incl. calamine)	90,858,736	- 1.1
Shaving lotion/cologne/talc	65,051,320	+ 6.3
Shaving cream	143,684,224	- 0.3
Lip balm/cold sore medication	92,200,080	+ 3.4
Foot care devices	71,122,336	- 4.9
Facial moisturizers	68,133,048	- 8.1
Acne treatments	89,808,888	+ 1.4
Cotton balls/cotton swabs	113,097,800	- 6.0
Foot care/athletes foot medication	77,184,408	- 0.5
External analgesic rubs	58,638,072	+ 9.6
Laxative/stimulant liq/pwd/oil	73,405,600	+ 0.9

CATEGORY	TOTAL DRUG DOLLAR SALES	% CHANGE
Internal analgesic tablets	$887,540,608	+ 3.1
Shampoo	356,812,416	+ 5.6
Cold/allergy/sinus tablets/packets	598,550,592	- 1.7
Toothpaste	292,491,904	+ 2.8
Deodorants	331,390,336	+ 3.6
Mineral supplements	699,971,712	+ 1.1
Hair coloring	607,613,568	+ 5.9
Weight control/nutritionals liq/pwd	246,362,080	+26.6
Sanitary napkins/liners	255,803,024	+ 1.2
Hair conditioner/cream rinse	261,716,944	+ 4.3
Facial makeup	454,877,088	+ 1.9
Eye/lens care solutions	362,762,208	+ 1.9
Hand & body lotion	357,778,592	+ 4.4
Antacid tablets	322,375,872	+ 1.5
Eye makeup	384,029,952	+ 5.3
Lipstick	434,360,576	+10.8
Refill razor blades	222,112,288	+ 6.7
Multivitamins	319,727,744	+ 8.3
Cold/allergy/sinus liq/pwd	282,576,928	+ 0.7
Tampons	174,804,288	+ 3.5
Hair styling/setting gel/mousse	226,970,016	+11.1
Facial cleansers	238,566,032	+ 4.6
Mouthwash/dental rinse	159,103,744	+ 7.0
Adult incontinence products	274,520,288	+ 8.0
Toothbrushes	139,550,912	- 0.7
Nondeodorant bar soap	81,827,288	+ 3.2
Liquid all other soap	132,108,632	+ 4.8
1 & 2 letter vitamins	246,324,896	- 2.6
First aid-tape/bandage/gauze/cotton	242,931,056	+ 8.7
Deodorant bar soap	53,985,736	+ 1.1
Baby wipes	77,483,536	+ 2.7
Suntan lotion & oil	202,904,800	+ 5.5
Dental accessories/tools	196,379,184	+10.7
Feminine hygiene/medicinal treatments	239,267,040	+ 4.1
Hair spray/spritz	150,453,248	+ 2.8
Disposable razors	112,658,048	+ 2.3
Laxative tablets	238,598,784	+ 7.8
Perfumes & colognes	241,737,664	- 1.0
First aid ointments/antiseptics	211,649,632	+11.9
Cough/sore throat drop	175,971,840	- 0.7

Skin fade/age/bleach cream	210,728,928	+15.6
Weight control candy/tablets	212,014,656	+ 7.1
Nail polish/nail treatments	207,321,776	+ 1.4
Antismoking gum	236,092,720	+ 6.3
Nasal spray/drops/inhaler	180,369,088	- 3.5
Anti-itch treatments (incl. calamine)	173,919,440	+ 4.3
Shaving lotion/cologne/talc	166,840,240	+ 5.7
Shaving cream	84,330,920	+ 3.5
Lip balm/cold sore medication	146,534,704	+12.1
Foot care devices	145,330,976	+ 3.2
Facial moisturizers	135,376,096	- 1.9
Acne treatments	106,191,472	+11.3
Cotton balls/cotton swabs	80,502,520	+ 3.2
Foot care/athletes foot medication	135,570,288	+ 5.3
External analgesic rubs	166,414,816	+20.4
Laxative/stimulant liq/pwd/oil	139,842,464	+ 3.2

Source: IRI/InfoScan.

Total U.S. H&BA sales by units

For the 52 weeks ended October 6, 2002

	TOTAL FOOD/DRUG/DISCOUNT EXCEPT WAL-MART	
CATEGORY	UNIT SALES	% CHANGE
Toothpaste	468,554,848	- 4.3
Deodorants	429,640,544	- 5.8
Shampoo	425,510,336	- 0.2
Internal analgesic tablets	387,565,920	- 2.9
Sanitary napkins/liners	292,793,344	- 3.1
Hair conditioner/cream rinse	254,799,136	- 1.0
Cold/allergy/sinus tablets/packets	251,822,432	- 5.4
Couch/sore throat drops	217,091,936	- 6.3
Toothbrushes	189,516,752	- 10.4
Hand & body lotion	189,201,904	- 2.3
Nondeodorant bar soap	181,322,736	- 7.7
Deodorant bar soap	174,139,136	- 7.0
Weight control/nutritionals liq/pwd	168,454,112	- 2.7
Eye makeup	165,082,688	+ 2.2
Lipstick	163,812,160	+ 8.3
Hair coloring	159,474,528	- 1.3
Hair styling/setting gel/mousse	155,620,800	- 0.6
First aid ointments/antiseptics	152,272,432	+ 0.0
First aid - tape/bandage/gauze/cotton	150,646,400	+ 1.1
Hair spray/spritz	149,554,272	- 7.8
Mouthwash/dental rinse	147,128,352	- 0.1
Antacid tablets	140,501,904	- 5.4
Shaving cream	138,503,808	- 1.9
Lip balm/cold sore medication	134,270,400	+ 0.3
Eye/lens care solutions	134,065,176	- 3.7
Mineral supplements	130,864,584	- 2.4
Tampons	130,777,328	- 0.6
Cotton balls/cotton swabs	129,147,240	- 1.8
Liquid all other soap	125,347,056	+ 2.3
Facial makeup	124,898,288	+ 0.3
Baby wipes	122,791,992	- 8.3
Cold/allergy/sinus liquid/powder	117,232,624	- 3.6
Portable oral care	113,408,864	+221.7
Nail polish/nail treatments	113,200,544	- 2.7
Facial cleansers	110,805,168	+ 1.1
Disposable razors	102,815,440	- 6.2

Liquid hand soap	97,277,744	+ 3.2
Refill razor blades	80,368,048	- 4.6
Multivitamins	80,180,552	+ 1.2
Feminine hygiene/medicinal treatments	78,762,584	- 3.6
1 & 2 letter vitamins	75,707,000	- 7.5
Moist towelettes	68,697,928	+ 12.9
Nail accessories/implements	65,867,544	+ 1.6
Dental accessories/tools	60,241,128	+ 21.3
Laxative tablets	57,591,936	- 0.8
Suntan lotion & oil	56,260,344	+ 0.1
Nasal spray/drops/inhaler	56,037,780	- 7.9
Foot care devices	55,045,572	- 3.0
Anti-itch treatments (incl. calamine)	54,947,396	- 0.6
Dental floss	52,760,896	- 3.0
Laxative/stimulant liq/pwd/oil	52,168,708	+ 0.1
Perfumes & colognes	51,396,096	- 6.5
Acne treatments	51,372,884	+ 4.2
Adult incontinence products	50,645,920	+ 9.6
Cough syrup	44,918,040	- 10.3
Bath fragrances/bubble bath	40,974,220	- 2.9

CATEGORY	TOTAL FOOD UNIT SALES	% CHANGE
Toothpaste	269,085,856	- 6.7
Deodorants	215,159,856	- 8.9
Shampoo	230,496,720	- 1.8
Internal analgesic tablets	185,728,352	- 5.5
Sanitary napkins/liners	157,039,968	- 5.6
Hair conditioner/cream rinse	122,295,216	- 3.1
Cold/allergy/sinus tablets/packets	115,443,000	- 6.5
Couch/sore throat drops	96,353,880	- 8.5
Toothbrushes	94,742,024	- 12.7
Hand & body lotion	61,982,740	- 8.3
Nondeodorant bar soap	115,485,976	- 11.6
Deodorant bar soap	115,484,992	- 8.9
Weight control/nutritionals liq/pwd	114,888,712	- 3.9
Eye makeup	30,174,788	- 1.8
Lipstick	21,854,108	+ 5.0
Hair coloring	42,556,232	- 4.8
Hair styling/setting gel/mousse	61,020,028	- 5.5
First aid ointments/antiseptics	65,243,976	- 2.4
First aid - tape/bandage/gauze/cotton	59,779,384	- 3.5
Hair spray/spritz	68,516,640	- 10.7
Mouthwash/dental rinse	75,389,200	- 2.4
Antacid tablets	69,427,032	- 7.6
Shaving cream	67,299,744	- 3.4
Lip balm/cold sore medication	45,568,612	- 3.5
Eye/lens care solutions	48,471,184	- 5.2
Mineral supplements	41,814,944	- 4.8
Tampons	66,678,992	- 2.9
Cotton balls/cotton swabs	58,617,996	- 8.1
Liquid all other soap	56,534,476	+ 0.1
Facial makeup	21,209,988	- 0.4
Baby wipes	70,857,344	- 9.5
Cold/allergy/sinus liquid/powder	53,575,832	- 5.9
Portable oral care	49,412,579	+133.9
Nail polish/nail treatments	16,859,240	- 7.9
Facial cleansers	36,232,336	- 3.1
Disposable razors	54,979,160	- 8.3
Liquid hand soap	60,686,268	+ 0.2
Refill razor blades	38,162,688	- 8.4

Multivitamins	31,544,332	- 1.7
Feminine hygiene/medicinal treatments	27,501,892	- 7.7
1 & 2 letter vitamins	25,998,236	- 7.5
Moist towelettes	42,726,544	+ 6.4
Nail accessories/implements	14,047,348	- 0.1
Dental accessories/tools	15,692,843	+ 36.3
Laxative tablets	20,581,266	- 3.7
Suntan lotion & oil	16,706,151	- 5.7
Nasal spray/drops/inhaler	20,656,206	- 9.8
Foot care devices	15,734,153	- 8.4
Anti-itch treatments (incl. calamine)	18,852,778	- 3.4
Dental floss	24,848,686	- 5.9
Laxative/stimulant liq/pwd/oil	17,270,368	- 1.3
Perfumes & colognes	9,562,916	- 8.6
Acne treatments	18,800,506	- 1.2
Adult incontinence products	18,865,404	+ 7.5
Cough syrup	16,354,338	- 13.9
Bath fragrances/bubble bath	14,878,539	- 6.5

CATEGORY	TOTALDRUG UNIT SALES	% CHANGE
Toothpaste	107,212,144	+ 1.3
Deodorants	118,526,688	+ 0.5
Shampoo	96,942,440	+ 3.9
Internal analgesic tablets	161,763,552	+ 1.4
Sanitary napkins/liners	80,724,048	+ 1.3
Hair conditioner/cream rinse	71,275,488	+ 3.2
Cold/allergy/sinus tablets/packets	111,623,128	- 3.9
Couch/sore throat drops	100,386,472	- 4.2
Toothbrushes	55,632,232	- 4.6
Hand & body lotion	83,168,568	+ 4.6
Nondeodorant bar soap	38,816,552	+ 2.0
Deodorant bar soap	30,832,966	+ 1.6
Weight control/nutritionals liq/pwd	34,475,384	+ 10.2
Eye makeup	87,744,624	+ 3.4
Lipstick	97,435,632	+ 8.9
Hair coloring	86,241,616	+ 3.2
Hair styling/setting gel/mousse	59,851,620	+ 5.0
First aid ointments/antiseptics	69,030,688	+ 4.9
First aid - tape/bandage/gauze/cotton	70,163,464	+ 4.3
Hair spray/spritz	47,803,188	- 0.6
Mouthwash/dental rinse	44,460,840	+ 3.1
Antacid tablets	54,119,808	- 1.4
Shaving cream	42,027,132	+ 1.5
Lip balm/cold sore medication	61,135,852	+ 3.3
Eye/lens care solutions	56,272,940	- 0.5
Mineral supplements	74,452,384	+ 1.5
Tampons	39,011,904	+ 3.3
Cotton balls/cotton swabs	40,845,908	+ 0.1
Liquid all other soap	34,161,560	+ 6.7
Facial makeup	67,005,820	+ 1.9
Baby wipes	22,716,978	- 0.7
Cold/allergy/sinus liquid/powder	52,207,916	- 0.9
Portable oral care	46,215,222	+417.0
Nail polish/nail treatments	69,465,872	- 1.1
Facial cleansers	47,923,356	+ 4.2
Disposable razors	28,969,120	- 2.0
Liquid hand soap	16,204,180	+ 8.5
Refill razor blades	24,641,840	+ 0.8
Multivitamins	37,539,116	+ 5.1
Feminine hygiene/medicinal treatments	37,531,068	- 1.4

1 & 2 letter vitamins	42,011,032	- 5.6
Moist towelettes	11,872,013	+ 23.8
Nail accessories/implements	36,953,356	+ 6.1
Dental accessories/tools	28,980,868	+ 11.8
Laxative tablets	32,039,098	+ 1.0
Suntan lotion & oil	25,847,114	+ 3.4
Nasal spray/drops/inhaler	31,326,424	- 5.8
Foot care devices	28,788,262	- 1.3
Anti-itch treatments (incl. calamine)	30,545,694	+ 1.8
Dental floss	17,719,646	+ 1.0
Laxative/stimulant liq/pwd/oil	30,491,170	+ 2.4
Perfumes & colognes	29,244,604	- 4.1
Acne treatments	21,104,440	+ 8.9
Adult incontinence products	26,116,046	+ 10.9
Cough syrup	25,080,912	- 7.7
Bath fragrances/bubble bath	13,181,595	- 5.1

Source: IRI/InfoScan.

IRI's H&BA subcategories--pricing & % dollars by merchandising type by outlet *

	Avg. price per unit	Avg. price per unit change **
1 & 2 letter vitamins	$6.00	+$0.14
Acne treatments	4.78	+ 0.13
Adult incontinence products	9.73	- 0.24
Antacid liquid/powder	5.62	+ 0.19
Antacid tablets	5.16	+ 0.19
Antacid/analgesic combo	4.24	+ 0.12
Anti-itch treatments (incl.calamine)	5.27	+ 0.15
Antismoking all other forms	17.97	- 0.06
Antismoking filters	5.97	- 1.34
Antismoking gum	38.43	+ 0.45
Antismoking mouth spray	13.06	+ 0.08
Antismoking patch	36.97	- 0.33
Antismoking tablets	7.19	- 0.44
Artificial nails and accessories	4.29	+ 0.11
Baby lotion	2.97	+ 0.13
Baby oil	2.60	+ 0.02
Baby ointment/cream	4.53	+ 0.25
Baby powder	2.45	+ 0.05
Baby soap	3.14	+ 0.14
Baby wipes	3.53	+ 0.06
Bath fragrances/bubble bath	2.65	- 0.01
Bath/body scrubbers/massagers	2.26	- 0.19
Bedwetting remedies	4.33	+ 0.16
Boric acid	3.09	- 0.05
Breath freshener sprays/drops	1.75	+ 0.02
Caffeine tablets/liquids	4.14	+ 0.20
Chest rubs	4.47	+ 0.09
Cold/allergy/sinus liquid/powder	5.11	+ 0.10
Cold/allergy/sinus tablets/packets	5.02	+ 0.13
Cosmetics storage	6.23	+ 0.59
Cotton balls/cotton swabs	1.89	+ 0.02
Cough syrup	5.13	+ 0.21
Cough/sore throat drop	1.62	+ 0.04
Dental accessories/tools	6.97	- 0.20
Dental floss	2.37	+ 0.05
Denture adhesives	4.14	+ 0.07
Denture cleanser/paste/powder	3.85	+ 0.12
Denture cleanser/tablets	4.08	+ 0.15

Deodorant bar soap	2.51	+ 0.03
Deodorant tablets	9.39	- 1.51
Deodorants	2.72	+ 0.11
Depilatories	6.66	- 0.14
Diarrhea medicine liquid/powder	5.76	+ 0.14
Diarrhea tablets	5.66	+ 0.45
Disposable razors	3.86	+ 0.19
Diuretic liquids/powders	7.07	- 0.26
Diuretic tablets	4.85	+ 0.16
Drinking water germicidal tablets	5.33	+ 0.25
Ear care products	3.57	+ 0.15
Ear drops/treatments	5.46	+ 0.25
Epsom salts	1.97	+ 0.07
External analgesic rubs	6.16	+ 0.14
Eye makeup	4.30	+ 0.08
Eye/lens care solutions	5.89	+ 0.16
Eye/lens care tablets/accessories	8.62	- 0.21
Facial cleansers	4.85	+ 0.07
Facial makeup	6.32	+ 0.05
Facial moisturizers	8.11	+ 0.30
Female contraceptives	10.14	+ 0.21
Feminine hygiene/medicinal treatments	5.32	+ 0.26
Feminine pain relievers	5.06	+ 0.20
First aid-tape/bandage/gauze/cotton	2.96	+ 0.10
First aid kits	7.60	+ 0.56
First aid ointments/antiseptics	2.38	+ 0.17
Foot care devices	4.81	+ 0.22
Foot care/athlete's foot medication	$6.35	+$0.16
Grooming/shaving scissor/implments	3.73	+ 0.17
Hair coloring	7.00	+ 0.23
Hair conditioner/cream rinse	3.13	+ 0.07
Hair growth products	28.99	- 0.87
Hair relaxer kits	6.02	- 0.18
Hair spray/spritz	2.74	+ 0.15
Hairstyling/setting gel/mousse	3.47	+ 0.23
Hand & body lotion	4.17	+ 0.11
Hand sanitizers	1.89	+ 0.01
Heat/ice packs	7.12	- 0.27
Hemorrhoidal cream/ointment/spray	6.14	+ 0.09
Hemorrhoidal remedies	6.24	- 0.04
Home permanent kits	7.26	+ 0.13
Insect first aid products	2.88	+ 0.08
Internal analgesic liquids	5.66	+ 0.22
Internal analgesic tablets	5.23	+ 0.10
Laxative tablets	6.62	+ 0.43
Laxative/stimulant liq/pwdr/oil	4.63	+ 0.05
Lice treatments	10.92	+ 0.12
Lip balm/cold sore medication	2.09	+ 0.14
Lipstick	4.24	+ 0.09
Liquid all other soap	3.72	- 0.04
Liquid hand soap	2.35	+ 0.01
Liquid vitamins/minerals	8.39	+ 0.19
Makeup combo	7.43	- 0.41
Makeup remover (lotion/gel)	4.57	+ 0.22
Makeup remover implements	2.98	- 0.05
Male contraceptives	8.01	+ 0.35
Men's gift pack/sets	10.24	+ 0.63
Mineral supplements	8.89	+ 0.12
Moist towelettes	2.16	- 0.01
Mouthwash/dental rinse	3.53	+ 0.08
Multivitamins	8.15	+ 0.27
Muscle/body support devices	9.00	+ 0.23
Nail accessories/implements	2.29	+ 0.07
Nail polish removers	1.42	+ 0.02

Nail polish/nail treatments	2.87	+ 0.09
Nasal aspirators	2.57	- 0.00
Nasal spray/drops/inhaler	5.54	+ 0.13
Nasal strips	7.38	+ 0.14
Nondeodorant bar soap	2.63	+ 0.12
Oral pain relief	5.96	+ 0.18
Perfumes & colognes	7.39	+ 0.37
Razors	6.53	+ 0.50
Refill razor blades	8.63	+ 0.61
Rfg. weight control/nut. liq/pwds	3.39	+ 0.24
Sanitary napkins/liners	3.07	+ 0.03
Shampoo	3.09	+ 0.05
Shampoo & conditioner twin-pack	5.06	- 0.61
Shaving cream	2.07	+ 0.05
Shaving lotion/cologne/talc	7.36	+ 0.34
Skin fade/age/bleach cream	10.90	+ 0.64
Sore throat remedy liquids	4.95	+ 0.19
Stomach remedy liquid/powder	4.53	+ 0.09
Stomach remedy tablets	4.59	+ 0.01
Sunscreen/insect repellent	7.04	+ 0.31
Suntan lotion&oil	7.85	+ 0.16
Tampons	4.48	+ 0.01
Toothbrushes	2.51	+ 0.10
Tooth powder/polish	23.21	+ 6.60
Toothpaste	2.73	+ 0.04
Weight control candy/tablets	17.73	+ 0.73
Weight control/nutritionals liq/pwd	7.15	+ 0.93
Women's gift packs	9.92	+ 0.32

	% Dollars, any merchandising	% Dollars, any merchandising change **
1 & 2 letter vitamins	32.6	+ 1.5
Acne treatments	17.8	+ 2.3
Adult incontinence products	31.1	+ 2.6
Antacid liquid/powder	10.8	--
Antacid tablets	14.4	- 0.4
Antacid/analgesic combo	15.8	+ 0.9
Anti-itch treatments (incl.calamine)	12.5	+ 0.8
Antismoking all other forms	8.8	- 11.9
Antismoking filters	4.9	+ 0.4
Antismoking gum	28.6	- 0.5
Antismoking mouth spray	--	- 9.0
Antismoking patch	34.1	+ 2.6
Antismoking tablets	4.0	- 1.5
Artificial nails and accessories	6.5	- 2.3
Baby lotion	25.7	- 0.3
Baby oil	19.2	- 1.9
Baby ointment/cream	8.5	- 0.1
Baby powder	17.9	- 0.9
Baby soap	23.4	- 0.8
Baby wipes	25.6	- 1.2
Bath fragrances/bubble bath	22.0	+ 2.2
Bath/body scrubbers/massagers	19.5	+ 3.2
Bedwetting remedies	5.6	+ 1.8
Boric acid	3.0	+ 0.2
Breath freshener sprays/drops	12.6	+ 1.4
Caffeine tablets/liquids	3.1	- 0.2
Chest rubs	12.5	+ 0.1
Cold/allergy/sinus liquid/powder	27.5	+ 3.2
Cold/allergy/sinus tablets/packets	21.7	+ 1.5
Cosmetics storage	15.1	- 2.6
Cotton balls/cotton swabs	25.4	- 0.5

Cough syrup	26.5	+ 1.9
Cough/sore throat drop	24.5	+ 1.4
Dental accessories/tools	29.8	+ 7.0
Dental floss	11.5	+ 0.5
Denture adhesives	8.6	- 0.5
Denture cleanser/paste/powder	4.4	- 0.5
Denture cleanser/tablets	12.2	- 1.1
Deodorant bar soap	33.9	+ 0.9
Deodorant tablets	5.9	+ 3.9
Deodorants	24.8	+ 1.7
Depilatories	34.6	- 1.7
Diarrhea medicine liquid/powder	7.6	+ 0.6
Diarrhea tablets	12.0	+ 1.1
Disposable razors	24.4	+ 0.2
Diuretic liquids/powders	--	--
Diuretic tablets	6.8	- 1.3
Drinking water germicidal tablets	5.6	--
Ear care products	5.3	- 0.1
Ear drops/treatments	5.6	+ 1.4
Epsom salts	23.7	- 3.6
External analgesic rubs	15.8	+ 2.7
Eye makeup	27.1	+ 0.4
Eye/lens care solutions	12.4	- 1.4
Eye/lens care tablets/accessories	3.7	- 0.1
Facial cleansers	21.8	+ 0.4
Facial makeup	25.0	- 0.1
Facial moisturizers	21.4	+ 0.4
Female contraceptives	3.4	+ 0.3
Feminine hygiene/medicinal treatments	13.0	- 0.5
Feminine pain relievers	9.4	- 2.5
First aid-tape/bandage/gauze/cotton	12.9	+ 0.4
First aid kits	15.9	--
First aid ointments/antiseptics	21.8	+ 1.7
Foot care devices	10.8	- 0.9
Foot care/athlete's foot medication	10.9	- 1.5
Grooming/shaving scissor/implments	8.5	- 0.6
Hair coloring	31.4	+ 1.0
Hair conditioner/cream rinse	26.4	+ 0.6
Hair growth products	21.3	- 1.7
Hair relaxer kits	20.3	- 0.2
Hair spray/spritz	16.3	--
Hairstyling/setting gel/mousse	18.3	+ 0.3
Hand & body lotion	23.3	--
Hand sanitizers	18.6	- 1.0
Heat/ice packs	28.3	+ 16.0
Hemorrhoidal cream/ointment/spray	6.2	+ 1.2
Hemorrhoidal remedies	4.7	+ 0.1
Home permanent kits	11.2	- 0.9
Insect first aid products	31.8	+ 1.9
Internal analgesic liquids	16.0	- 1.3
Internal analgesic tablets	20.6	+ 0.2
Laxative tablets	8.9	- 0.5
Laxative/stimulant liq/pwdr/oil	12.0	- 0.1
Lice treatments	11.3	- 0.6
Lip balm/cold sore medication	22.9	+ 5.1
Lipstick	32.8	+ 3.3
Liquid all other soap	30.6	+ 1.0
Liquid hand soap	24.4	+ 1.4
Liquid vitamins/minerals	9.7	- 0.6
Makeup combo	59.5	+ 1.7
Makeup remover (lotion/gel)	11.8	- 2.4
Makeup remover implements	15.3	+ 1.2
Male contraceptives	14.1	+ 1.9
Men's gift pack/sets	68.6	- 4.7

Mineral supplements	25.3	+ 1.6
Moist towelettes	16.0	+ 0.6
Mouthwash/dental rinse	20.6	+ 0.2
Multivitamins	28.0	+ 0.5
Muscle/body support devices	9.9	+ 0.8
Nail accessories/implements	11.5	- 0.6
Nail polish removers	17.7	- 1.7
Nail polish/nail treatments	27.9	+ 1.6
Nasal aspirators	3.7	+ 0.1
Nasal spray/drops/inhaler	16.2	- 1.4
Nasal strips	15.4	- 1.0
Nondeodorant bar soap	27.6	+ 1.9
Oral pain relief	8.1	+ 0.2
Perfumes & colognes	24.5	+ 0.6
Razors	35.8	- 1.9
Refill razor blades	13.5	+ 0.8
Rfg. weight control/nut. liq/pwds	23.4	- 3.8
Sanitary napkins/liners	27.0	- 0.9
Shampoo	28.0	+ 1.7
Shampoo & conditioner twin-pack	50.7	+ 9.2
Shaving cream	27.3	+ 3.1
Shaving lotion/cologne/talc	18.1	+ 0.3
Skin fade/age/bleach cream	28.0	+ 1.3
Sore throat remedy liquids	14.4%	- 0.6
Stomach remedy liquid/powder	11.0%	- 2.2
Stomach remedy tablets	7.0%	+ 0.6
Sunscreen/insect repellent	47.9%	- 1.7
Suntan lotion&oil	62.0%	+ 3.6
Tampons	27.9%	+ 1.5
Toothbrushes	34.0%	+ 3.6
Tooth powder/polish	55.8%	+ 7.8
Toothpaste	29.0%	+ 1.2
Weight control candy/tablets	42.8%	- 11.4
Weight control/nutritionals liq/pwd	38.9%	+ 9.0
Women's gift packs	58.9%	- 3.3

	% Dollars, display only	% Dollars, display only change **
1 & 2 letter vitamins	3.8	--
Acne treatments	1.7	+ 1.0
Adult incontinence products	1.2	- 0.2
Antacid liquid/powder	0.6	- 0.2
Antacid tablets	1.2	- 0.4
Antacid/analgesic combo	1.9	+ 0.3
Anti-itch treatments (incl.calamine)	2.5	+ 0.7
Antismoking all other forms	--	- 7.4
Antismoking filters	--	- 0.2
Antismoking gum	1.7	+ 0.9
Antismoking mouth spray	--	--
Antismoking patch	0.9	+ 0.4
Antismoking tablets	0.6	+ 0.2
Artificial nails and accessories	0.5	- 0.2
Baby lotion	2.9	+ 0.2
Baby oil	2.9	- 0.2
Baby ointment/cream	0.6	+ 0.3
Baby powder	2.5	- 0.2
Baby soap	2.8	+ 0.1
Baby wipes	3.9	- 0.6
Bath fragrances/bubble bath	9.5	+ 2.0
Bath/body scrubbers/massagers	8.7	+ 3.0
Bedwetting remedies	0.2	- 2.1
Boric acid	0.3	+ 0.3

Breath freshener sprays/drops	2.4	- 0.4
Caffeine tablets/liquids	0.1	--
Chest rubs	4.5	- 0.3
Cold/allergy/sinus liquid/powder	13.0	+ 1.9
Cold/allergy/sinus tablets/packets	6.4	+ 0.1
Cosmetics storage	1.8	- 3.0
Cotton balls/cotton swabs	12.3	+ 0.4
Cough syrup	15.6	+ 2.4
Cough/sore throat drop	10.0	+ 1.4
Dental accessories/tools	6.1	--
Dental floss	1.1	+ 0.2
Denture adhesives	--	- 0.1
Denture cleanser/paste/powder	--	--
Denture cleanser/tablets	0.6	- 0.4
Deodorant bar soap	7.7	+ 0.7
Deodorant tablets	--	--
Deodorants	1.8	+ 0.3
Depilatories	12.4	- 0.6
Diarrhea medicine liquid/powder	0.1	--
Diarrhea tablets	0.8	- 0.2
Disposable razors	5.7	+ 0.2
Diuretic liquids/powders	--	--
Diuretic tablets	1.1	+ 0.2
Drinking water germicidal tablets	0.1	+ 0.1
Ear care products	0.1	- 0.1
Ear drops/treatments	1.2	+ 0.2
Epsom salts	16.5	--
External analgesic rubs	2.3	+ 0.6
Eye makeup	4.3	+ 0.4
Eye/lens care solutions	1.2	- 0.1
Eye/lens care tablets/accessories	0.6	+ 0.4
Facial cleansers	2.6	- 0.2
Facial makeup	1.9	- 0.1
Facial moisturizers	0.9	- 0.2
Female contraceptives	0.7	+ 0.7
Feminine hygiene/medicinal treatments	0.6	+ 0.1
Feminine pain relievers	0.3	- 0.2
First aid-tape/bandage/gauze/cotton	2.2	--
First aid kits	9.6	+ 0.7
First aid ointments/antiseptics	10.2	+ 0.2
Foot care devices	0.6	+ 0.1
Foot care/athlete's foot medication	0.9	+ 0.1
Grooming/shaving scissor/implments	0.5	--
Hair coloring	0.8	- 0.2
Hair conditioner/cream rinse	4.3	--
Hair growth products	0.6	- 0.4
Hair relaxer kits	3.3	+ 0.1
Hair spray/spritz	2.0	- 0.2
Hairstyling/setting gel/mousse	2.3	+ 0.3
Hand & body lotion	4.8	+ 0.2
Hand sanitizers	8.7	+ 1.4
Heat/ice packs	5.9	+ 3.7
Hemorrhoidal cream/ointment/spray	0.3	- 0.1
Hemorrhoidal remedies	0.2	- 0.1
Home permanent kits	-	--
Insect first aid products	21.2	+ 0.2
Internal analgesic liquids	4.9	- 0.9
Internal analgesic tablets	3.0	- 0.1
Laxative tablets	0.2	- 0.1
Laxative/stimulant liq/pwdr/oil	1.4	+ 0.1
Lice treatments	1.0	- 0.1
Lip balm/cold sore medication	9.1	+ 3.0
Lipstick	5.4	+ 0.8
Liquid all other soap	5.9	+ 0.5

Liquid hand soap	7.3	--
Liquid vitamins/minerals	1.7	+ 0.1
Makeup combo	39.2	+ 3.2
Makeup remover (lotion/gel)	1.3	--
Makeup remover implements	4.6	--
Male contraceptives	0.8	+ 0.5
Men's gift pack/sets	38.5	+ 5.3
Mineral supplements	2.5	- 0.3
Moist towelettes	3.1	- 0.3
Mouthwash/dental rinse	5.3	+ 0.1
Multivitamins	5.0	- 0.2
Muscle/body support devices	0.4	+ 0.2
Nail accessories/implements	1.8	+ 0.4
Nail polish removers	5.9	- 0.8
Nail polish/nail treatments	8.5	+ 1.4
Nasal aspirators	0.5	+ 0.1
Nasal spray/drops/inhaler	4.8	- 0.7
Nasal strips	1.7	- 0.5
Nondeodorant bar soap	5.2	+ 0.7
Oral pain relief	0.5	+ 0.2
Perfumes & colognes	8.5	--
Razors	14.8	- 4.5
Refill razor blades	3.2	+ 0.4
Rfg. weight control/nut. liq/pwds	0.3	-
Sanitary napkins/liners	1.9	+ 0.3
Shampoo	5.2	+ 0.3
Shampoo & conditioner twin-pack	29.3	+ 1.2
Shaving cream	4.3	+ 0.6
Shaving lotion/cologne/talc	5.4	- 0.2
Skin fade/age/bleach cream	1.6	- 0.5
Sore throat remedy liquids	1.5%	- 1.2
Stomach remedy liquid/powder	0.6%	- 0.3
Stomach remedy tablets	0.1%	--
Sunscreen/insect repellent	20.9%	- 3.9
Suntan lotion&oil	27.6%	+ 3.4
Tampons	0.9%	--
Toothbrushes	2.4%	+ 0.2
Tooth powder/polish	7.7%	- 2.3
Toothpaste	2.0%	+ 0.2
Weight control candy/tablets	16.5%	- 9.1
Weight control/nutritionals liq/pwd	9.8%	+ 1.4
Women's gift packs	28.2%	+ 0.3

	% Dollars, feature & display	% Dollars, feature & display change **
1 & 2 letter vitamins	2.2	--
Acne treatments	0.4	+ 0.2
Adult incontinence products	0.5	- 0.1
Antacid liquid/powder	0.1	--
Antacid tablets	0.4	- 0.1
Antacid/analgesic combo	0.5	+ 0.2
Anti-itch treatments (incl.calamine)	0.3	--
Antismoking all other forms	--	--
Antismoking filters	--	- 0.1
Antismoking gum	0.3	--
Antismoking mouth spray	--	--
Antismoking patch	0.3	+ 0.1
Antismoking tablets	--	- 0.1
Artificial nails and accessories	--	--
Baby lotion	1.5	+ 0.1
Baby oil	0.5	- 0.4
Baby ointment/cream	--	--

Baby powder	0.8	--
Baby soap	1.4	+ 0.3
Baby wipes	1.4	- 0.2
Bath fragrances/bubble bath	0.6	- 0.1
Bath/body scrubbers/massagers	0.4	+ 0.3
Bedwetting remedies	--	--
Boric acid	--	--
Breath freshener sprays/drops	0.1	--
Caffeine tablets/liquids	--	--
Chest rubs	0.4	+ 0.2
Cold/allergy/sinus liquid/powder	2.3	+ 0.5
Cold/allergy/sinus tablets/packets	1.3	+ 0.3
Cosmetics storage	--	--
Cotton balls/cotton swabs	1.6	--
Cough syrup	2.1	+ 0.5
Cough/sore throat drop	1.6	+ 0.2
Dental accessories/tools	1.5	+ 1.3
Dental floss	0.3	+ 0.1
Denture adhesives	--	--
Denture cleanser/paste/powder	--	--
Denture cleanser/tablets	0.3	- 0.1
Deodorant bar soap	3.7	+ 0.3
Deodorant tablets	--	--
Deodorants	1.2	--
Depilatories	6.2	- 3.7
Diarrhea medicine liquid/powder	--	--
Diarrhea tablets	0.2	--
Disposable razors	1.7	+ 0.2
Diuretic liquids/powders	--	--
Diuretic tablets	--	--
Drinking water germicidal tablets	--	--
Ear care products	--	--
Ear drops/treatments	0.1	+ 0.1
Epsom salts	1.5	- 0.5
External analgesic rubs	0.4	+ 0.2
Eye makeup	0.7	+ 0.2
Eye/lens care solutions	0.4	- 0.1
Eye/lens care tablets/accessories	--	--
Facial cleansers	0.6	--
Facial makeup	0.4	--
Facial moisturizers	0.2	--
Female contraceptives	--	--
Feminine hygiene/medicinal treatments	0.1	--
Feminine pain relievers	--	- 0.1
First aid-tape/bandage/gauze/cotton	0.5	--
First aid kits	0.2	- 0.3
First aid ointments/antiseptics	1.4	+ 0.2
Foot care devices	--	--
Foot care/athlete's foot medication	0.1	--
Grooming/shaving scissor/implments	--	--
Hair coloring	0.6	- 0.1
Hair conditioner/cream rinse	1.8	+ 0.1
Hair growth products	0.1	- 0.1
Hair relaxer kits	0.3	- 0.3
Hair spray/spritz	0.3	--
Hairstyling/setting gel/mousse	0.5	- 0.1
Hand & body lotion	0.9	- 0.2
Hand sanitizers	0.1	- 0.1
Heat/ice packs	2.6	+ 2.4
Hemorrhoidal cream/ointment/spray	--	--
Hemorrhoidal remedies	0.1	+ 0.1
Home permanent kits	--	--
Insect first aid products	1.2	+ 0.2
Internal analgesic liquids	0.7	- 0.2

Internal analgesic tablets	1.1	+ 0.1
Laxative tablets	0.1	--
Laxative/stimulant liq/pwdr/oil	0.4	+ 0.1
Lice treatments	0.2	--
Lip balm/cold sore medication	0.9	+ 0.4
Lipstick	1.0	+ 0.4
Liquid all other soap	1.5	--
Liquid hand soap	1.2	--
Liquid vitamins/minerals	0.1	--
Makeup combo	1.5	+ 1.1
Makeup remover (lotion/gel)	0.1	--
Makeup remover implements	0.2	- 0.2
Male contraceptives	0.4	+ 0.3
Men's gift pack/sets	5.7	- 6.0
Mineral supplements	1.0	+ 0.2
Moist towelettes	0.6	--
Mouthwash/dental rinse	2.3	--
Multivitamins	2.3	--
Muscle/body support devices	--	--
Nail accessories/implements	--	--
Nail polish removers	0.6	- 0.1
Nail polish/nail treatments	0.8	+ 0.4
Nasal aspirators	--	--
Nasal spray/drops/inhaler	0.9	+ 0.1
Nasal strips	0.2	+ 0.1
Nondeodorant bar soap	3.0	+ 0.1
Oral pain relief	--	--
Perfumes & colognes	1.2	- 0.1
Razors	4.5	+ 0.5
Refill razor blades	0.7	+ 0.2
Rfg. weight control/nut. liq/pwds	0.6	+ 0.5
Sanitary napkins/liners	1.0	--
Shampoo	2.2	+ 0.2
Shampoo & conditioner twin-pack	--	- 0.3
Shaving cream	2.1	+ 0.5
Shaving lotion/cologne/talc	0.9	+ 0.1
Skin fade/age/bleach cream	0.6	- 0.1
Sore throat remedy liquids	0.1%	- 0.1
Stomach remedy liquid/powder	0.1%	- 0.1
Stomach remedy tablets	--%	--
Sunscreen/insect repellent	7.0%	+ 3.3
Suntan lotion&oil	11.0%	+ 0.9
Tampons	0.3%	--
Toothbrushes	0.8%	+ 0.3
Tooth powder/polish	8.8%	+ 0.4
Toothpaste	0.9%	- 0.3
Weight control candy/tablets	4.6%	- 5.6
Weight control/nutritionals liq/pwd	4.5%	+ 2.7
Women's gift packs	7.2%	- 2.2

	% Dollars, feature only	% Dollars, feature only change **
1 & 2 letter vitamins	18.0	+ 1.3
Acne treatments	8.0	+ 0.6
Adult incontinence products	17.7	+ 0.9
Antacid liquid/powder	5.1	+ 0.6
Antacid tablets	6.4	+ 0.4
Antacid/analgesic combo	6.7	+ 1.5
Anti-itch treatments (incl.calamine)	4.3	+ 0.7
Antismoking all other forms	--	--
Antismoking filters	1.7	+ 1.4
Antismoking gum	21.0	- 1.6

Antismoking mouth spray	--	--
Antismoking patch	25.3	+ 2.0
Antismoking tablets	--	- 0.9
Artificial nails and accessories	0.5	- 0.8
Baby lotion	11.1	- 0.5
Baby oil	7.4	- 1.3
Baby ointment/cream	2.3	+ 0.1
Baby powder	7.5	- 0.5
Baby soap	9.5	+ 0.1
Baby wipes	10.9	- 0.7
Bath fragrances/bubble bath	2.3	- 0.2
Bath/body scrubbers/massagers	4.1	+ 0.1
Bedwetting remedies	--	--
Boric acid	0.1	+ 0.1
Breath freshener sprays/drops	1.5	+ 0.7
Caffeine tablets/liquids	0.2	--
Chest rubs	2.8	+ 0.8
Cold/allergy/sinus liquid/powder	5.3	+ 0.6
Cold/allergy/sinus tablets/packets	6.9	+ 1.3
Cosmetics storage	0.1	--
Cotton balls/cotton swabs	4.8	+ 0.2
Cough syrup	3.2	- 0.5
Cough/sore throat drop	5.2	+ 0.1
Dental accessories/tools	10.3	+ 8.0
Dental floss	3.8	+ 0.5
Denture adhesives	4.0	+ 0.3
Denture cleanser/paste/powder	0.7	+ 0.3
Denture cleanser/tablets	4.7	- 0.1
Deodorant bar soap	10.3	- 0.2
Deodorant tablets	--	--
Deodorants	11.6	+ 0.7
Depilatories	9.1	+ 2.1
Diarrhea medicine liquid/powder	3.6	+ 1.3
Diarrhea tablets	5.6	+ 1.5
Disposable razors	7.4	+ 0.2
Diuretic liquids/powders	--	--
Diuretic tablets	0.9	- 0.4
Drinking water germicidal tablets	--	--
Ear care products	0.4	+ 0.1
Ear drops/treatments	0.5	+ 0.1
Epsom salts	1.9	- 0.5
External analgesic rubs	5.7	+ 1.5
Eye makeup	14.9	+ 0.6
Eye/lens care solutions	5.1	- 0.6
Eye/lens care tablets/accessories	0.2	- 0.3
Facial cleansers	10.4	+ 0.5
Facial makeup	16.4	+ 0.7
Facial moisturizers	12.4	+ 0.3
Female contraceptives	0.3	+ 0.1
Feminine hygiene/medicinal treatments	5.1	- 0.1
Feminine pain relievers	2.7	- 0.6
First aid-tape/bandage/gauze/cotton	4.2	+ 0.5
First aid kits	0.6	- 0.7
First aid ointments/antiseptics	4.1	+ 1.2
Foot care devices	3.4	- 0.5
Foot care/athlete's foot medication	4.1	- 0.3
Grooming/shaving scissor/implments	0.9	- 0.4
Hair coloring	20.8	+ 1.4
Hair conditioner/cream rinse	10.3	+ 0.7
Hair growth products	12.3	+ 0.2
Hair relaxer kits	4.2	- 2.0
Hair spray/spritz	6.1	+ 0.4
Hairstyling/setting gel/mousse	7.3	+ 0.7
Hand & body lotion	8.3	- 0.4

Hand sanitizers	2.4	+ 0.4
Heat/ice packs	10.6	+ 8.4
Hemorrhoidal cream/ointment/spray	2.9	+ 1.2
Hemorrhoidal remedies	1.6	+ 0.3
Home permanent kits	5.1	+ 0.8
Insect first aid products	1.8	+ 0.2
Internal analgesic liquids	5.2	+ 0.2
Internal analgesic tablets	9.1	+ 0.6
Laxative tablets	3.6	+ 0.4
Laxative/stimulant liq/pwdr/oil	5.0	+ 0.8
Lice treatments	4.6	+ 0.3
Lip balm/cold sore medication	5.5	+ 2.0
Lipstick	19.6	+ 1.7
Liquid all other soap	10.6	- 0.6
Liquid hand soap	4.5	+ 0.1
Liquid vitamins/minerals	2.8	- 0.5
Makeup combo	1.3	+ 0.6
Makeup remover (lotion/gel)	3.5	- 3.0
Makeup remover implements	2.8	+ 0.1
Male contraceptives	7.2	+ 1.6
Men's gift pack/sets	5.7	- 6.3
Mineral supplements	13.0	+ 2.5
Moist towelettes	3.9	+ 0.1
Mouthwash/dental rinse	6.8	+ 0.4
Multivitamins	11.9	+ 0.4
Muscle/body support devices	5.3	+ 0.6
Nail accessories/implements	0.6	- 1.2
Nail polish removers	4.2	+ 0.3
Nail polish/nail treatments	10.9	+ 0.6
Nasal aspirators	0.6	- 0.1
Nasal spray/drops/inhaler	4.6	- 0.3
Nasal strips	4.6	+ 0.8
Nondeodorant bar soap	10.8	+ 0.7
Oral pain relief	2.6	+ 1.0
Perfumes & colognes	7.0	+ 0.4
Razors	8.2	+ 1.6
Refill razor blades	5.6	+ 0.4
Rfg. weight control/nut. liq/pwds	14.8	+ 4.0
Sanitary napkins/liners	14.0	- 1.1
Shampoo	10.8	+ 1.0
Shampoo & conditioner twin-pack	0.1	- 0.8
Shaving cream	10.4	+ 1.5
Shaving lotion/cologne/talc	5.4	+ 0.2
Skin fade/age/bleach cream	16.2	+ 1.8
Sore throat remedy liquids	3.6%	+ 0.7
Stomach remedy liquid/powder	6.1%	--
Stomach remedy tablets	4.1%	+ 0.3
Sunscreen/insect repellent	11.8%	+ 2.3
Suntan lotion&oil	15.2%	- 1.0
Tampons	15.9%	+ 0.4
Toothbrushes	19.4%	+ 2.9
Tooth powder/polish	29.6%	+ 13.6
Toothpaste	15.6%	+ 1.2
Weight control candy/tablets	13.9%	+ 3.2
Weight control/nutritionals liq/pwd	14.5%	+ 3.1
Women's gift packs	10.3%	- 0.9

	% Dollars, price reduction only	% Dollars, price reduction only change **
1 & 2 letter vitamins	8.6	+ 0.1
Acne treatments	7.7	+ 0.5
Adult incontinence products	11.8	+ 2.0

Antacid liquid/powder	5.0	- 0.3
Antacid tablets	6.5	- 0.4
Antacid/analgesic combo	6.7	- 1.1
Anti-itch treatments (incl.calamine)	5.4	- 0.5
Antismoking all other forms	8.8	- 4.5
Antismoking filters	3.3	- 0.7
Antismoking gum	5.6	+ 0.2
Antismoking mouth spray	--	- 9.0
Antismoking patch	7.6	+ 0.2
Antismoking tablets	3.4	- 0.6
Artificial nails and accessories	5.5	- 1.2
Baby lotion	10.1	--
Baby oil	8.4	- 0.1
Baby ointment/cream	5.6	- 0.5
Baby powder	7.1	- 0.2
Baby soap	9.8	- 1.3
Baby wipes	9.4	+ 0.3
Bath fragrances/bubble bath	9.6	+ 0.4
Bath/body scrubbers/massagers	6.3	- 0.2
Bedwetting remedies	5.4	+ 3.9
Boric acid	2.5	- 0.1
Breath freshener sprays/drops	8.6	+ 1.1
Caffeine tablets/liquids	2.7	- 0.2
Chest rubs	4.8	- 0.6
Cold/allergy/sinus liquid/powder	7.0	+ 0.2
Cold/allergy/sinus tablets/packets	7.0	- 0.2
Cosmetics storage	13.2	+ 0.5
Cotton balls/cotton swabs	6.7	- 1.1
Cough syrup	5.5	- 0.6
Cough/sore throat drop	7.7	- 0.4
Dental accessories/tools	11.9	- 2.3
Dental floss	6.3	- 0.3
Denture adhesives	4.4	- 0.8
Denture cleanser/paste/powder	3.6	- 0.8
Denture cleanser/tablets	6.7	- 0.6
Deodorant bar soap	12.2	+ 0.2
Deodorant tablets	5.9	+ 4.0
Deodorants	10.2	+ 0.7
Depilatories	6.9	+ 0.4
Diarrhea medicine liquid/powder	3.9	- 0.7
Diarrhea tablets	5.4	- 0.2
Disposable razors	9.7	- 0.4
Diuretic liquids/powders	--	--
Diuretic tablets	4.9	- 1.1
Drinking water germicidal tablets	5.5	- 0.1
Ear care products	4.7	- 0.2
Ear drops/treatments	3.8	+ 1.0
Epsom salts	3.9	- 2.6
External analgesic rubs	7.3	+ 0.3
Eye makeup	7.1	- 0.8
Eye/lens care solutions	5.7	- 0.7
Eye/lens care tablets/accessories	2.9	- 0.2
Facial cleansers	8.3	+ 0.1
Facial makeup	6.3	- 0.8
Facial moisturizers	7.8	+ 0.3
Female contraceptives	2.4	- 0.4
Feminine hygiene/medicinal treatments	7.2	- 0.5
Feminine pain relievers	6.4	- 1.6
First aid-tape/bandage/gauze/cotton	6.0	- 0.1
First aid kits	5.6	+ 0.3
First aid ointments/antiseptics	6.1	+ 0.1
Foot care devices	6.8	- 0.5
Foot care/athlete's foot medication	5.7	- 1.2
Grooming/shaving scissor/implments	7.2	- 0.1

Hair coloring	9.2	- 0.1
Hair conditioner/cream rinse	10.1	- 0.1
Hair growth products	8.2	- 1.4
Hair relaxer kits	12.6	+ 2.0
Hair spray/spritz	8.0	- 0.2
Hairstyling/setting gel/mousse	8.3	- 0.5
Hand & body lotion	9.2	+ 0.4
Hand sanitizers	7.4	- 2.7
Heat/ice packs	9.3	+ 1.5
Hemorrhoidal cream/ointment/spray	3.0	+ 0.1
Hemorrhoidal remedies	2.8	- 0.2
Home permanent kits	6.1	- 1.7
Insect first aid products	7.5	+ 1.1
Internal analgesic liquids	5.2	- 0.5
Internal analgesic tablets	7.5	- 0.3
Laxative tablets	5.0	- 0.8
Laxative/stimulant liq/pwdr/oil	5.3	- 1.0
Lice treatments	5.5	- 0.9
Lip balm/cold sore medication	7.4	- 0.3
Lipstick	6.9	+ 0.4
Liquid all other soap	12.6	+ 1.1
Liquid hand soap	11.4	+ 1.3
Liquid vitamins/minerals	5.1	- 0.3
Makeup combo	17.5	- 3.2
Makeup remover (lotion/gel)	6.9	+ 0.6
Makeup remover implements	7.7	+ 1.3
Male contraceptives	5.6	- 0.5
Men's gift pack/sets	18.6	+ 2.4
Mineral supplements	8.8	- 0.8
Moist towelettes	8.4	+ 0.8
Mouthwash/dental rinse	6.2	- 0.4
Multivitamins	8.8	+ 0.2
Muscle/body support devices	4.2	-
Nail accessories/implements	9.0	+ 0.2
Nail polish removers	7.1	- 1.1
Nail polish/nail treatments	7.6	- 0.8
Nasal aspirators	2.7	+ 0.1
Nasal spray/drops/inhaler	5.8	- 0.6
Nasal strips	8.9	- 1.4
Nondeodorant bar soap	8.6	+ 0.4
Oral pain relief	5.0	- 1.0
Perfumes & colognes	7.8	+ 0.2
Razors	8.3	+ 0.5
Refill razor blades	4.0	- 0.2
Rfg. weight control/nut. liq/pwds	7.6	- 8.3
Sanitary napkins/liners	10.1	- 0.1
Shampoo	9.8	+ 0.1
Shampoo & conditioner twin-pack	21.2	+ 9.2
Shaving cream	10.5	+ 0.5
Shaving lotion/cologne/talc	6.4	+ 0.2
Skin fade/age/bleach cream	9.6	+ 0.1
Sore throat remedy liquids	9.1%	--
Stomach remedy liquid/powder	4.2%	- 1.7
Stomach remedy tablets	2.8%	+ 0.3
Sunscreen/insect repellent	8.1%	- 3.3
Suntan lotion&oil	8.3%	+ 0.3
Tampons	10.9%	+ 1.1
Toothbrushes	11.4%	+ 0.2
Tooth powder/polish	9.6%	- 3.9
Toothpaste	10.5%	+ 0.2
Weight control candy/tablets	7.8%	+ 0.1
Weight control/nutritionals liq/pwd	10.1%	+ 1.8
Women's gift packs	13.2%	- 0.5

* Sales through drug stores, supermarkets and discound stores, excluding

Wal-Mart Stores Inc.,
for the 52 weeks ended October 6, 2002

** Versus the prior 52-week period.

Source: Information Resources Inc.

ACNE MEDICATIONS received a much-needed boost last year, particularly in drug stores, where sales advanced 11.3% to nearly $106.2 million.

The growing disposable income of teenagers has been a significant contributor to sales, but the category has also expanded because of the increasing number of adults who are utilizing acne treatments. In addition, interest is growing among consumers in treating acne all over the body, and suppliers have responded with appropriate products.

Neutrogena and Johnson & Johnson swapped positions last year as category leaders, with the former now edging out the latter with a share of 11.3% versus 10.7%. Procter & Gamble Co. also places prominentlyin the category with its third place share of 9%. Technological advances and advertising and promotional commitments by manufacturers have also boosted sales.

Acne treatments

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$244,937	+ 6.9%	51,373
Drug stores	106,191	+11.3%	21,104
Supermarkets	89,809	+ 1.4%	18,801%

Trade class	% change vs. year ago
Total mass market +	+4.2%
Drug stores	+8.9%
Supermarkets	-1.2%

Best-sellers by dollar sales

Brand	Manufacturer	Market share	Dollar sales (add 000)
Neutrogena acne wash	Neutrogena	11.3%	$27,744
Clean & Clear	Johnson & Johnson	10.7%	26,108
Clearasil	Procter & Gamble	9.0%	22,108
Stri-Dex	Novartis	5.7%	13,981
Oxy Balance	GlaxoSmithKline	5.0%	12,315
Clearasil StayClear	Procter & Gamble	4.7%	11,592
Neutrogena On the Spot	Neutrogena	4.3%	10,609
Neutrogena Clear Pore	Neutrogena	3.7%	9,018
Oxy 10 Balance	GlaxoSmithKline	3.6%	8,752
Neutrogena	Neutrogena	3.3%	8,201

Brand	Unit sales (add 000)
Neutrogena acne wash	4,802
Clean & Clear	6,011
Clearasil	4,413
Stri-Dex	3,478
Oxy Balance	2,836
Clearasil StayClear	2,701
Neutrogena On the Spot	1,801
Neutrogena Clear Pore	1,693
Oxy 10 Balance	1,692

Neutrogena 2,638

ADULT INCONTINENCE products are in growing demand as a greater number of Americans enter their senior years.

The category is particularly well suited to drug stores because oftheir inherent reputation as a health care resource. Retailers across the mass market find adult incontinence to be a good fit for their stores due to the relatively high purchase amount per item and a short purchase cycle.

Despite healthy sales increases in both dollar and unit volume over the past 12 months, drug stores are facing an increasingly difficult battle in the incontinence market as supermarkets and discounters undercut them on price.

Private label merchandise is playing a greater role. Nearly one inthree dollars spent in the category are spent on a store brand product.

Adult incontinence products

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)	% change vs. year ago
Total mass market +	$492,798	+7.0%	50,646	+ 9.6%
Drug stores	274,520	+8.0%	26,116	+10.9%
Supermarkets	160,919	+6.3%	18,865	+ 7.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Depend	Kimberly-Clark	34.8%	$171,549	12,924
Depend Poise	Kimberly-Clark	21.4%	105,562	13,333
Serenity	Personal Products	9.0%	44,161	5,800
Sure Care Slip-On	Kendall Confab	0.8%	4,023	263
Entrust Plus	McKesson HBOC	0.7%	3,467	371
Attends	Procter & Gamble	0.7%	3,391	170

* Private label brands account for 30.5% of dollar sales and 32.5% of unit sales.

ANTACID LIQUID and POWDER sales fell again last year, as consumerslooking for relief from indigestion and heartburn continued to turn to prescription medications and over-the-counter tablets.

Direct-to-consumer advertising for such prescription products as AstraZeneca's Prilosec and Tap Pharmaceuticals' Prevacid, the ongoing promotional efforts for H2 blockers, and the introduction of new versions of calcium-based antacid tablets caused many stomach acid sufferers to avoid O-T-C liquids and powders, forcing sales down by more than 4%.

Further adding to the segment's doldrums in 2002 was the minimal number of new products and line extensions introduced into the market.Instead of profiting from fresh products, the category was forced torely on such longtime staples as J&J Merck Consumer Pharmaceuticals'Mylanta and Mylicon, Novartis Consumer Health Inc.'s Maalox and GlaxoSmithKline's Gaviscon.

Antacid liquids/powders

Trade class	Dollar sales (add 000)	% change vs. last year	Unit sales (add 000)
Total mass market +	$133,961	-4.3%	23,839
Drug stores	64,416	-1.6%	10,610
Supermarkets	56,307	-6.6%	10,635

Trade class	% change vs. year ago
Total mass market +	-7.5%
Drug stores	-4.8%
Supermarkets	-9.4%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Mylanta	J&J Merck	25.5%	$34,134	6,276
Maalox	Novartis	19.4%	26,014	4,685
Mylicon	J&J Merck	15.2%	20,374	2,152
Mylanta Supreme	J&J Merck	6.7%	8,910	1,728
Maalox Max	Novartis	5.6%	7,536	1,301
Gaviscon	GlaxoSmithKline	5.4%	7,235	871
Little Tummys	Vetco	2.0%	2,670	366
Beano	GlaxoSmithKline	1.4%	1,865	272
Gerber	Bristol-Myers Squibb	1.3%	1,697	141

* Private label brands account for 13.4% of dollar sales and 19.9% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

ANTACID TABLET sales inched up 1.5% in drug stores last year, led by Pepcid AC, the flagship brand of Johnson & Johnson-Merck Consumer Pharmaceuticals. The category is one that is looking for a spark--similar to what transpired several years ago with the introduction of H2blockers. Still, creative merchandising by retailers and a strong advertising and promotional pledge by manufacturers could serve to revitalize sales. In addition to aiding digestive care needs, the category could benefit those consumers who are not getting sufficient calcium from their daily food intake. GlaxoSmithKline, for example, promotes its Tums brand as containing calcium carbonate, the most concentrated form of calcium available. In terms of sales by channel, drug stores edged out supermarkets in the category.

Antacid tablets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$724,462	-1.7%	140,502
Drug stores	322,376	+1.5%	54,120
Supermarkets	318,180	-3.8%	69,427

Trade class	% change vs. year ago
Total mass market +	-5.4%
Drug stores	-1.4%
Supermarkets	-7.6%

Best-sellers by dollar sales *

Brand	Manufacturer	Markat share	Dollar sales (add 000)	Unit sales (add 000)
Pepcid AC	J&J Merck	12.3%	$89,005	10,521
Zantac 75	Pfizer	11.8%	85,168	9,611
Tums Extra	GlaxoSmithKline	9.4%	67,788	20,540
Gas X	Novartis	6.1%	44,169	8,723
Pepcid Complete	J&J Merck	5.4%	39,440	4,925
Rolaids	Pfizer	5.1%	36,978	16,450
Tums	GlaxoSmithKline	5.1%	36,831	12,013
Tums Ultra	GlaxoSmithKline	3.7%	27,063	5,379

Tagamet HB 200	GlaxoSmithKline	2.9%	20,942	2,384

* Private label brands account for 18.1% of dollar sales and 17.6% of unit sales.

BABY OINTMENT trends are following those in the skin care categoryas a whole. As skin care becomes a more important part of consumers'lifestyles and more closely identified with drug stores the pattern is carrying over. Drug store sales of baby ointment soared more than 11% last year, well above the 2.2% growth across all channels. PfizerInc.'s Desitin remains the best-selling brand, although its share ofthe market shrank slightly from what it was a year ago as No. 2 A and D from Schering-Plough Corp. closed the gap, increasing its market share from 23.5% in 2001 to 26.4% last year. Johnson & Johnson's Johnson's Baby brand, which had a 3.4% market share in 2001, fell to justa 2.4% share last year.

Baby ointment

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$74,764	+ 2.2%	16,494
Drug stores	31,908	+11.4%	5,840
Supermarkets	30,483	- 5.0%	7,301

Trade class	% change vs. year ago
Total mass market	+-3.4%
Drug stores	+5.4%
Supermarkets	-9.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Desitin	Pfizer	38.2%	$28,582	6,395
A and D	Schering-Plough	26.4%	19,721	4,303
Balmex	GlaxoSmithKline	13.3%	9,940	1,931
Aveeno	Johnson & Johnson	3.8%	2,874	628
Dr. Smith's	Beta Pharmaceuticals	3.5%	2,603	357
Johnson's Bady	Johnson & Johnson	2.4%	1,764	488
Johnson's	Johnson & Johnson	2.2	1,644	554
Gerber	Bristol-Myers Squibb	1.1%	842	175

* Private label brands account for 4.6% of dollar sales and 6.3% of unit sales.

BABY POWDER sales should be reflective of the trend in other infant care categories, at least in theory. With the increase in the number of children being born in the country, sales of products for them should be on the rise. While that trend is evident in a number of product areas, it hasn't held true in the baby powder market. Mass marketsales of baby powder fell 4% last year, with drug store volume showing the slightest of gains (0.3%). Retailers and suppliers are at a loss to explain why the segment continues to underperform.

Drug stores, with their comprehensive customer base of young mothers, should be the natural outlet for baby care business. Yet, despitethe tiny upturn in dollar sales, unit volume in the trade class fell2.5% in 2002. Johnson & Johnson, acknowledged almost universally as the leading baby care supplier, continues to dominate the baby powderrace, owning three of the segment's top four products.

Baby powder

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)

Total mass market +	$59,043	-4.0%	24,145
Supermarkets	26,048	-5.6%	10,009
Drug stores	22,497	+0.3%	8,967

Trade class	% change vs. yasr ago
Total mass market +	-5.9%
Supermarkets	-7.8%
Drug stores	-2.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Johnson's	Johnson & Johnson	60.3%	$35,585
Johnson & Johnson	Johnson & Johnson	3.4%	1,990
Gold Bond	Chattem	3.1%	1,837
Johnson's Baby	Johnson & Johnson	2.9%	1,728
Caldesene	Novartis	2.8%	1,663
Desitin	Pfizer	0.9%	540
Gerber	Bristol-Myers Squibb	0.9%	536

Brand	Unit sales (add 000)
Johnson's	14,104
Johnson & Johnson	597
Gold Bond	412
Johnson's Baby	465
Caldesene	349
Desitin	159
Gerber	168

* Private label brands account for 23% of dollar sales and 28.5% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

BABY WIPES sales have benefited from the surge in infants being born over the past few years. With a spike in the nation's birth rate, more babies have meant the need for more baby wipes.

In a category where the branded segment is clearly dominated by two players -- Kimberly-Clark Corp. and Procter & Gamble Co. market nine of the category's top 10 brands -- private label products have madesignificant inroads. Store brands account for a little more than 26%of dollar sales and nearly 39% of unit volume (which, when taken together, make them the category leader).

Retailers say they are more apt to promote private label products in the baby wipes segment because store brand manufacturers of such items are making wipes with quality that is on par with that of national brands.

The store brand sector got a boost earlier this year when First Quality Hygienic Inc. introduced a line of private label wipes as well as baby wipes under the Cuties label.

Baby wipes

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)

Total mass market +$433	,408	-6.7%	122,792
Supermarket	248,497	-8.4%%	70,857
Drug stores	77,484	+2.7%	22,717

Trade class	% change vs. year ago
Total mass market +	-8.3%
Supermarket	-9.5%
Drug stores	-0.7%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Huggies Natural	Kimberly-Clark	25.6%	$110,834
Pampers Baby Fresh One Ups	Procter & Gamble	9.4%	40,814
Huggies	Kimberly-Clark	9.0%	39,098
Pampers Natural Aloe Touch	Procter & Gamble	7.9%	34,239
Huggies Supreme	Kimberly-Clark	7.3%	31,548
Pampers Original Cotton Care	Procter & Gamble	3.5%	15,058
Luvs	Procter & Gamble	3.2%	13,786
Baby Magic	Playtex	2.0%	8,778
Pampers One Ups	Procter & Gamble	1.7%	7,570
Pampers Big Wipes	Procter & Gamble	1.1%	4,655

Brand	Unit sales (add 000)
Huggies Natural	26,091
Pampers Baby Fresh One Ups	9,151
Huggies	8,291
Pampers Natural Aloe Touch	7,215
Huggies Supreme	7,605
Pampers Original Cotton Care	3,491
Luvs	4,004
Baby Magic	2,378
Pampers One Ups	1,442
Pampers Big Wipes	1,123

* Private label brands account for 26.5% of dollar sales and 38.6% of unit sales.

COLD, ALLERGY and SINUS LIQUIDS and POWDERS turned in an anemic performance last year. The $282.6 million in drug store sales represented a gain of only 0.7%. But that was good news compared with the supermarket channel: Its $265.5 million in sales in the category reflectsa 3.4% decline. On the supplier side Procter & Gamble Co.'s Vicks Nyquil shows no indication of losing its commanding position in the category. It had a 2002 market share of 17.2%, far outdistancing its nearest rival, McNeil Consumer Healthcare's Tylenol Cold, which accounted for a 7.4% share. Retailers are taking various steps to increase sales, including focusing on circulars, samples and co-op advertising programs. And, when appropriate, sales can be complemented by recommending a nonprescription item that may help patients with the antibiotics that have been prescribed by their physicians.

Cold/allergy/sinus liquids/powders

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +$599	,238	-1.5%	117,233
Drug stores	282,577	+0.7%	52,208
Supermarkets	265,458	-3.4%	53,576

Trade class	% change vs. year ago
Total mass market +	-3.6%
Drug stores	-0.9%
Supermarkets	-5.9%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Vicks Nyquil	Procter & Gamble	17.2%	$103,333	19,811
Tylenol Cold	McNeil	7.4%	44,345	7,713
Dimetapp	Whitehall-Robins	6.2%	37,035	5,949
Triaminic	Novartis	5.9%	35,233	6,219
Benadryl	Pfizer	5.4%	32,432	5,820
Robitussin CF	Whitehall-Robins	5.2%	31,105	5,196
Pediacare	McNeil	5.0%	29,994	5,662
Robitussin	Whitehall-Robins	3.6%	21,867	4,056
Vicks Dayquil	Procter & Gamble	3.4%	20,534	4,096
Motrin	Johnson & Johnson	3.3%	20,009	3,281

* Private label brands account for 18.6% of dollar sales and 25.9% of unit sales.

COLD, ALLERGY and SINUS TABLET and PACKET sales will likely undergo a much-needed revitalization this year. Schering-Plough Corp. last month began stocking over-the-counter shelves with its Claritin brand, and a deluge of competing nonprescription antihistamines are expected soon to follow.

Those debuts should reverse a trend in which sales fell 4.2% decline in supermarkets and 1.7% drug stores in 2002.

"The availability of Claritin as a nondrowsy, original prescription-strength O-T-C medication provides an important new treatment option for the estimated 20 million Americans who currently choose to treat their allergies with a nonprescription antihistamine," asserts Steven LaMonte, senior vice president of Schering-Plough's health care products unit.

Cold/allergy/sinus tablets/packets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$1,264,510	-2.8%	251,822
Drug stores	598,551	-1.7%	111,623
Supermarkets	552,755	-4.2%	115,443

Trade class	% change vs. year ago
Total mass market +	-5.4%
Drug stores	-3.9%
Supermarkets	-6.5%

Best-seller by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Benadryl	Pfizer	9.7%	$122,604
Alka-Seltzer Plus	Bayer	5.1%	63,980
Sudafed	Pfizer	4.5%	56,418
Tylenol Cold	McNeil	4.4%	44,388
Theraflu	Novartis	4.3%	54,979
Tylenol Sinus	McNeil	4.1%	52,258
Tylenol Allergy Sinus	McNeil	3.3%	41,778

Advil Cold & Sinus	Whitehall-Robins	3.2%	39,993
Vicks Dayquil	Procter & Gamble	2.7%	33,732
Vicks Nyquil	Procter & Gamble	2.3%	29,130

Brand	Unit sales (add 000)
Benadryl	22,218
Alka-Seltzer Plus	12,477
Sudafed	10,009
Tylenol Cold	10,772
Theraflu	10,762
Tylenol Sinus	9,368
Tylenol Allergy Sinus	7,386
Advil Cold & Sinus	7,014
Vicks Dayquil	6,334
Vicks Nyquil	5,477

* Private label brands account for 23.3% of dollar sales and 30.2% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

COUGH DROP sales, after registering a minimal gain in 2001, were amajor disappointment in 2002. Volume was off 0.7% in the drug channel to just under $176 million. But the picture was even more depressing in supermarkets, which experienced a 7% sales slide in the segment to $148.8 million.

On the manufacturing side Pfizer Inc.'s consumer health care unit easily retained its leading position in the category last year with a28.6% share for its Halls brand, nearly three times that of second-place Ricola USA Inc.'s Ricola.

Even drops that incorporate herbal and vitamin ingredients have failed to give the product segment needed spike. But suppliers are exploring other avenues in an attempt to boost the business. For example,Ricola is recognized for the variety of flavors it offers in its sore throat remedies as well as its natural ingredients, many of which are obtained in Switzerland.

Cough/sore throat drops

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$351,494	-3.7%	217,092
Drug stores	175,972	-0.7%	100,386
Supermarkets	148,815	-7.0%	96,354

Trade class	% change vs. year ago
Total mass market +	-6.3%
Drug stores	-4.2%
Supermarkets	-8.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Halls	Pfizer	28.6%	$100,483	74,440
Ricola	Ricola USA	9.7%	34,041	20,963
Luden's	Luden's	6.9%	24,186	19,566
Cold Eeze	Quigley	6.7%	23,437	4,310

Halls Defense	Pfizer	6.5%	22,688	13,419
Robitussin	Whitehall-Robins	3.3%	11,544	6,882
Sucrets	GlaxoSmithKline	3.3%	11,456	3,483
Halls Plus	Pfizer	3.1%	10,981	6,720
Robitussin Honey	Whitehall-Robins	3.0%	10,575	6,214
Vicks Chloraseptic	Procter & Gamble	2.6%	9,132	2,471

* Private label brands account for 12.5% of dollar sales and 16.9% of unit sales.

DENTAL ACCESSORIES, which consist mainly of power-assisted toothbrushes and carry higher price points than most other oral care items, are helping retailers generate incremental revenue in the category.

While the manual toothbrush segment has been flat or showing minimal gains for the past few years, power-assisted brushes have generated double-digit growth over that same period, leading to higher register rings and bringing more money into the oral care department.

And, as power-assisted brushes continue to proliferate, suppliers are bringing lower-price items into the category, making it easier for consumers to justify the purchase of a power-assisted brush. Procter & Gamble Co.'s Spinbrush, Gillette Co.'s Oral-B CrossAction Power brush and Colgate-Palmolive Co.'s Colgate Motion brush, for instance, retail for between $5 and $7, a price point that is only slightly above that of the highest-price manual brushes.

Dental accessories

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$419,789	+17.8%	60,241
Drug stores	196,379	+10.7%	28,981
Supermarkets	89,374	+49.5%	15,693

Trade class	% change vs. year ago
Total mass market +	+21.3%
Drug stores	+11.8%
Supermarkets	+36.3%

Best-sellers by dollar sales

Brand	Manufacturer	Market share	Dollar sales (add 000)
Braun Oral B	Gillette	17.2%	$72,088
Sonicare	Philips Oral Health Care	9.6%	40,351
Crest Spinbrush Classic	Procter& Gamble	8.1%	34,009
Teledyne Water Pik	Water Pik Technologies	4.6%	19,127
Sonicare Advance	Philips Oral Health Care	4.2%	17,701
Crest Spinbrush Youth	Procter & Gamble	3.7%	14,722
Colgate Motion	Colgate-Palmolive	3.4%	14,353
Colgate Actibrush	Colgate-Palmolive	3.1%	12,869
Dentek	Dentek	2.9%	12,108
Crest Spinbrush Racecar	Procter & Gamble	2.8%	11,674

Brand	Unit sales (add 000)
Braun Oral B	4,155
Sonicare	1,294
Crest Spinbrush Classic	6,305
Teledyne Water Pik	668
Sonicare Advance	190
Crest Spinbrush Youth	2,958
Colgate Motion	2,566

Colgate Actibrush	1,002
Dentek	4,489
Crest Spinbrush Racecar	2,155

N/A=Not available.

DENTURE ADHESIVES are one of chain drug retailing's most mature categories.

Long dominated by such brands as Procter & Gamble Co.'s (P&G's) Fixodent and GlaxoSmithKline's Poligrip, the market continues to inch ahead year after year, providing retailers and suppliers with a steadyand reliable business.

In drug stores the product segment saw sales increase 4.4%, well above the 0.8% rise in the overall mass market.

The denture adhesive segment, for the most part, remains the domain of only two manufacturers--P&G and GlaxoSmithKline--whose Fixodent and Poligrip franchises and the line extensions that have been added to them over the years now hold six of the top 10 positions in the category.

Denture adhensives

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$162,521	+0.8%	39,258
Supermarkets	74,766	+0.2%	18,535
Drug stores	69,768	+4.4%	16,096

Trade class	% change vs. year ago
Total mass market +	-0.8%
Supermarkets	-2.1%
Drug stores	+3.7%

Best-sellers by dollar sales

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Fixodent	Procter & Gamble	42.3%	$69,694	16,775
Super Poligrip	GlaxoSmithKline	12.1%	19,594	4,775
Fixadent Free	Procter & Gamble	10.4%	16,921	3,951
Sea-Band	GlaxoSmithKline	10.2%	16,625	4,435
Poligrip Free	GlaxoSmithKline	6.9%	11,276	2,683
Fixodent Fresh	Procter & Gamble	4.2%	6,837	1,970
Poligrip Ultra Fresh	GlaxoSmithKline	3.1%	5,104	1,164
Effergrip	Pfizer	2.3%	3,725	928
Cushion Grip	Schering-Plough	1.9%	3,065	534
Super Wernets	Glaxa Smith Kline	1.8%	2,863	335

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the S2 weak ended October 6, 2002.

Source: Information Resources Inc.

DENTURE CLEANSER TABLET sales in drug stores showed a 3.1% increase last year to $34.4 million as the oral care category overall has benefited from product introductions in such areas as power toothbrushes and other appliances, breath fresheners, tooth whiteners, tongue cleaners, and mouthwashes.

Drug stores have made gains in part because of their ability to attract senior citizens, who often need denture cleansing tablets. But supermarkets suffered a setback, as sales slipped 5.3% to $52.6 million.

Retailers in general concur that merchandising a comprehensive oral care assortment is crucial to attract increasingly sophisticated consumers who recognize the importance of maintaining their teeth.

Denture cleanser tablets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +$99	,976	-3.1%	24,521
Supermarkets	52,569	-5.3%	13,333
Drug stores	34,358	+3.1%	7,954

Trade class	% change vs. year ago
Total mass market +	-6.6%
Supermarkets	-9.1%
Drug stores	+1.7%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Polident	GlaxoSmithKline	25.3%	$25 ,329
Efferdent	Pfizer	23.3%	23,294
Efferdent Plus	Pfizer	16.2%	16,196
Polident Overnight	GlaxoSmithKline	9.6%	9,591
Smoker's Polident	GlaxoSmithKline	4.6%	4,648
Fixodent	Procter & Gamble	2.9%	2,851
Polident for Partials	GlaxoSmithKline	2.4%	2,418

Brand	Unit sales (add 000)
Polident	5,527
Efferdent	5,242
Efferdent Plus	3,779
Polident Overnight	2,154
Smoker's Polident	1,318
Fixodent	687
Polident for Partials	729

* Private label brands account for 15.6% of dollar salas and 20.7% of unit salas.

EYE CARE SOLUTION innovations are prompting chain drug retailers to reexamine their perspective on the category.

Revolutionary technology and favorable demographic trends helped drug stores increase their sales last year by 1.9% to $362.8 million.

Much of that gain can be attributed to a proliferation of multipurpose products that eliminate the need for users to rub their lenses clean -- a benefit that also boosts compliance with lens care regimens.

Alcon Laboratories Inc. (Opti-Free) and Bausch & Lomb (Renu Multiplus) have switched positions as category leaders, with the former nowclaiming the No. 1 spot. Still, the segment has struggled, as increasing numbers of consumers have shifted their preferences to throw-away lenses. And others have turned to the Internet and mail-order programs for their lens care needs.

Eye/lens care solutions

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +$789	,593	-1.0%	134,065
Drugstores	362,762	+1.9%	56,273%
Supermarkets	271,727	-2.7%	48,741

Trade class	% change vs. year ago

Total mass market +	-3.7%
Drugstores	-0.5%
Supermarkets	-5.2%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Opti-Free	Alcon	9.2%	$72,862	11,050
Renu Multiplus	Bausch & Lomb	7.9%	62,011	9,970
Renu	Bausch & Lomb	5.0%	39,339	6,416
Refresh Tears	Allergan	3.0%	23,767	2,281
Aosept	Ciba Vision	2.8%	22,057	2,856
Opti-Free	Alcon	2.8%	21,825	3,034
Refresh Plus	Allergan	2.5%	20,074	1,656
Visine	Pfizer	2.4%	18,606	4,472
Genteal	Ciba Vision	2.3%	18,370	1,777
Boston	Bausch & Lomb	2.1%	16,682	2,115

* Private label brands account for 10.1% of dollar sales and 17.3% of unit sales.

EYE/LENS CARE TABLETS and ACCESSORIES struggled through another year of decline in 2002 as innovations in eye care technology -- which have led to expanding use of throwaway lenses -- has had a negative impact on the tablets and accessories segment. Still, the aging population presents hope that a rebound may be possible. On the supply sidethe private label segment has grown, accounting for 12% of dollar sales and 18.5% of unit volume in 2002, compared with 10.8% and 13.4%, respectively, the previous year.

Ciba Vision Corp.'s Aosept continues to lead the category, followed by Ultrazyme and Ultra Care, both from Allergan Inc. Also joining the list of best-sellers last year was Rents Products Co.'s Wipe 'n Clear brand.

The category was off 3% in the drug store segment to $33.4 million. In supermarkets the decline was even more dramatic, as sales plunged 16% to slightly more than $15 million.

Eye/lens care tablets/accessories

Trade class	Dollar sales (add 000]	% change vs. year ago	Unit sales (add 000)
Total mass markett +	$62,912	-8.2%	17,368
Drug stores	33,423	- 3.0%	9,499
Supermarkets	15,080	- 16.0%	3,687

Trade class	% change vs. year ago
Total mass markett +	- 2.9%
Drug stores	- 0.6%
Supermarkets	-11.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000]
Aosept	Ciba Vision	7.1%	4,489	754
Ultrazyme	Allergan	6.8%	4,304	324
Ultra Care	Allergan	6.3%	3,990	411
Renu	Bausch & Lomb	5.1%	3,214	486
Opti-Free	Alcon	4.6%	2,906	379
Magnivision	Magnivision	4.5%	2,809	829
Lami	Lami Products	4.1%	2,551	1,451

Optic Shop	Pro-Optics	4.0%	2,521	1,207
Optizyme	Alcon	3.3%	2,070	183
Wipe'n Clear	Flents Products	3.3%	2,056	755

* Private label brands account for 12% of dollar sales and 18.5% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

EXTERNAL ANALGESICS sales soared last year as aging and still active baby boomers experienced aches and pains with increasing frequency.

While one significant trend over the past few years has been toward patch therapy, a delivery vehicle popularized in Asia, the categoryis still dominated for the most part by creams and rubs, with PfizerInc.'s Bengay leading the way. Sales in the segment last year also benefited from the introduction of what most agree was the market's most innovative launch--Procter & Gamble Co.'s ThermaCare.

The air-activated heat wraps, retailers and other suppliers say, helped sales across the category by bringing more shoppers to the external analgesics aisle. And, they note, because the wraps can be used in conjunction with rubs and creams, more consumers made multiple purchases in the category, helping drug store sales climb more than 20% for the year.

External analgesics

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$242,426	+17.7%	39,373
Drug stores	166,415	+20.4%	24,741
Supermarkets	58,638	+ 9.6%	11,392

Trade class	% change vs. year ago
Total mass market +	+15.1%
Drug stores	+20.1%
Supermarkets	+ 5.6%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Bengay	Pfizer	14.7%	$35,690	6,056
Icy Hot	Chattem	12.2%	29,548	6,055
Joint-Rits	Naturopathic Labs	9.8%	23,709	1,408
Aspercreme	Chattem	5.9%	14,282	2,701
Salonpas	Hisamitsu	3.5%	8,447	4,082
Flex-All 454	Chattem	3.4%	8,230	1,391
Absorbine Jr.	W.F. Young	3.1%	7,482	1,305
Mineral Ice	Bristol-Myers Squibb	3.0%	7,277	875
Pain Patch	Mentholatum	3.0%	7,191	1,181
Sportscreme	Chattem	2.3%	5,515	1,077

* Private label brands account for 5.7% of dollar sales and 7.7% of unit sales.

FEMININE HYGIENE and MEDICINAL TREATMENTS continued to perform well in drug stores last year, thanks to the trade class' reputation as a health care provider.

As in the past, innovation is the lifeblood of the category, with many of

the one- and three-day yeast infection remedies that gained Food and Drug Administration approval in the mid-1990s performing wellin 2002.

Meanwhile, with more than 11 million women a year suffering from urinary tract infections (UTIs) and the number growing as more baby boomers enter menopause, when the condition becomes more prevalent, drug chains have become the natural place for consumers to turn for products to treat the condition.

While most of these treatments tend to be prescription products, retailers are responding to shoppers' desire to self-medicate by stocking a larger array of UTI remedies that offer temporary relief from the burning, pain and sense of urgency that accompany the condition.

Feminine Hygiene/Medicinal Treatments

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$418,733	+1.5%	78,763
Drug stores	239,267	+4.1%	37,531
Supermarkets	123,289	-2.8%	27,502

Trade class	% change vs. year ago
Total mass market +	-3.6%
Drug stores	-1.4%
Supermarkets	-7.7%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Monistat 3	Ortho-McNeil	14.4%	60,219	3,950
Summer's Eve	C.B. Fleet	8.7%	36,318	15,050
Monistat 7	Ortho-McNeil	7.3%	30,653	2,602
Monistat	Ortho-McNeil	6.4%	26,947	1,652
Massengill	GlaxoSmithKline	5.3%	22,179	9,466
Vagisil	Combe	5.1%	21,365	4,704
1 Day	--	4.8%	20,232	1,327
K-Y	Ortho-McNeil	4.7%	19,505	5,195
Vagistat 1	Bristol-Myers Squibb	4.0%	16,873	1,274
FDS	Alberto-Culver	3.0%	12,502	3,680

* Private label brands account for 15.5% of dollar sales and 19.4% of unit sales.

FIRST AID ACCESSORIES, a product segment consisting mainly of adhesive bandages and wound care dressings, is benefiting from product innovation.

Many of the bandages available today do a lot more than just covera wound to prevent it from getting contaminated. Johnson & Johnson'srecently launched Band-Aid Liquid Bandage, for instance, reportedly helps heal wounds faster than an ordinary bandage, stops minor bleeding and reduces pain almost instantaneously.

Meanwhile, Futuro Inc.'s Curad Advanced Blister Care gel bandages use water-based gel technology to provide better comfort as well as seal wounds and provide increased protection against infection. The company's Hydro Heal is designed to promote natural healing by keeping wounds moist.

First aid accessories

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$445,532	+4.6%	150,646
Drug stores	242,931	+8.7%	70,163
Supermarkets	157,331	-0.9%	59,779

Trade class	% change vs. year ago
Total mass market +	+1.1%
Drug stores	+4.3%
Supermarkets	-3.5%

Best-sellers by dollars sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Band-Aid	Johnson & Johnson	18.1%	$80,448
Johnson & Johnson	Johnson & Johnson	16.1%	71,768
Nexcare	3M	4.7%	20,982
Nexcare Active Strips	3M	2.5%	11,304
Nexcare Comfort Strips	3M	2.1%	9,498
New Skin	Medtech	2.1%	9,348
J&J Hurt-Free	Johnson & Johnson	1.9%	8,394
Band-Aid Advance Healing	Johnson & Johnson	1.6%	6,926

Brand	Unit sales (add 000)
Band-Aid	27,929
Johnson & Johnson	23,665
Nexcare	6,986
Nexcare Active Strips	3,864
Nexcare Comfort Strips	3,236
New Skin	1,933
J&J Hurt-Free	1,968
Band-Aid Advance Healing	1,580

* Private label brands account for 19.8% of dollar sales and 25.6% of unit sales.

+ Sales are through drug stores, supermarkets and discount sotres, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

FIRST AID TREATMENTS are definitely a drug store category.

When adults and their children suffer minor injuries that do not require medical attention or insect bites or sunburn, the first place they usually turn to is their neighborhood drug store.

Consequently, drug store sales of first aid treatments increased at a rate last year well above that of the overall mass market.

Despite a host of strong-selling national brands, the product segment is increasingly dominated by store brands. Private label items accounted for more than a third of dollar sales in 2002 and nearly 70% of unit volume.

Still, the national brands, of which Pfizer Inc.'s Neosporin is the No. 1 seller, continue to bring innovation to the market. The company, for instance, markets Neo to Go, individually wrapped pocket-sizepackets of the antibiotic ointment.

First aid treatments

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$362,679	+7.8%	152,272
Drug stores	211,650	+11.9%	69,031
Supermarkets	119,824	+2.1%	65,244

Trade class	% change vs. year ago
Total mass market +	-0.0%
Drug stores	+4.9%
Supermarkets	-2.4%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Neosporin Plus	Pfizer	12.6%	$45,711
Neosporin	Pfizer	10.9%	39,351
Mederma	Merz Skin Care Products	3.8%	13,720
Solarcaine	Schering-Plough	3.1%	11,084
Bactine	Bayer	3.0%	11,046
Aquaphor	Beiersdorf	2.5%	8,965
Betadine	Purdue Frederick	2.4%	8,827
Polysporin	Pfizer	2.4%	8,607
BD	BD	2.0%	7,378
Fruit of the Earth	Fruit of the Earth	1.5%	5,486

Brand	Unitsales (add 000)
Neosporin Plus	9,048
Neosporin	8,033
Mederma	609
Solarcaine	1,643
Bactine	2,191
Aquaphor	1,515
Betadine	726
Polysporin	1,516
BD	3,361
Fruit of the Earth	1,186

* Private label brands account for 36.5% of dollar sales and 69.7% of unit sales.

INTERNAL ANALGESICS sales continued their downward slide last year, falling 1% throughout the entire mass channel and 3% in the supermarket arena. But drug stores bucked the negative trend with a 3.1% gain.

McNeil Consumer Healthcare dominates the category with its Tylenolbrand, although BristolMyers Squibb Co. is credited with attempting to reinvigorate sales with its October introduction of Excedrin QuickTabs. The mint-flavor product is the first over-the-counter headache medication that melts in the mouth without the need to drink water.

Evolving research may also boost the category. For example, some studies have suggested that ibuprofen-based products appear to protectagainst Alzheimer's disease through their ability to thwart production of a key protein found in the condition's brain-clogging deposits.

Internal analgesic tablets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$2,027,493	-1.0%	387,566
Supermarkets	923,736	-3.0%	185,728
Drugstores	887,541	+3.1%	161,764

Trade class	% change vs. year ago
Total mass market +	-2.9%

Supermarkets	-5.5%
Drugstores	+1.4%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Tylenol	McNeil	16.7%	$337,877
Advil	Whitehall-Robins	14.4%	292,554
Aleve	Bayer	7.2%	145,606
Bayer	Bayer	5.6%	113,252
Tylenol PM	McNeil	5.4%	109,927
Motrin IB	McNeil	4.1%	82,408
Excedrin	Bristol-Myers Squibb	4.0%	81,444
Tylenol Arthritis	McNeil	2.7%	55,616
Excedrin Migraine	Bristol-Myers Squibb	2.5%	50,438
Ecotrin	GlaxoSmithKline	1.7%	34,954

Brand	Unit sales (add 000)
Tylenol	55,590
Advil	47,936
Aleve	25,205
Bayer	24,218
Tylenol PM	16,676
Motrin IB	14,784
Excedrin	13,640
Tylenol Arthritis	7,985
Excedrin Migraine	9,490
Ecotrin	4,714

* Private label brands account for 22.4% of dollar sales and 27.9% of unit sales.

LAXATIVES comprise one of drug stores' oldest and most reliable categories. And sales of the products have steadily grown over the pastfew years.

Industry participants say that Americans' tendency to consume a low-fiber diet, have insufficient fluid in-take and lack proper exercise--factors that contribute to constipation--will continue to drive the need for laxatives and keep the product segment performing well in the coming years.

Among the most notable of the newer laxative products, industry watchers note, has been GlaxoSmithKline's Citrucel caplets. Unlike liquid bulk laxatives that can often cause intestinal gas, Citrucel caplets utilize methylcellulose as their active ingredient, reducing the incidence of flatulence and promoting bowel movements.

Laxative tablets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$380,889	+6.0%	57,592
Drug stores	238,599	+7.8%	32,039
Supermarkets	114,559	+3.8%	20,581

Trade class	% change vs. year ago
Total mass market +	-0.8%
Drug stores	+1.0%
Supermarkets	-3.7%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Dulcolax	Novartis	9.4%	35,904	4,939
Ex-Lax	Novartis	9.1%	34,506	6,203
Fibercan	Whitehall-Robins	7.5%	28,596	2,708
Senokot	Purdue Frederick	6.5%	24,599	1,953
Senokat S	Purdue Frederick	5.5%	21,069	1,331
Correctol	Schering-Plough	5.3%	20,006	3,725
Colace	Bristol-Myers Squibb	5.2%	19,963	1,744
Fleet	C.B. Fleet	4.0%	15,242	5,051
Citrucel	GlaxoSmithKline	3.6%	13,709	983
Metamucil	Procter & Gamble	2.8%	10,497	2,134

* Private label brands account for 28.9% of dollar sales and 35% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

LICE TREATMENT sales have continued their downward spiral, despiteyear-end boosts that coincide with inclement weather and the resumption of the school year.

Volume in drug stores and supermarkets declined 12.4% and 13.4% $62to.9 million and $16.6 million, respectively, in 2002.

On the supplier side the category is dominated by Bayer Corp. and Pfizer Inc., with their respective Rid and Nix brands. But Del Pharmaceuticals Inc. is also making inroads in the product segment, in partbecause of the strong advertising commitment it has dedicated to itsPronto brand.

One reason the category has become more challenging is the increasing number of reports that question whether lice have become resistant to such compounds as permethrin, the active ingredient found in some of the more popular over-the-counter pediculicides.

Lice treatments

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$86,438	-12.8%	7,916
Drugstores	62,946	-12.4%	5,434
Supermarkets	16,630	-13.4%	1,745

Trade class	% change vs. year ago
Total mass market +	-13.8%
Drugstores	-12.3%
Supermarkets	-16.4%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Rid	Bayer	32.7%	$28,288
Nix	Pfizer	20.9%	18,055
Pronto	Del Pharmaceuticals	4.6%	3,957
Acumed	Health Enterprises	2.7%	2,353
Clear	Care Technologies	2.5%	2,162
Lice Freee	Tecnu Enterprises	2.3%	1,950
Lice Guard Robi Comb	ARR Health Tech	2.1%	1,785

A-200	Hogil Pharmaceutical	1.6%	1,361
Not Nice to Lice	Safe Solutions	1.0%	888

Brand	Unit sales (add 000)
Rid	2,447
Nix	1,303
Pronto	390
Acumed	257
Clear	169
Lice Freee	126
Lice Guard Robi Comb	61
A-200	123
Not Nice to Lice	54

* Private label brands account for 22.2% of dollar sales and 29% of Unit sales.

LIP MEDICATIONS lost some of the steam that helped sales soar morethan 28% in 2001.

Still, the overall 7.7% increase in dollar sales last year to $281.2 million reflects the strategy of manufacturers and retailers aliketo focus on innovative technologies to increase demand.

One product that has made significant inroads is GlaxoSmithKline'sAbreva. Although Whitehall-Robins' Chapstick brand still maintains the lion's share of the category at 24.3%, Abreva advanced from a 10.9% market share in 2001 to 15.8% this year in the over-the-counter cold sore arena. According to the supplier, the product's unique ingredient (docosanol 10%) has been demonstrated to cut healing time in half.

Such other suppliers as Mentholatum Co. are capitalizing on another shift in the category--from a concentration on traditional and medical lip balms to flavored and therapeutic features like those found in Mentholatum's Soft Lips.

Lip medications

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$281,211	+ 7.7%	134,270
Drug stores	146,535	+12.1%	61,136
Supermarkets	92,200	+ 3.4%	45,569

Trade class	% change vs. year ago
Total mass market +	+0.3%
Drug stores	+3.3%
Supermarkets	-3.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Chapstick	Whitehall-Robins	24.3%	$68,246
Abreva	Glaxo Smith Kline	15.8%	44,532
Blistex	Blistex	8.9%	25,021
Carmex	Carma Labs	5.2%	14,593
Mentholatum Soft Lips	Mentholatum	4.2%	11,862
Campho-Phenique	Bayer	2.8%	7,735
Chapstick Flava Craze	Whitehall-Robins	2.7%	7,646
Herpecin L	Chattem	2.3%	6,462
Kanka	Blistex	2.0%	5,666
Blistex Herbal Answer	Blistex	1.9%	5,316

Brand	Unit sales (add 000)
Chapstick	44,464
Abreva	2,819
Blistex	15,752
Carmex	12,345
Mentholatum Soft Lips	5,787
Campho-Phenique	1,585
Chapstick Flava Craze	2,857
Herpecin L	1,294
Kanka	992
Blistex Herbal Answer	2,900

* Private label brands account for 2.4% of dollar sales and 5% of unit sales.

MOUTHWASH and DENTAL RINSE sales last year were driven by consumers' continued reliance on traditional brands and their embracing of newer, more technologically advanced formulas that provide long-lastingprotection against bad breath.

In a category described by many retailers as "highly fragmented," established brands fared well. Pfizer Inc.'s Listerine and Plax, Procter & Gamble Co.'s Scope, and Johnson & Johnson's Act continue to dominate the category, controlling a combined 70% of sales.

Recent research has found that the alcohol in many mouthwashes also attacks the beneficial bacteria in one's mouth and dries out the oral cavity. Newer products that are slowly making inroads in the category are designed to kill the bad bacteria while leaving the good bacteria alone.

Mouthwash/dental rinse

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$519,511	+2.1%	147,128
Supermarket	275,676	-0.5%	75,389
Drug stores	159,104	+7.0%	44,461

Trade class	% change vs. year ago
Total mass market +	-0.1%
Supermarket	-2.4%
Drug stores	+3.1%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share
Listerine	Pfizer	47.4%
Scope	Procter & Gamble	15.5%
Plax	Pfizer	4.2%
Act	Johnson & Johnson	3.6%
Biotene	Laclede Professional Products	1.5%
Act for Kids	Johnson & Johnson	1.4%
Targon	GlaxoSmithKline	1.3%
Cepacol	J.B. Williams	1.2%
Arm & Hammer Adv. Breath	Carter-Wallace	0.9%
Tom's of Maine	Tom's of Maine	0.6%

Brand	Dollar sales (add 000)	Unit sales (add 000)

Listerine	$246,465	59,750
Scope	80,602	26,283
Plax	21,888	5,567
Act	18,663	4,368
Biotene	7,676	1,221
Act for Kids	7,058	1,684
Targon	6,792	1,457
Cepacol	6,097	2,470
Arm & Hammer Adv. Breath	4,811	1,271
Tom's of Maine	2,867	697

* Private label brands account for 18.1% of dollar sales and 24.9% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

NASAL PREPARATIONS last year failed to maintain the momentum they enjoyed in 2001, although the homeopathic subsegment bucked the trendfor one supplier.

The category, which was up an overall 8.1% in 2001, fell 3.5% and 7.3% in drug stores and supermarkets, respectively, to $180.4 millionand $110.1 million in 2002. Even the private label segment showed signs of a slowdown, accounting for 20.3% of dollar sales compared with23.3% the year before.

On the supplier side Schering-Plough Corp.'s consumer health care division continues to lead the category with the Afrin brand, which has a 13.8% share. Matrixx Initiatives Inc.'s Zicam moved up two positions to the No. 3 slot with a 6.5% share compared with 5.9% the previous year. According to a Matrixx spokesman, studies have demonstratedthat the homeopathic nasal gel significantly reduces the duration and severity of the common cold.

Nasal preparations

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass markett +	$310,433	-5.7%	56,038
Drugstores	180,369	-3.5%	31,326
Supermarkets	110,097	-7.3%	20,656

Trade class	% change vs. year ago
Total mass markett +	-7.9%
Drugstores	-5.8%
Supermarkets	-9.8%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dolalr sales (add 000)	Unit sales (add 000)
Afrin	Schering-Plough	13.8%	$42,685	7,147
Primatene Mist	Whitehall-Robins	11.3%	35,095	2,618
Zicam	Matrixx Initiatives	6.5%	20,127	1,938
Vicks Sinex	Procter & Gamble	6.3%	19,705	3,437
Afrin No Drip	Schering-Plough	6.0%	18,777	2,925
NasalCrom	Pharmacia	5.6%	17,531	3,503
4-Way	Bristol-Myers Squibb	5.6%	17,337	3,502
Neo-Synephrine	Bayer	3.6%	11,120	2,083
Vicks	Procter & Gamble	3.3%	10,274	2,632
Vicks Vapo Steam	Procter & Gamble	2.8%	8,810	1,427

* Private label brands account for 20.3% of dollar sales and 30.2% of unit sales.

ORAL PAIN RELIEF products continued to sell well in 2002, registering a 6.4% gain in the overall mass market and an 8.3% jump in drug stores.

The category remains one dominated by longtime players, although some lines have been extended over the years with products aimed at specific niche consumer groups.

Del Pharmaceuticals Inc., for example, has had success with the Baby Orajel version of its popular Orajel product.

Similarly, Zila Consumer Pharmaceuticals has expanded its Zilactinline of oral pain and mouth sore treatments to seven items, ranging from cold sore remedies to baby teething products. The category remains one that has seen suppliers actively promote their products with national television commercials as well as print and radio advertising. Value-added consumer promotions, in-store merchandising and sampling, and the Internet have also helped drive demand.

Oral pain relief

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sals (add 000)	% change vs. year ago
Total mass market	+$149 ,176	+6.4%	25,024	+3.2%
Drug stores	92,709	+8.3%	14,584	+5.7%
Supermarkets	46,046	+3.7%	8,187	+0.2%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Anbesol	Whitehall-Robins	19.6%	$29,298
Orajel	Del Pharmaceuticals	16.8%	25,107
Baby Orajel	Del Pharmaceuticals	11.3%	16,910
Colgate Peroxyl	Colgate-Palmolive	6.4%	9,539
Zilactin	Zila Consumer Pharmaceuticals	3.5%	5,190
Glyoxide	GlaxoSmithKline	3.3%	4,922
Orabase B	Colgate-Palmolive	2.7%	4,053
Temparin	U.S. Dentek	2.6%	3,944
Zilactin B	Zila Consumer Pharmaceuticals	2.3%	3,494
Dentemp	Majestic Drug	2.3%	3,421

Brand	Unit sales (add 000)
Anbesol	4,245
Orajel	4,133
Baby Orajel	3,404
Colgate Peroxyl	1,389
Zilactin	718
Glyoxide	667
Orabase B	698
Temparin	984
Zilactin B	470
Dentemp	859

* Private label brands account for 3.7% of dollar sales and 4.7% of unit sales.

SANITARY NAPKIN sales are in need of a jolt. The category, which afew years ago benefited from the debut of products that incorporatedtechnology to produce absorbent, soft material, experienced a 2.2% decline in the overall mass market in 2002 to $898.4 million, althoughdrug stores did fare better, generating a 1.2% gain.

Still, brand name leaders like Procter & Gamble Co., Kimberly-Clark Corp. and Johnson & Johnson Personal Products Co. have recognized that packaging that

features individually wrapped pads (which keeps the items sanitary as well as clean) will attract loyal customers, as do products that emphasize flexibility in design, shape and absorbency. Drug chains frequently offer promotions on such products and support those advertisements with cross-merchandising.

Sanitiary napkins/liners

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$898,370	-2.2%	292,793
Supermarkets	480,616	-3.6%	157,040
Drug stores	255,803	+1.2%	80,724

Trade class	% change vs. year ago
Total mass market +	-3.1%
Supermarkets	-5.6%
Drug stores	+1.2%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollalr sales (add 000)
Always	Procter & Gamble	31.2%	$279,844
Kotex	Kimberly-Clark	16.7%	150,335
Stayfree	J&J Personal Products	15.0%	134,411
Kotex Lightdays	Kimberly-Clark	7.5%	67,055
Carefree	J&J Personal Products	7.3%	65,832
Kotex Overnites	Kimberly-Clark	4.6%	41,406
Always All Days	Procter & Gamble	4.1%	37,106
Kotex Freedom	Kimberly-Clark	0.8%	7,374
Stayfree Classic	J&J Personal Products	0.8%	6,982

Brand	Unit sales (add 000)
Always	66,139
Kotex	44,630
Stayfree	39,895
Kotex Lightdays	26,363
Carefree	38,074
Kotex Overnites	10,901
Always All Days	11,172
Kotex Freedom	2,214
Stayfree Classic	2,353

* Private label brands account for 11% of dollar sales and 15.6% of unit sales.

+ Sale are through drug stores, supermarkets anddiscount stores, excluding Wal-Mart Stores In. for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

TAMPON volume was up 3.5% in drug stores last year to $174.8 million but still trailed significantly behind supermarkets, with nearly $297.8 million in sales.

The segment, which has been relatively stagnant over the last several years, is depending on innovative products to bring about a new wave of expansion. Category leader Procter & Gamble Co. took such a step last summer with the rollout of Tampax Pearl. It features a plastic applicator with a rounded tip and a contoured grip that the companyasserts many women find more comfortable.

Accompanying the launch isa marketing campaign that incorporates "Are you a Pearl girl?" as its tag line.

Besides branded products, many pharmacy operators are relying on private label to boost sales. According to the Private Label Manufacturers Association, store brands account for more than 12% of drug store sales in the tampon and sanitary protection segments.

Tampons

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$577,635	-0.3%	130,777
Supermarkets	297,788	-2.6%	66,679
Drug stores	174,804	+3.5%	39,012

Trade class	% change vs. year ago
Total mass market +	-0.6%
Supermarkets	-2.9%
Drug stores	+3.3%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Tampax	Procter & Gamble	32.6%	$188,317
Playtex Gentle Glide	Playtex	21.9%	126,321
Kotex Security	Kimberly-Clark	12.6%	72,507
O.B.	Personal Products	10.3%	59,626
Tampax Compak	Procter & Gamble	3.7%	21,184
Playtex	Playtex	3.1%	17,953
Tampax Satin	Procter & Gamhle	3.1%	17,792
Playtex Silk Glide	Playtex	2.4%	13,675
Playtex Slimfits	Playtex	1.8%	10,114
Playtex Portables	Playtex	1.3%	7,725

Brand	Unit sales (add 000)
Tampax	40,687
Playtex Gentle Glide	23,014
Kotex Security	19,042
O.B.	14,559
Tampax Compak	4,755
Playtex	3,567
Tampax Satin	3,699
Playtex Silk Glide	4,045
Playtex Slimfits	2,141
Playtex Portables	2,113

* Private label brands account for 6.3% of dollar sales and 8.7% of unit sales.

TOOTHBRUSH sales dipped over the past 12 months as a growing number of consumers turned away from traditional manual brushes in favor of power-assisted models.

As manufacturers continued to make improvements in their toothbrushes the items' prices inched up. At the same time suppliers of power-assisted brushes began developing lower-price models, and the market reached a point where there was little difference between the highest-price manual brushes and the lowest-price power-assisted models, causing many shoppers to opt for the power-assisted models.

Still, the manual toothbrush segment has not been without innovation, and it

clearly remains the mainstay of the oral care category. Gillette Co.'s Oral-B/Braun division, for instance, recently launched the Oral-B CrossAction Vitalizer, which the company says is clinicallyproven to significantly reduce gingivitis after only four weeks of use.

Toothbrushes

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$479,901	-8.6%	189,517
Supermarkets	249,640	-11.8%	94,742
Drug stores	139,551	-0.7%	55,632

Trade class	% change vs. year ago
Total mass market +	-10.4%
Supermarkets	-12.7%
Drug stores	- 4.6%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Oral B Advantage	Gillette	8.0%	$38,398
Oral B CrossAction	Gillette	7.1%	34,077
Oral B Indicator	Gillette	6.7%	31,935
Colgate Wave	Colgate-Palmolive	5.3%	25,512
Colgate Navigator	Colgate-Palmolive	4.9%	23,664
Oral B Advantage Plus	Gillette	3.9%	18,923
Reach Advanced Design	Johnson & Johnson	3.5%	16,718
Colgate Total	Colgate-Palmolive	3.3%	15,690
Reach Plaque Sweeper	Johnson & Johnson	2.9%	14,117
Zoothbrush	Zooth	2.4%	11,557

Brand	Unit sales (add 000)
Oral B Advantage	13,407
Oral B CrossAction	7,455
Oral B Indicator	13,234
Colgate Wave	9,498
Colgate Navigator	7,651
Oral B Advantage Plus	6,584
Reach Advanced Design	6,634
Colgate Total	5,194
Reach Plaque Sweeper	4,753
Zoothbrush	4,727

* Private lable brands account for 9.4% of dollar sales and 16.5% of unit sales.

TOOTHPASTE volume moved up nearly 3% in drug stores last year as suppliers continued to bring innovative dentifrices to the market.

Many of the newest launches in the category took the toothpaste market to new heights, providing improved oral care benefits and whitening ability. Other new items have combined the advantages of several products into a single formula.

For instance, Colgate-Palmolive Co.'s Colgate Total--which is saidto be the only toothpaste that provides 12-hour coverage to help fight cavities, prevent gingivitis, reduce plaque, control the buildup of tartar, combat bad breath and whiten teeth--has been extended with three additional formulas: Total Fresh Stripe, Total Plus Whitening and Total Plus Whitening in Paste.

Toothpaste

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +$1	,246,971	-1.8%	468,555
Supermarkets	738,737	-3.7%	269,086
Drug stores	292,492	+2.8%	107,212

Trade class	% change vs. year ago
Total mass market +	-4.3%
Supermarkets	-6.7%
Drug stores	+1.3%

Best-sellers by dollar sales

Brand	Manufacturer	Market share	Dollar sales (add 000)
Crest	Procter & Gamble	22.6%	$281,522
Colgate	Colgate-Palmolive	13.2%	164,890
Colgate Total	Colgate-Palmolive	8.2%	102,693
Aquafresh	GlaxoSmithKline	7.0%	86,900
Crest Multicare	Procter & Gamble	5.1%	63,119
Sensodyne	GlaxoSmithKline	4.8%	59,517
Mentadent	Unilever HPC	3.4%	41,979
Colgate 2 in 1	Colgate-Palmolive	3.3%	40,571
Colgate Total Fresh Stripe	Colgate-Palmolive	2.9%	36,210
Arm & Hammer Advanced	Church & Dwight	2.6%	32,464

Brand	Unit sales (add 000)
Crest	116,169
Colgate	71,208
Colgate Total	37,442
Aquafresh	35,390
Crest Multicare	21,489
Sensodyne	12,453
Mentadent	11,049
Colgate 2 in 1	13,523
Colgate Total Fresh Stripe	13,101
Arm & Hammer Advanced	9,413

+ Sales are through drug supermarkets and discount stores, excluding Wal-Mar Stores Inc. for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

TOOTH WHITENERS was one of the fastest-growing segments in all of mass market retailing last year, as sales across all channels more than doubled.

Helping fuel those increases is the fact that many of the best-selling products in the category, including segment leader Crest Whitestrips from Procter & Gamble Co., carry higher price points than most other oral care items, driving up register rings and propelling the segment forward.

Aside from Whitestrips, the whitener category consists mainly of more traditional toothpastes and whitening kits. As the market has matured over the past few years consumers have begun demanding more fromproducts than just the ability to brighten their smiles. Consequently, more suppliers are offering whiteners that also fight cavities, prevent gingivitis and freshen breath--another factor that has helped make whiteners the best-performing segment in oral care.

Tooth whiteners

	Dollar sales	% change	Unit sales

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$211,507	+124.0%	9,103
Drug stores	106,822	+130.8%	4,602
Supermarkets	52,737	+117.6%	2,494

Trade class	% change vs. year ago
Total mass market +	+ 64.4%
Drug stores	+ 65.1%
Supermarkets	+ 55.8%

Best-sellers by dollar sales

Brand	Manufacturer	Market share	Dollar sales (add 000)
Crest Whitestrips	Procter & Gamble	71.3%	$150,852
Colgate Simply White	Colgate-Palmolive	5.9%	12,479
Rembrandt Dazzling White	Den-Mat	5.2%	11,054
Rembrandt Plus	Den-Mat	3.7%	7,802
Natural White 5 Minute	Natural White	2.9%	6.153
Plus+White Ultra	CCA Industries	2.2%	4,744
Natural White Rapid White	Natural White	1.9%	3,939
Natural White Pro	Natural White	1.8%	3,844
Plus+White One Step	CCA Industries	1.1%	2,255
Biodent Optiwhite	SAS Group	1.0%	2,150

Brand	Unit sales (add 000)
Crest Whitestrips	3,910
Colgate Simply White	847
Rembrandt Dazzling White	934
Rembrandt Plus	279
Natural White 5 Minute	618
Plus+White Ultra	424
Natural White Rapid White	217
Natural White Pro	163
Plus+White One Step	592
Biodent Optiwhite	198

N/A=Not available.

ONE-and TWO-LETTER VITAMINS have seen their sales drop off in recent years as many consumers shift to more versatile multivitamins as their nutritional supplements of choice. Still, suppliers and retailers remain upbeat about the category because of the ongoing evidence that supplementation with vitamins plays a critical role in maintaininghealth.

As drug store operators look for ways to bolster their front-end margins, the addition of store brand vitamins has played a big role inachieving that goal. Few drug chains these days do not offer at least some one- and two-letter vitamins marketed under names exclusive totheir stores.

Data shows that almost half of the dollar volume in the category comes from private label items, while more than 54% of the units movedare store brand products.

Vitamins--1 & 2 letters

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$454,533	-5.3%	75,707
Drug stores	246,325	-2.6%	42,011
Supermarkets	163,397	-6.6%	25,998

Trade class	% change vs. year ago
Total mass market +	-7.5%
Drug stores	-5.6%
Supermarkets	-7.5%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Nature Made	Pharmavite	25.3%	$115,124
Sundown	Rexall Sundown	6.1%	27,798
Nature's Bounty	NBTY	3.9%	17,735
Your Life	Leiner	2.7%	12,225
Pharmassure	Pharmassure	1.3%	6,112
Schiff	Schiff Products	1.1%	5,020
Windmill	Windmill Consumer Products	1.0%	4,739

Brand	Unit sales (add 000)
Nature Made	15,708
Sundown	4,425
Nature's Bounty	2,417
Your Life	1,665
Pharmassure	1,096
Schiff	463
Windmill	706

* Private label brands account for 46.3% of dollar sales and 54.1% of unit sales.

N/A= Not available.

MINERAL SUPPLEMENTS still show signs of a bright future, even if sales are unlikely to enjoy the phenomenal pace of years past. Products that incorporate multiple ingredients should help spur sales, particularly among baby boomers who are frequently seeking relief from osteoarthritis and other joint-and bone-related problems. Supplements that contain glucosamine/chondroitin and similar ingredients, according to their manufacturers, show superiority over analgesics and other nonprescription anti-inflammatory medications, because the former have been found to prevent symptoms from occurring, while the latter only treat those symptoms.

Making significant inroads in the category last year was Pharmavite Corp.'s Nature Made brand, moving from the No. 4 position to the top spot with a 6% market share.

Vitamins--mineral supplements

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$1,162,437	-1.2%	130,865
Drug stores	699,972	+1.1%	74,452
Supermarkets	347,093	-1.7%%	41,815

Trade class	% change vs. year ago
Total mass market +	-2.4%
Drug stores	+1.5%
Supermarkets	-4.8%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)	Unit sales (add 000)
Nature Made	Pharmavite	6.0%	$69,357	8,960
Osteo-Bi-Flex	Rexall Sundown	5.1%	58,917	2,605
Sundown	Rexall Sundown	3.4%	39,822	6,324
Nature's Bounty	NBTY	3.4%	39,394	5,220
Nature's Resource	Pharmavite	3.4%	39,140	5,854
Os-Cal	GlaxoSmithKline	3.0%	34,789	3,311
Citracal	Mission Pharmacal	2.9%	33,358	3,268
Viactiv	Mead Johnson	2.3%	26,949	3,745
Natrol	Natrol	2.2%	25,246	2,773
Sundown Herbals	Rexall Sundown	1.9%	21,659	3,343

* Private label brands account for 26.4% of dollar sales and 32.2% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

VITAMINS received a boost from an unexpected source last year - the Journal of the American Medical Association. After two decades in which it harbored an opposing position the publication devoted two articles to guidelines that served to reverse the AMA's longstanding policy and instead encouraged all adults to take at least one multivitamin a day. Although a wide variety of supplements are available, JAMA says that consumers perceive that most multivitamin brands are similar, because they all contain at least 100% of the recommended daily value of the entire vitamin spectrum (with the exception of vitamin K).To spur further consumer interest suppliers are concentrating on line extensions or revisions. For example, Bayer Corp. last summer brought out One-A-Day-Men's Health Formula, a replacement for the One-A-Day-Men's line. Bayer says the product is the first branded multivitamin with lycopene.

Vitamins--multivitamins

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$653,519	+4.7%	80,181
Drug stores	319,728	+8.3%	37,539
Supermarkets	250,866	+1.5%	31,544

Trade class	% change vs. year ago
Total mass market +	+1.2%
Drug stores	+5.1%
Supermarkets	-1.7%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Centrum	Whitehall-Robins	16.1%	$105,420
Centrum Silver	Whitehall-Robins	12.9%	84,004
One-A-Day	Bayer	8.3%	54,373
Flintstones	Bayer	4.5%	29,690
Centrum Performance	Whitehall-Robins	4.5%	29,332
Ocuvite	Bausch & Lomb	3.1%	20,226

Theragran M	Bristol-Myers Squibb	2.0%	12,915
Centrum Kids	Whitehall-Robins	1.3%	8,580
Nature Made Essential	Pharmavite	1.1%	7,405
One-A-Day Kids Complete	Bayer	1.0%	6,829

Brand	Unit sales (add 000)
Centrum	11,272
Centrum Silver	8,427
One-A-Day	7,736
Flintstones	4,279
Centrum Performance	2,174
Ocuvite	1,527
Theragran M	1,542
Centrum Kids	1,349
Nature Made Essential	836
One-A-Day Kids Complete	1,144

* Private label brands account for 24. 1% of dollar sales and 29.9% of unit sales.

N/A=Not available

WEIGHT CONTROL CANDY and TABLETS were caught up in controversy last year, particularly surrounding the safety of popular ephedra-based dietary products. Supermarkets saw sales plunge 22.6% to $61.6 million during the 12 months, although drug stores registered a gain of 7.1% to $212 million. Metabolife International Inc. maintained its dominance of the category with a 29.9% market share, more than three timesthat of secondplace Cytodyne Technologies Inc. with its Xenadrine RFA 1. But the latter, a thermogenic weight-loss agent, may benefit in 2003 because of its appeal to weight watchers concerned about the safety of ephedra. Legislative developments could also affect the product segment this year. For example, California's ephedra heart-safety labeling law goes into effect this year, and similar bills are under consideration in several other states.

Weight control candy/tablets

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market	+$332,628	-0.9%	19,878
Drug stores	212,015	+7.1%	11,968
Supermarkets	61,645	-22.6%	4,237

Trade class	% change vs. year ago
Total mass market	-2.6%
Drug stores	+2.8%
Supermarkets	-17.4%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Metabolife 356	Metabolife International	29.9%	$99,294
Xenadrine RFA 1	Cytodyne Technologies	9.0%	29,800
Stacker 2	--	6.2%	20,690
Dexatrim Natural	Chattem	5.5%	18,365
Metab-O-Lite	Rexall Sundown	5.0%	16,651
Patentlean	Patent	4.9%	16,349
Ripped Fuel	Twinlab	3.5%	11,486
Metab-O-Lite Plus	Rexall Sundown	2.9%	9,631

Diet Fuel	Twinlab	2.6%	8,698
Xenadrine EFX	Cytodyne Technologies	2.2%	7,447

Brand	Unit sales (add 000)
Metabolife 356	4,293
Xenadrine RFA 1	986
Stacker 2	1,125
Dexatrim Natural	2,348
Metab-O-Lite	1,065
Patentlean	588
Ripped Fuel	750
Metab-O-Lite Plus	589
Diet Fuel	562
Xenadrine EFX	273

* Private label brands account for 5.6% of dollar sales and 6.3% of unit sales.

WEIGHT CONTROL and MEAL REPLACEMENT products registered solid gains through drug stores in 2002, and with frequent media reports of increasing numbers of Americans being overweight sales in the the category should continue to grow this year. Slim-Fast Foods is the leader in the product segment with its Ultra Slim-Fast and Meal Options lines. The latter is billed as a flexible plan for those who want to maintain their current weight, for those hoping to lose a few pounds or for those with more ambitious plans. The category may also benefit fromnegative news regarding other weight loss supplements. For example, controversy has surrounded ephedra, an herb linked to heart attack, seizures, stroke and sudden death.

Weight control--meal replacements

Trade class	Dollar sales (add 000)	% change vs. year ago	Unit sales (add 000)
Total mass market +	$1,025,854	+10.7%	168,454
Supermarkets	670,980	+8.2%	114,889
Drug stores	246,362	+26.6%	34,475

Trade class	% change vs. year ago
Total mass market +	-2.7%
Supermarkets	-3.9%
Drug stores	+10.2%

Best-sellers by dollar sales *

Brand	Manufacturer	Market share	Dollar sales (add 000)
Ultra Slim-Fast	Slim-Fast Foods	23.5%	$240,722
Slim-Fast Meal Options	Slim-Fast Foods	13.8%	141,624
Ensure	Ross Products	12.9%	132,013
PediaSure	Ross Products	8.1%	82,766
Ensure Plus	Ross Products	6.9%	70,365
Boost	Bristol-Myers Squibb	5.5%	56,383
Ensure Glucerna	Ross Products	2.5%	25,215
Slim-Fast	Slim-Fast Foods	2.0%	20,667
Hollywood Celebrity Diet	Hollywood Miracle	1.7%	17,551
Atkins Diet	Atkins Nutritional	1.6%	16,164

Brand	Unit sales (add 000)

Ultra Slim-Fast	49,658
Slim-Fast Meal Options	28,653
Ensure	16,973
PediaSure	7,978
Ensure Plus	8,080
Boost	11,650
Ensure Glucerna	2,614
Slim-Fast	2,460
Hollywood Celebrity Diet	1,112
Atkins Diet	2,972

* Private label brands account for 5.9% of dollar sales and 7.7% of unit sales.

+ Sales are through drug stores, supermarkets and discount stores, excluding
Wal-Mart Stores Inc.
for the 52 week ended October 6, 2002.

Source: Information Resources Inc.

LOAD-DATE: February 11, 2008

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Third Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin	February 10, 2009
Person Signing Certificate	Date of Signature
Erik Bertin	EB303226580US
Signature	Express Mail Number

Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Third Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin

Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S FOURTH NOTICE OF RELIANCE

Pursuant to Rule 122(e) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM hereby gives notice of its reliance upon the attached printouts of search results from the NEXIS database and a selection of articles from that search. Enclosed as Exhibit A is a list of all articles from the "US Newspapers" category in the NEXIS database published since May 25, 2006 (the filing date of Applicant's application) in which "AQUAFRESH" or formatives appear. Enclosed as Exhibit B is a sample of 13 articles from the results that refer to Opposer. To avoid overburdening the Board, copies of the other articles have been omitted but could be supplied if the Board requires them.

These materials are relevant to this opposition because, among other things, they demonstrate that AQUAFRESH and/or formatives appear in a large number of articles referring to Opposer and its oral care products in some of the most significant and well-respected newspapers and periodicals across the United States, including *The New York Times, Boston Globe, L.A. Times, Philadelphia Inquirer, Chicago Tribune, Chicago Sun Times*, among others. These publications indicate that public exposure to Opposer's AQUAFRESH mark is widespread

and that Opposer's mark is familiar and well known to readers of those publications across the country.

Respectfully submitted,

Glenn A. Gundersen
Erik Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

Opposer's Fourth Notice of Reliance – Exhibit A

A list of all articles from the "US Newspapers" category in the NEXIS database published since May 25, 2006 (the filing date of Applicant's application) in which "AQUAFRESH" or formatives appear.

Time of Request: Sunday, February 08, 2009 17:28:13 EST
Client ID/Project Name: 999999-369015
Number of Lines: 813
Job Number: 1822:139113732

Research Information

Service: Terms and Connectors Search
Print Request: All Documents 1-96
Source: US Newspapers
Search Terms: aquafresh and date is 2007 or date is 2008 or date is 2009 or date(geq (05/26/2006) and leq (12/31/2006))

Send to: BERTIN, ERIK
DECHERT LLP
1775 I ST NW
WASHINGTON, DC 20006-2402

1. Pittsburgh Post-Gazette (Pennsylvania), February 6, 2009 Friday, SOONER EDITION, BUSINESS; Pg. A-9, 153 words, GLAXO PROFIT FALLS 10%, Joyce Gannon, Pittsburgh Post-Gazette
... including Tums antacids, **Aquafresh** toothpaste and Alli diet ...

2. Mobile Register (Alabama), January 2, 2009 Friday, BALDWIN REGISTER 01 EDITION, Z; Pg. 12, 2679 words, PoliceReports
... North Greeno Road. **Aquafresh** White Trays Revive ...

3. The Philadelphia Inquirer, December 11, 2008 Thursday Correction Appended, WEB Edition, WEB; P-com Biz; Pg. WEB, 214 words, Pharma and biotech
... revenue from consumer products such as **Aquafresh** toothpaste to diversify its revenue from ...

4. The Washington Times, November 26, 2008 Wednesday, ARTS ETC.; TUNING INTO TV; B05, 669 words, By Robyn-Denise Yourse, THE WASHINGTON TIMES
... Sensodyne, Valtrex, Advair, **Aquafresh** and Myalli.com) 6) ...

5. Sun-Sentinel (Fort Lauderdale, Florida), November 14, 2008 Friday, Online Edition, LIFE; Pg. Web, 162 words, BARGAINS AT SHECKY'S GIRLS NIGHT OUT, Posted by Charlyne Varkonyi Schaub at 11:28 AM
... 100 of must-have products -- such as **Aquafresh** White Trays, Aveeno, ...

6. The Lexington Herald Leader (Kentucky), November 13, 2008 Thursday, ALA; Pg. 1, 393 words, Writing to Santa has its benefits, Deborah Morris, Contributing columnist
... free sample of any **Aquafresh** Extreme Clean trial ...

7. Triangle Business Journal (Raleigh/Durham North Carolina), October 21, 2008 Tuesday, 261 words, GlaxoSmithKline to buy Biotene for $170M
... well-known brands such as **Aquafresh,** Polident and Sensodyne. Consumer ...

8. The State Journal, August 15, 2008 Friday, Pg. 19, 12305, 773 words, Wal-Mart's Impact Challenged, Kasey, Pam
... up, he said. "When we buy **Aquafresh** or Charmin, we just want ...

9. The Lexington Herald Leader (Kentucky), August 12, 2008 Tuesday, HAF; Pg. 1, 451 words, Opening mailbox is like opening presents, Deborah Morris, Contributing columnist
... Free sample of any **Aquafresh** Extreme Clean trial ...
... 1 on any **Aquafresh** Extreme Clean (4.6- ...

10. Morning Call (Allentown, Pennsylvania), August 10, 2008 Sunday, SECOND Edition, Local; Pg. B3, 692 words, BEST OF THE WEEK'S BLOGS, The Morning Call
... Sensodyne, one for **Aquafresh.** I wasn't aware of this when ...
... dental spa," while **Aquafresh** runs some kind of " ...

11. The Philadelphia Inquirer, August 1, 2008 Friday, CITY-D Edition, BUSINESS; P-com Biz; Pg. D01, 896 words, GlaxoSmithKline's new CEO has unique ideas, By Miriam Hill; Inquirer Staff Writer
... sources of sales, including **Aquafresh** toothpaste and Breathe-Right ...

12. Pittsburgh Tribune Review, July 17, 2008 Thursday, 129 words, GlaxoSmithKline cutting jobs in Moon, Staff and wire reports
... will marketing for **Aquafresh** toothpaste, Tums and many ...

13. Pittsburgh Post-Gazette (Pennsylvania), July 17, 2008 Thursday, SOONER EDITION, BUSINESS; Pg. C-1, 512 words, GLAXO MOVING 2 UNITS TO N.J., JOYCE GANNON, PITTSBURGH POST-GAZETTE
... Right nasal strips and **Aquafresh** toothpaste. The weight control ...
... care products, including **Aquafresh,** Sensodyne, Polident, Poligrip; and ...

14. The Arizona Republic (Phoenix), July 6, 2008 Sunday, Final Chaser Edition, BUSINESS; Pg. 1, 1632 words, CHEAP. GROWING. PROFITABLE., Cathryn Creno, The Arizona Republic
... Tropez, $1; **Aquafresh,** 3.8 ounces/$ ...
... Grant, $5.99; **Aquafresh,** 4.6 ounces/$ ...
... 35, $5.99; **Aquafresh,** 6 ounces/$ ...

15. The News & Observer (Raleigh, North Carolina), June 8, 2008 Sunday, Final Edition, BUSINESS WORK & MONEY; Pg. G3, 642 words, Carolinas 100: The details
... markets products including **Aquafresh** toothpaste and Nicorette smoking ...

16. The Oregonian (Portland, Oregon), June 3, 2008 Tuesday, Sunrise Edition, Local News; Pg. B01, 410 words, The Tao of Waterfront Village, Steve Duin, The Oregonian
... like a sample of **Aquafresh** Advanced?" Footsie Wootsie. The ...

17. Pittsburgh Post-Gazette (Pennsylvania), May 28, 2008 Wednesday, SOONER EDITION, BUSINESS; Pg. A-9, 196 words, GLAXO MAKES UK EXEC N. AMERICAN UNIT CHIEF HEAD, JOYCE GANNON, PITTSBURGH POST-GAZETTE
... brands, including Tums, **Aquafresh,** Nicorette and Alli, a ...

18. Pittsburgh Tribune Review, May 27, 2008 Tuesday, 130 words, Local GlaxoSmithKline business names new president, Kim Leonard
... stop-smoking products, **Aquafresh** and Sensodyne toothpastes and Tums ...

19. Pittsburgh Business Times, May 27, 2008 Tuesday, 95 words, GlaxoSmithKline names president of Pittsburgh unit
... drug alli and the toothpaste **Aquafresh.** Scarlett-Smith previously ...

20. The Desert Sun (Palm Springs, California), April 12, 2008 Saturday, DESERT TODAY; Pg. 4D, 353 words, Lea Goodsell: Tough times call for keen bargain hunting, Lea Goodsell
... Headache, TheraFlu, Colgate and **Aquafresh** toothpaste, a really nice ...

21. The Orange County Register (California), March 29, 2008 Saturday, 1 Edition, SPORTS; Pg. Cover_C, 805 words, NCAA Tournament: UCLA vs. Xavier; Keefe gives Bruins big burst of energy; JEFF MILLER REGISTER COLUMNIST; Miller column: His performance Thursday helped the Bruins hold it together and advance to Saturday's West Region final., JEFF MILLER REGISTER COLUMNIST, PHOENIX
... Colgate or, perhaps, James **Aquafresh.** Research on the subject is ...

22. Fort Worth Star-Telegram (Texas), March 28, 2008 Friday, S; Pg. 4, 137 words, SCREEN TEST | BE SMART, WIN MOVIE TICKETS
... policy was bought by **Aquafresh** White Trays as part of ...

23. Tulsa World (Oklahoma), March 17, 2008 Monday, Final Home Edition, Lifestyle; Pg. D1, 176 words, Which is the better brush?, MIKE AVERILL World Scene Writer
Aquafresh gel flex ($ ...

24. Charleston Gazette (West Virginia), March 4, 2008, Tuesday, NEWS; Pg. P2D, 1019 words, SUCCESSFUL INVESTING; Glaxo shares get 'hold' rating, Andrew Leckey
... brands include Abreva, **Aquafresh,** Beano, Binaca, Nytol, ...

25. Orlando Sentinel (Florida), March 2, 2008 Sunday, FINAL, YOUR MONEY; FLORIDA; Taking Stock; Pg. G4, 573 words, GlaxoSmithKline seeks right prescription, Andrew Leckey, Tribune Media Services
... brands include Abreva, **Aquafresh,** Beano, Binaca, Nytol, ...

26. Daily Record (Morristown, New Jersey), February 20, 2008 Wednesday, Pg. NEWS01, 383 words, PAL to host basketball tournament
... staples, Abreva®, **Aquafresh**®, Sensodyne® and ...

27. The Courier-Journal (Louisville, Kentucky), February 11, 2008 Monday, METRO Edition, FEATURES; Pg. 1E, 691 words, FILM CLIPS; World War II thriller will open Jewish Film Festival, Judith Egerton
... later, they entered an **Aquafresh** contest that required them to make ...
... a depressed tube of **Aquafresh** Extreme Clean, down to its ...

28. The Miami Herald, February 6, 2008 Wednesday, A; Pg. 8, 336 words, Tom Jones finds himself in a hairy situation
... million. Ferrera works with **Aquafresh** White Trays on ...
... taken out by **Aquafresh,** not her Bettybosses. ...

29. Chicago Tribune, January 19, 2008 Saturday, RedEye Edition, Pg. 30, 295 words, Product placement; What the stars are selling, L.A. TIMES
... they've teamed up with **Aquafresh** to launch a flavor of ...

30. Italian Voice, December 20, 2007 Thursday, Pg. 2, 58601, 649 words, New Products for Tooth and Mouth Care at Greater New York Dental Meeting, Weiss, Alfred
... sensitivity protection. New **Aquafresh** Triple Protection Advanced " ...

31. The New York Times, November 26, 2007 Monday, Late Edition - Final, Section C; Column 0; Business/Financial Desk; ADVERTISING; Pg. 5, 744 words, Ruminations on Food as Soap, Food for Singles and Henry Miller, By STUART ELLIOTT
... on Crest, Colgate and **Aquafresh?** What would the former Yankee Gary ...

32. Pittsburgh Tribune Review, November 15, 2007 Thursday, 849 words, IRS has $320,000 for 550 taxpayers in Southwestern Pa., staff and wire reports
... Other business news ? **Aquafresh** White Trays contributed ...

33. Grand Rapid Press (Michigan), November 9, 2007 Friday, ALL S EDITION, SPORTS; Pg. D2, 618 words, The brand of steel; The Benchwarmer
... business landscape. Crest or **Aquafresh?** Coke or Pepsi? McDonald's or ...

34. The News & Observer (Raleigh, North Carolina), November 1, 2007 Thursday, Final Edition, BUSINESS; Pg. D3, 299 words, Philanthropy
... consumer products, including **Aquafresh** products and Tums.

35. Star Tribune (Minneapolis, MN), October 31, 2007 Wednesday Correction Appended, Metro Edition, NEWS; Pg. 1A, 1100 words, Police know how, can't explain why; Anderson blamed a friend, but investigators say he acted alone.; Second-degree murder charges against Michael John Anderson in the death of Katherine Ann Olson say: - Bloodstains were found in his family's home in Savage. - A gun and a shell casing were found in Anderson's bedroom. - A neighbor saw Olson's car in front of Anderson's house for about two hours., Jim Adams, Chao Xiong, Curt Brown, Staff Writers
... color of his house, which they called "**Aquafresh** toothpaste." Anderson always ...

36. Pittsburgh Post-Gazette (Pennsylvania), October 30, 2007 Tuesday, SOONER EDITION, BUSINESS; BUSINESS BRIEFS; Pg. A-8, 817 words
... sample size tubes of **Aquafresh** Advanced toothpaste will be ...
... yard signs promoting the **Aquafresh** brand. This is the third consecutive ...
... Halloween promotion for **Aquafresh.** Accounting firm honors ...

37. Pittsburgh Post-Gazette (Pennsylvania), October 24, 2007 Wednesday, SOONER EDITION, BUSINESS; Pg. A-8, 489 words, GLAXO WEIGHT-LOSS DRUG SELLING WELL, JOYCE GANNON, PITTSBURGH POST-GAZETTE
... smoking cessation products, **Aquafresh** toothpaste and Tums, spent ...

38. The Post-Standard (Syracuse, New York), October 4, 2007 Thursday, FINAL EDITION, CNY; Pg. E8, 448 words, TING!; A GUIDE TO OVER-THE COUNTER TEETH-WHITENING PRODUCTS, By Ngoc Huynh Staff writer
... within five minutes. **Aquafresh** White Trays Cost: ...

39. The Salt Lake Tribune, August 15, 2007 Wednesday, BUSINESS, 537 words, Teeth-whitening kits remove stains, but not all are convenient

... more effective than others. * **Aquafresh** White Trays ($ ...

40. The New York Times, July 27, 2007 Friday, Late Edition - Final, Section C; Column 0; Business/Financial Desk; ADVERTISING; Pg. 5, 1001 words, Whiten Your Teeth Even While Walking the Dog, By CLAIRE ATKINSON
... other brands like **Aquafresh** White Trays, from GlaxoSmithKline -- ...

41. The Orange County Register (California), July 27, 2007 Friday, 1 Edition, CURRENTCM; Pg. Education, 683 words, Hang a left at the baby pigs; Veterans of the Orange County Fair's information booths field zany requests with skill., By JEFF OVERLEY; THE ORANGE COUNTY REGISTER, COSTA MESA
... left -- stop at the **Aquafresh** place and get free ...

42. Sun-Sentinel (Fort Lauderdale, Florida), July 22, 2007 Sunday, Broward Metro Edition, LIFE; SALLY DENEEN CUTTING CORNERS; Pg. 2G, 338 words, REBATES YIELD FREE PRODUCTS, SALLY DENEEN
... 5.6-ounce tube of **Aquafresh** Advanced toothpaste (rebate ...

43. The Orange County Register (California), July 21, 2007 Saturday, 1 Edition, LOCAL; Pg. Cover_B, 573 words, Just hang a left at the baby pigs; Veterans of the Orange County Fair's information booths field zany requests with a deft touch., By JEFF OVERLEY; THE ORANGE COUNTY REGISTER, COSTA MESA
... left -- stop at the **Aquafresh** place and get free ...

44. Pittsburgh Tribune Review, July 8, 2007 Sunday, 2023 words, Cordova, Rincon no-hitter carved a place in history, Joe Starkey
... 1 fastball off the "**Aquafresh**" sign between the first and ...

45. Pittsburgh Tribune Review, July 8, 2007 Sunday, 725 words, Smith was Bucs' hero for a night, Joe Starkey
... bomb, which smashed off the "**Aquafresh**" sign under the second ...

46. The Virginian-Pilot(Norfolk, VA.), July 5, 2007 Thursday, The Virginian-Pilot Edition, BUSINESS; Pg. D3, 944 words, trying to avoid this label? good luck., DIRK LAMMERS
... used to make antifreeze. **AquaFresh** said "Made in ...

47. News & Record (Greensboro, NC), June 30, 2007 Saturday, Greensboro Edtion Variation Edition, TRIAD CLASSIFIEDSDEASOMESENERAL NEWS; Pg. A1, 1045 words, Avoiding Chinese products? Good luck, DIRK LAMMERS, SIOUX FALLS, S.D.
... used to make antifreeze. **AquaFresh** said "Made in ...

48. Pittsburgh Post-Gazette (Pennsylvania), June 27, 2007 Wednesday, SOONER EDITION, BUSINESS; Pg. E-8, 385 words, ATTORNEYS PARTNER TO OFFER FREE SERVICES TO THE ELDERLY, Joyce Gannon, Pittsburgh Post-Gazette
... name products such as Tums, **Aquafresh** and Nicoderm. So when they decided to ...

49. Staten Island Advance (New York), June 16, 2007 Saturday, HEALTH; Pg. A01, 630 words, Another Islander falls ill from phony toothpaste, TIM VASSILAKOS, STATEN ISLAND ADVANCE
... 5-ounce tube of "**AquaFresh**" toothpaste bought at ...

50. Inside Bay Area (California), June 13, 2007 Wednesday, ARGUS, 218 words, Dump fluoride
... in rat poison, **Aquafresh** and Colgate. (Read about ...

51. Pittsburgh Business Times, June 12, 2007 Tuesday, 277 words, Shareholder suit over diabetes drug filed
... Pittsburgh, also makes Tums, **Aquafresh,** Breathe Right and other ...

52. Triangle Business Journal (Raleigh/Durham North Carolina), June 12, 2007 Tuesday, 302 words, Glaxo hit with lawsuit over diabetes drug
... Pittsburgh, also makes Tums, **Aquafresh,** Breathe Right and other ...

53. Speakin' Out News (Huntsville, Alabama), May 16, 2007 - May 22, 2007, ENTERTAINMENT/SPORTS; Pg. B1, 58704, 424 words, ITTY BITTY BITS: Diddy joins Diana gig; Ferrera's smile insured; Grant to helm 'Happen'; 'Anatomy spin-off set; scrubs' returns; Armani taps Bey
... taken out by **Aquafresh** White Trays, a ...

54. Chicago Tribune, May 15, 2007 Tuesday, RedEye Edition, - ; ZONE -; Pg. 44, 63 words, America smiles
... London. The insurer said **Aquafresh** White Trays took ...

55. The Columbus Dispatch (Ohio), May 15, 2007 Tuesday, Home Final Edition, FEATURES - THE FLIP SIDE; PEOPLE IN THE NEWS; Pg. 08D, 459 words, Actor doesn't wear the pants, Compiled by Steve Berry, The Columbus Dispatch
... a spokeswoman for **Aquafresh** toothpaste's "Smiles for ...

56. The Seattle Times, May 3, 2007 Thursday, Fourth Edition, ROP ZONE; Northwest Weekend; Pg. G5, 768 words, Gagworthy gas prices don't choke RV buyers; Trail Mix, Ron Judd, Seattle Times staff columnist
... half-used tube of **Aquafresh.** Bigger rigs get ...

57. The Village Voice (New York), April 25, 2007, 1322 words, how Did Ny Nightlife Get So Oppressive Search Me.; Plus: Getting a message or two from Rufus and a ride-along with Andrew, MICHAEL MUSTO
... Al with a tube of **Aquafresh** and some yogurt. After ...

58. Los Angeles Times, March 25, 2007 Sunday, Bulldog Edition, MAIN NEWS; National Desk; Part A; Pg. 4, 1150 words, THE WORLD; Oral hygiene all the rage in Russia ; In Soviet times, people's teeth were notoriously bad. Now, clinics are everywhere in Moscow and so is high-end paste., Erika Niedowski, Baltimore Sun, MOSCOW
... blends of imported Colgate and **Aquafresh,** but yogurt-based ...

59. Fort Worth Star-Telegram (Texas), March 8, 2007 Thursday, A; Pg. 15, 427 words, Bright smiles becoming a must,

ERIKA NIEDOWSKI, The Baltimore Sun
... blends of imported Colgate and **Aquafresh,** but yogurt-based ...

60. Chicago Tribune, March 4, 2007 Sunday, Chicagoland Final Edition, NEWS ; ZONE C; Pg. 20, 763 words, Dentistry in Russia is finally leaving the Dark Ages behind, By Erika Niedowski, Tribune Newspapers: The Baltimore Sun, MOSCOW
... blends of imported Colgate and **Aquafresh,** but yogurt-based ...

61. Muskegon Chronicle (Michigan), March 4, 2007 Sunday, A; Pg. 1, 1556 words, Helping you, helping me Students overcome disabilities, help their neighbors, Lynn Moore lmoore@muskegonchronicle.com
... search, she's unable to find "**AquaFresh** Extra Fresh" toothpaste ...
... 5.6 ounce tube of "**AquaFresh** Extreme Clean" in the " ...

62. The Baltimore Sun, March 1, 2007 Thursday, FINAL EDITION, TELEGRAPH; Pg. 1A, 1190 words, RUSSIANS DISCOVER THE NEXT BIG THING: TEETH, Erika Niedowski, Sun Foreign Reporter, MOSCOW
... blends of imported Colgate and **Aquafresh,** but yogurt-based ...

63. The Baltimore Sun, February 16, 2007 Friday, FINAL EDITION, HEALTH & SCIENCE; Medical Matters; Pg. 3D, 615 words, IBUPROFEN TIMING KEY WITH ASPIRIN THERAPY, Judy Foreman, Special to the Sun
... on TV. The allegation is that **AquaFresh** for Kids contains ...
... spokeswoman for the manufacturer of **AquaFresh** for Kids, GlaxoSmithKline, ...
... oil in any of its **AquaFresh** toothpastes. A spokeswoman ...

64. Pittsburgh Tribune Review, February 8, 2007 Thursday, 843 words, OTC weight loss drug OK'd, Kim Leonard
... smoking cessation supplements, **Aquafresh** toothpaste and Tums antacids. ...

65. Pittsburgh Tribune Review, February 7, 2007 Wednesday, 429 words, Dieters await new 'Alli' drug, Kim Leonard
... smoking cessation supplements, **Aquafresh** toothpaste and Tums antacids. ...

66. Sarasota Herald-Tribune (Florida), February 1, 2007 Thursday, ALL EDITION, A SECTION; Pg. A1, 780 words, A youthful experiment; Schools are teaching scientific method to students as early as kindergarten, a push visible at science fairs, By ANNA SCOTT anna.scott@heraldtribune.com, SARASOTA COUNTY
... power of various toothpastes. (**Aquafresh** beat out Colgate and ...

67. Italian Voice, January 11, 2007 Thursday, Pg. 3, 58601, 1096 words, New Products for Tooth and Mouth Care At Greater New York Dental Meeting, Weiss, Alfred
... tooth whitening, some of the **Aquafresh** Extreme Clean Fluoride ...

68. Pittsburgh Tribune Review, December 20, 2006 Wednesday, 1274 words, Briefs: Many shoppers will take until March to pay holiday debt, Staff and wire reports
... maker of such products as Tums, **Aquafresh** toothpaste and Nicoderm CQ, ...

69. The News & Observer (Raleigh, North Carolina), December 8, 2006 Friday, Final Edition, NORTH RALEIGH NEWS; Pg. N2, 613 words, Holiday tale of joy -- make that relief, Audrey Mark, Correspondent
... Mary Kate & Ashley **Aquafresh**" couldn't squeeze into the cracks. ...

70. Boise Weekly (Idaho), December 6, 2006 - December 12, 2006, Pg. 11, 58899, 1184 words, TRUE CRIME, Collias, Nicholas
... flash your best **Aquafresh** grin, she recognizes the Red ...

71. Pittsburgh Post-Gazette (Pennsylvania), October 27, 2006 Friday, SOONER EDITION, LOCAL; Pg. B-1, 478 words, TRICK OR TEETH; HEALTH CARE FIRM TO DISTRIBUTE TOOTHPASTE TO PROTECT LITTLE FANGS, BOB BATZ JR., PITTSBURGH POST-GAZETTE
... a tube of the company's **Aquafresh** Dr. Seuss kids' ...
... still have to give them candy," **Aquafresh** senior brand manager ...
... go to bed. An **Aquafresh** survey of 1,000 parents of ...

72. Daily Deal/The Deal, October 10, 2006 Tuesday, M AND A, 676 words, GlaxoSmithKline picks up CNS, by Tara Croft
... businesses. GlaxoSmithKline, the maker of **Aquafresh** toothpaste and Nicorette anti- ...

73. The Philadelphia Inquirer, October 10, 2006 Tuesday, BRIEFS; Pg. C03, 1273 words, Business news in brief
... products include Tums, **Aquafresh** and Nicorette, in addition to ...

74. Pittsburgh Tribune Review, October 10, 2006 Tuesday, 292 words, Glaxo will pay $566M for Breathe Right maker, Rick Stouffer
... maker of such products as Tums, **Aquafresh** toothpaste and Nicoderm CQ, ...

75. Saint Paul Pioneer Press (Minnesota), October 10, 2006 Tuesday, BUSINESS; Pg. 1C, 613 words, Glaxo buying CNS for $566M; Breathe Right maker couldn't find new products, JIM McCARTNEY, Pioneer Press
... cold-sore treatment, and **Aquafresh** and Sensodyne toothpastes. Morfitt ...

76. Star Tribune (Minneapolis, MN), October 10, 2006 Tuesday, Metro Edition, BUSINESS; Pg. 1D, 915 words, Glaxo to pay a hefty premium for CNS; Giant drugmaker GlaxoSmithKline agreed to acquire the Eden Prairie maker of Breathe Right strips for $37.50 per share in cash, or $566 million., Neal St. Anthony, Patrick Kennedy, Staff Writers
... cold-sore treatment, **Aquafresh** and Sensodyne toothpastes and ulcer ...
... health products including **Aquafresh** toothpastes, toothbrushes and mouthwashes; ...

77. Pittsburgh Business Times, October 9, 2006 Monday, 189 words, GSK to buy maker of Breathe Right strips
... consumer products, which includes **Aquafresh** and Sensodyne toothpaste and Tums. ...

78. Daily News (New York), September 27, 2006 Wednesday, SPORTS FINAL EDITION, EDITORIAL; SKENAZY'S WORLD; Pg. 31, 432 words, WHY ELMO DOESN'T TICKLE ME PINK, BY LENORE SKENAZY
... now have Extreme Clean **Aquafresh** and Extreme Sour Berry ...

79. Press of Atlantic City (New Jersey), September 13, 2006 Wednesday, LOCAL, 73492, 561 words, Grandma can start doting with baby-stroller deal
... bottle: $1.79. * **Aquafresh** 6- to 6.4-ounce ...

80. The Columbus Dispatch (Ohio), September 9, 2006 Saturday, Home Final Edition, SPORTS; Pg. 01E, 664 words, Loss to Texas could have lasting effect, Bob Hunter, The Columbus Dispatch
... Duck? Crest vs. **Aquafresh?** Ohio vs. Texas? This ...

81. Pacific Sun (Mill Valley, California), September 1, 2006 - September 7, 2006, OVER HEARD; Pg. 10, 58541, 800 words, Be very afraid, Walsh, Jason
... blow people up with **Aquafresh** and Preparation H. This was a ...

82. Home News Tribune (East Brunswick, New Jersey), August 27, 2006 Sunday, LIFE, 676 words, Cleanliness is in the eye of the cleaner, Matt Katz Contact Matt Katz at mkatz@courierpostonline.com.
... moldy, hardened pieces of **Aquafresh** in the sink, while she does ...

83. Courier-Post (Cherry Hill, New Jersey), August 24, 2006 Thursday, SJL Edition, B; Pg. 8G, 677 words, Dirty little secrets blur gender roles, Matt Katz
... moldy, hardened pieces of **Aquafresh** in the sink, while she does ...

84. Riverfront Times (St. Louis, Missouri), August 9, 2006 Wednesday, DINING; Columns, 429 words, Taste of Nature Sour Patch Cotton Candy; $1.89 Blockbuster 4177 Lindell Boulevard, By Malcolm Gay
... might owe to toothpaste (**Aquafresh**). That hypothesis is laid to rest when ...

85. The News & Observer (Raleigh, North Carolina), July 27, 2006 Thursday, Final Edition, BUSINESS; Pg. D2, 475 words, GSK profit rises 14 percent; RTP drug maker raises profit forecast for the year, but analysts expected more, Sabine Vollmer, Staff Writer
... over-the-counter products such as **Aquafresh** toothpaste and Tums antacid ...

86. Daily Record (Morristown, New Jersey), July 23, 2006 Sunday, Pg. BUSINESS, 994 words, Pfizer workers wooed, TIM O'REILEY DAILY RECORD
... line that includes Tums, **Aquafresh** toothpaste, Tagamet antacid and ...

87. The News & Observer (Raleigh, North Carolina), June 28, 2006 Wednesday, Final Edition, BUSINESS; Pg. D1, 500 words, Stocking its medicine cabinets; GSK wants to bulk up on consumer products, Sabine Vollmer, Staff Writer
... revenue from consumer products such as **Aquafresh** toothpaste and Tums antacid ...

88. The Atlanta Journal-Constitution, June 22, 2006 Thursday, Main Edition, CITY LIFE MIDTOWN; Pg. 7JN, 291 words, CITY BRIEFS, ANGELA JORDAN
... books, dental care **Aquafresh** and Dr. Seuss are giving ...

89. Pittsburgh Tribune Review, June 20, 2006 Tuesday, 801 words, Briefs: Aquafresh lauches Dr. Seuss line, Staff and wire reports
The **Aquafresh** brand of tooth-care ...
... 8 conducted by **Aquafresh** found that tooth-brushing ...
... hug and kiss. The new **Aquafresh** Kids toothpaste comes ...
... Marlee Matlin is joining the **Aquafresh** campaign as a spokeswoman ...

90. The News & Observer (Raleigh, North Carolina), June 9, 2006 Friday, Final Edition, BUSINESS; Pg. D1, 1076 words, At GSK, time for basics to shine; May broaden consumer-products lineup with Pfizer unit, Sabine Vollmer, Staff Writer
... division, which includes brands such as **Aquafresh** toothpaste and Tums antacid ...
... Listerine and Sudafed to its Tums and **Aquafresh.** Bloomberg News Photo ...

91. Florida Times-Union (Jacksonville), June 8, 2006 Thursday, Pg. D-2, 526 words, Morning briefs
... GlaxoSmithKline Plc, the maker of **Aquafresh** toothpaste, offered more than ...

92. Orlando Sentinel (Florida), June 8, 2006 Thursday, FINAL, CENTRAL FLORIDA BUSINESS; FLORIDA; INSIDE BUSINESS; Pg. C3, 279 words, Glaxo offers $15 billion for Pfizer unit, Shannon Pettypiece and Julia Werdigier, Bloomberg News
GlaxoSmithKline, maker of **Aquafresh** toothpaste, offered more than ...

93. Pittsburgh Tribune Review, June 8, 2006 Thursday, 429 words, Glaxo bids $15B for Pfizer division
GlaxoSmithKline Plc, the maker of **Aquafresh** toothpaste, offered more than ...
... known for selling **Aquafresh** toothpaste and Tums antacids. ...

94. Rocky Mountain News (Denver, CO), June 8, 2006 Thursday, Final Edition, BUSINESS; Pg. 7B, 1864 words, BRIEFS
... GlaxoSmithKline PLC, the maker of **Aquafresh** toothpaste, offered more than ...

95. Philadelphia Business Journal, June 2, 2006 Friday, 192 words, Reports: GSK may bid $15B for Pfizer's health-care business
... Panadol pain reliever, **Aquafresh** toothpaste and Nicorette gum ...

96. Lincoln Journal Star (Nebraska), May 26, 2006 Friday, City Edition, D; Pg. 3, 664 words, For kids only, LINCOLN, NE
... it downright stressful. **Aquafresh** toothpaste recently launched ...
... teeth better. A (**Aquafresh**) B (Books) then C (...
... 10,000 books redeemed, **Aquafresh** will donate its Healthy ...

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Opposer's Fourth Notice of Reliance – Exhibit B

A sample of 13 articles from the "US Newspapers" category in the NEXIS database published since May 25, 2006 (the filing date of Applicant's application) that refer to Opposer.

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28 of 96 DOCUMENTS

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The Miami Herald
Found on Miami.com
The Miami Herald

February 6, 2008 Wednesday

SECTION: A; Pg. 8

LENGTH: 336 words

HEADLINE: Tom Jones finds himself in a hairy situation

BODY:

It's not unusual for women to throw their underwear onstage when Welsh singer **Tom Jones**is up there. What is odd, however, is that the 67-year-old singer approached famous insurance house **Lloyd's of London**to insure his chest hair -- for $7 million! Though Lloyd's was skeptical at first, the London Daily Mirror reports that they OK'd the sum and have indeed insured Jones' "famously rugged chest hair," a source says.

Of course, Jones isn't the first celeb to insure a bodily asset. Here are some others.

America Ferrera: She may play the unattractive assistant on ABC's *Ugly Betty,*but her pretty smile is insured with Lloyd's for $10 million. Ferrera works with **Aquafresh** White Trays on a charity campaign to give free dental services to jobless women. The policy was taken out by **Aquafresh,** not her *Betty*bosses.

Ben Turpin: The 1920s silent movie star was famous for his crossed eyes -- which came from a role in which he held them crossed! -- and took out a $20,000 policy against uncrossing them.

Jimmy Durante: The singer took out a $50,000 policy on his prominent nose.

Betty Grable: One of the first celebs to insure her legs, she did so in 1940 for $1 million each. Also getting a leg up for $1 million each: **Jamie Lee Curtis, Angie Dickinson, Angie Everhart, Marlene Dietrich, Brooke Shields,**Entertainment Tonight host **Mary Hart**and **Tina Turner.**

David Beckham: The English soccer superstar takes the cake in the legs department, insuring his for a whopping $70 million. *Lord of the Dance***Michael Flatley**pales in comparison with a policy of $40 million for his jig-jamming gams. Way back when, **Fred Astaire**had his legs insured at $75,000 each. Blame it on inflation.

Dolly Parton: She's insured her biggest assets for $600,000.

Jennifer Lopez: Contrary to rumors, J.Lo did not insure her derriere for $1 billion. "I don't know where they got it

from," she told reporters when questioned about the tabloid allegations in 1999. ``When I heard the story I thought it was very funny."

-- Sources: BankRate.com, Get-Great-Legs.com

LOAD-DATE: February 6, 2008

Copyright 2008 Chicago Tribune Company
Chicago Tribune

January 19, 2008 Saturday
RedEye Edition

SECTION: Pg. 30

LENGTH: 295 words

HEADLINE: Product placement;
What the stars are selling

BYLINE: L.A. TIMES

BODY:

In Hollywood today, you're not a star until you've launched your own clothing line. Sarah Jessica Parker, Victoria Beckham and Amanda Bynes have all slapped their names on a collection of threads. Still, some stars are taking a different tack. These folks have stepped outside the gift box and come up with some original products because perfume is so passe.

Scrubs

Katherine Heigl

Heigl is designing a line of medical scrubs called the Katherine Heigl Collection. According to peachesuniforms.com, the line "will bring a new level of style and sophistication to medical professionals who value looking good as much as they value their life's work."

Hair extensions

Jessica Simpson

Simpson is best known for her tanned body and blond locks. Now she's sharing the wealth with a line of hair extensions. "Change your hair as often as you change your mind," brags the HairDo Web site.

Cell phones

Beyonce

Samsung is launching a Beyonce-themed cell phone and mp3 player with a Beyonce-themed startup screen and downloadable videos and pictures of -- yup, you guessed it -- Beyonce.

More hair extensions

Paris Hilton

Hilton's hair extension line, DreamCatchers, asks users to "trust your most important accessory -- your hair -- to us. Finally, you can have the EXACT same hair as Paris Hilton."

Toothpaste

The Olsen twins

The twins rarely crack a smile, so we're not even sure they have teeth. But they've teamed up with **Aquafresh** to launch a flavor of toothpaste.

Umbrellas

Rihanna

Now you can stand under Rihanna's umbrella ... literally! The pop star is launching two lines of umbrellas in conjunction with her hit song. "This umbrella is sure to get you noticed," reads the description on totes-isotoner.com. At least one umbrella line will be available at Macy's in the spring for $20 to $50.

NOTES: WHOVILLE

GRAPHIC: Photo (color): Katherine Heigl\ Photo (color): Jessica Simpson\ Photo (color): Beyonce\ Photo (color): Paris Hilton\ Photo (color): The Olsen twins\ Photo (color): RIHANNA. [AFP/GETTY IMAGES]
Photo(s)

LOAD-DATE: January 23, 2008

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Italian Voice

December 20, 2007 Thursday

SECTION: Pg. 2 Vol. 76 No. 29

ACC-NO: 58601

LENGTH: 649 words

HEADLINE: New Products for Tooth and Mouth Care at Greater New York Dental Meeting

BYLINE: Weiss, Alfred

BODY:

ABSTRACT

Because of the success of Colgate 3600 Whole Mouth Clean Toothbrush, with its cleaning tip, tapered bristles, raised soft-rubber polishing cups, and -on the reverse side of the toothbrush head - a softtextured cheek and tongue cleaner, Colgate now has Colgate 360° Sensitive with ultra soft bristles.

Procter & Gamble sold its line of Crest battery-powered toothbrushes to Arm & Hammer. Thus, Crest SpinBrushes are now produced and distributed by Arm & Hammer and within a year will probably be renamed Arm & Hammer SpinBrushes. In addition to Pro Clean, Pro Whitening, and Kids, there are new 2-speed Crest SpinBrush Pro Select, gentle speed for message and maximum speed for deep cleaning, and new Crest SpinBrush Recharge, with a compact plug-in base and a rechargeable battery and with a dualaction brush head that delivers up to 3900 oscillations a minute.

FULL TEXT

Dental care products companies use the annual Greater New York Dental Meeting in Javits Center to introduce and publicize their latest consumer products hoping to convince dentists and dental technicians to recommend them to their patients.

This year, there were notable new toothpastes, toothbrushes, mouth washes, fluoride rinses, denture cleansers, cold sore medications, dry mouth treatments, and tooth enamel strengtheners. TOOTHPASTE

Colgate Total, long one of the most popular toothpastes, now is Colgate Total Advanced Clean Plus Whitening, claiming antibacterial action and anti-inflammatory protection in addition to removing surfaces staining and preventing stain build-up.

New Mentadent Mint-Sparkle flavor Advanced Breath Freshening combines baking soda, peroxide, and microfine

whitening crystals.

Sensodyne has joined the increasing number of toothpastes claiming to harden tooth enamel. New Sensodyne Pronamel, claims to deter demineralization from acid erosion and to remineralize softened enamel as it provides anti-cavity protection, mjntessence breath freshening, and - of course - sensitivity protection.

New **Aquafresh** Triple Protection Advanced "FreshestEver Mint" Fluoride Toothpaste claims to "strengthen teeth from the inside out."

New Biotène Sensitive Toothpaste provides tooth-sensitivity reduction in addition to anticavity action and Biotène dry mouth protection.

BATTERY TOOTHBRUSHES

Procter & Gamble sold its line of Crest battery-powered toothbrushes to Arm & Hammer. Thus, Crest SpinBrushes are now produced and distributed by Arm & Hammer and within a year will probably be renamed Arm & Hammer SpinBrushes. In addition to Pro Clean, Pro Whitening, and Kids, there are new 2-speed Crest SpinBrush Pro Select, gentle speed for message and maximum speed for deep cleaning, and new Crest SpinBrush Recharge, with a compact plug-in base and a rechargeable battery and with a dualaction brush head that delivers up to 3900 oscillations a minute.

Proctor & Gamble acquired the Oral-B line of battery-powered brushes and this year introduced the new Oral-B Triumph with SmartGuide. The stand-alone SmartGuide is a wireless display that provides real-time feedback to indicate 1. whether the brush is in the clean, soft, message, or polish mode, 2. by a pressure sensor alert, if the brusher is using excessive pressure, 3. by a quadrant timer, what the brushing duration of each quadrant is, and 4. when the brush head should be replaced.

MANUAL TOOTHBRUSHES

Because of the success of Colgate 3600 Whole Mouth Clean Toothbrush, with its cleaning tip, tapered bristles, raised soft-rubber polishing cups, and -on the reverse side of the toothbrush head - a softtextured cheek and tongue cleaner, Colgate now has Colgate 360° Sensitive with ultra soft bristles.

GUM's new Summit+ Toothbrush (Compact or Full) arranges conventional bristles and extremely tapered bristles in a bi-level design to penetrate deeply into the sulcus and along the gingival margin as it effectively cleans exposed tooth surfaces.

LOAD-DATE: February 18, 2008

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Pittsburgh Tribune Review

November 15, 2007 Thursday

LENGTH: 849 words

HEADLINE: IRS has $320,000 for 550 taxpayers in Southwestern Pa.

BYLINE: staff and wire reports

BODY:

The Internal Revenue Service said Wednesday it has almost $320,000 in undeliverable refund checks for 550 taxpayers in nine Southwest Pennsylvania counties. The IRS said taxpayers can obtain their refund by contacting the agency and correcting or updating their address. Most of the refunds due are from the 2006 tax year, said spokesman David Stewart. Statewide, nearly $2.7 million is waiting for some 3,300 taxpayers. There are 317 refunds worth $219,469 to taxpayers in Allegheny County, more than any of the other counties in the region, the agency said. Taxpayers can check the status of a refund by going to www.irs.gov and click on the "Where's My Refund" tool, or by calling 1-800-829-1954.

Respironics project starts

Respironics Inc. breaks ground today for its $32 million, 165,000-square-foot manufacturing plant in Upper Burrell, Westmoreland County. The new site is expected to employ 575 workers, with expected growth of 20 percent in five years, which could mean another 100 jobs. The jobs are expected be transferred from the headquarters facility in Murrysville, where Respironics employs about 850. The new plant, located in the Westmoreland Business & Research Park, will focus on production of sleep therapy devices. Built in 1990, the plant in Murrysville will be used as a multipurpose facility.

RWE delays stock sale

German utility RWE AG on Wednesday postponed a planned initial public stock offering of its U.S.-based water unit, citing "unfavorable conditions" in U.S. markets. RWE had planned to spin off American Water Works Co., based in Voorhees, N.J., through an IPO at the end of this year as it moves to sharpen its focus on European gas and electricity markets. American Water Works said the maximum offering price could total $1.5 billion.

UAW ratifies Ford pact

United Auto Workers members ratified a four-year contract with Ford Motor Co. that sets lower pay for some newly hired workers and puts the company's huge retiree health care debt into a UAW-run trust. The UAW, which represents about 54,000 workers at Ford, said Wednesday that 79 percent of those voting favored the pact. Workers at General Motors Corp. and Chrysler LLC already have ratified similar deals, with the contract winning at Chrysler by

only a small margin. Unlike the other two automakers, there was no strike at Ford.

Wal-Mart told to pay up

Wal-Mart Stores Inc. has been ordered to pay $36.4 million in fees and expenses to attorneys representing Pennsylvania employees who won a class-action award for working off the clock. The total award entered in favor of the plaintiffs including fees and interest now totals $187.6 million, Common Pleas Judge Mark Bernstein wrote in an opinion issued Wednesday. The suit involved 187,000 current and former employees who worked at Wal-Mart and Sam's Clubs from March 1998 through May 2006.

Smiley cookie lawsuit

Homestead-based Eat 'n Park says a New York company is violating the restaurant chain's trademark for its Smiley sugar cookies. The local company said smiley-faced cookies made and sold by The Clever Cookie of Plainview, N.Y. are "confusingly similar" to the Smiley cookies Eat 'n Park has sold since 1985. Eat 'n Park uses the Smiley-faced cookie prominently in its marketing materials.

Earnings

? Ansoft Corp. reported second-quarter income Wednesday of $5.2 million, or 21 cents per share, a 41 percent increase over the $3.7 million, or 14 cents, from the comparable period a year ago. The South Side-based electronic design automation software maker said its revenue totaled $23.4 million for the period ended Oct. 31, up 14 percent from the $20.5 million reported a year ago.

? ArcelorMittal, the world's largest steelmaker, posted a third-quarter net profit of $3 billion Wednesday on high steel prices and increased sales to new markets. The Luxembourg-based company reported net sales of $25.52 billion, a 16 percent rise from the third quarter of 2006.

Other business news

? **Aquafresh** White Trays contributed $100,000 to Smiles for Success, a nationwide organization that provides free dental care for women moving from welfare to work. The gift, the largest donation in the nonprofit's history, is the result of a contest giving entrants a chance to meet actress America Ferrara of the TV comedy "Ugly Betty." For each person who entered the contest, GlaxoSmithKline Consumer Healthcare in Moon gave $1 to Smiles for Success, up to a maximum $100,000.

? Dave Smith acquired the former AZ Chevrolet on Frankstown Road in Penn Hills and renamed it Dave Smith Chevrolet. A Penn Hills native, Smith has nearly 30 years of experience in the auto industry. The dealership, with more than 30 employees, had been operated by the Ziringer family for more than 50 years.

?Mylan Inc. priced its proposed offerings of common and mandatory convertible preferred stock, projected to net the Canonsburg-based generic drug maker some $2.5 billion. Monday is the expected closing date for the transactions. Proceeds will be used to prepay a portion of the loans used to help finance the purchase of Merck KGaA's generics business.

LOAD-DATE: November 15, 2007

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Copyright 2007 The News and Observer
The News & Observer (Raleigh, North Carolina)

November 1, 2007 Thursday
Final Edition

SECTION: BUSINESS; Pg. D3

LENGTH: 299 words

HEADLINE: Philanthropy

BODY:

GlaxoSmithKline offered the residents and communities affected by the fires in California more than $1 million worth of respiratory medicines and $100,000 worth of consumer products, including **Aquafresh** products and Tums.

Capital Area Soccer League is receiving a donation of more than $9,000 in funds and equipment from area Uniroyal tire dealers and Uniroyal Tire as part of a program designed by Uniroyal to support youth soccer across the nation. Area Uniroyal dealers include Atlantic Tire & Service in Cary, Atlantic Avenue Tire & Service in Raleigh, Cary Car Care in Cary, Duty Tire in Raleigh and Colony Tire, which has facilities in Raleigh and Cary.

Leonard W. Wood, a former principal of Trammell Crow Residential and a founding member of Wood Partners in Atlanta, committed $4 million to the Center for Real Estate Development at the Kenan-Flagler Business School of UNC-Chapel Hill. The gift will establish The Leonard W. Wood Foundation for Excellence in Real Estate.

Adameve.com, a Hillsborough company that sells adult sex products, is donating 20 percent of its profits for selected items to breast cancer research and breast health programs. Adam & Eve had sales of more than $110 million last year.

Fairway Outdoor Advertising donated a billboard package worth $10,000 to promote the Walk to Cure Diabetes. The billboards were placed in Raleigh, Wilmington and Greenville.

Crescent State Bank has begun a Freedom Campaign to support local miltary personnel overseas. Crescent State Bank will donate a care package for every checking account opened between mid-October and Nov. 30. Each Crescent office will be accepting donated items from clients, investors and visitors while also offering the opportunity to nominate a specific serviceman or servicewoman to receive a care package.

LOAD-DATE: November 1, 2007

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The Post-Standard
The Post-Standard (Syracuse, New York)

October 4, 2007 Thursday
FINAL EDITION

SECTION: CNY; Pg. E8

LENGTH: 448 words

HEADLINE: TING!;
A GUIDE TO OVER-THE COUNTER TEETH-WHITENING PRODUCTS

SERIES: Daily Dose

BYLINE: By Ngoc Huynh Staff writer

BODY:

With the availability of so many over-the-counter teeth-whitening products, anyone can flash a bright smile at an affordable price.

Kits or products cost $6 to $40 and come in strips, gels or tray applicators, which work as a mold around the teeth. Teeth whitening procedures through a dentist's office can cost hundreds or thousands of dollars.

So if you choose to take the less expensive, over-the-counter route, what kind of results should you expect?

"The results vary but they last between one to six months," said R. Clark Goodwin, a dentist in Fayetteville.

Goodwin said many people are obsessed with white teeth because of makeover shows and marketing. He said images from television, magazines and advertising always depict people with perfect smiles.

"I hate to say it's a very superficial world, but it is very superficial," Goodwin said. "My philosophy is, we're in the days of modern medicine where it's not unheard of to live to be 90 years of age. If you're going to live to be 90, you might as well live with a nice smile."

Advantages

The kits and products you buy at a drug or grocery store can be fun, effective, affordable and easy to use, according

to Goodwin.

Disadvantages

- Be prepared to repeat the whitening process with kits and products you buy over the counter since the whiteners usually don't last very long. Goodwin said a dentist can prescribe stronger chemicals that can keep your teeth white for six months to one year.

- Over-the-counter products do not work on caps, crowns, veneers, dentures or fillings.

- Most tray kits work as one-size-fits-all, which might not work with all shapes and sizes of teeth. On the other hand, a dentist customizes trays specifically for your mouth shape.

How do the whitening ingredients work?

Carbamide peroxide and hydrogen peroxide are the two main ingredients that bleach the tooth enamel, Goodwin said. Over-the-counter products contain 10 to 22 percent of peroxide, according to the American Dental Association. Goodwin said a dentist can use products with 15 to 40 percent peroxide.

Is bleaching safe for your teeth?

If you follow the instructions and don't go overboard, bleaching does not harm your teeth, according to Terrence J. Thines, Chief of Division of Dentistry at SUNY Upstate Medical University in Syracuse.

Thines said the bleach can reduce surface stains from food, beverages or cigarettes, but not deeper blemishes within the tooth. For example, antibiotics such as tetracycline can causes permanent discoloration on the teeth that whiteners do not change.

What if you bleach too much?

Bleaching your teeth too much can cause permanent discoloration, damage to the tooth's root and gum sensitivity, according to Thines.

GRAPHIC: PHOTO Photos courtesy of Wegmans and Marina Maher Communications. Here are some whitening products available at local stores: (Product facts are gathered from packaging and manufacturer's guidelines.) Plus White 5 Minute Speed Whitening Gel Cost: $6.29. Quantity: 3 ounces How to use: Take a cotton swab, put the gel on it and apply the swab onto the front surface of tooth. Keep on for five minutes and rinse with cool water. If you have dark stains, keep the gel on for 15 to 20 minutes. Do it twice a day for the first two weeks. The product says you will see a difference within five minutes. **Aquafresh** White Trays Cost: $36.99. Quantity: Seven upper and seven lower, pre-filled whitening trays. How to use: Once you open each tray packet, place one tray on the upper teeth and one tray on the lower teeth. Gently press the tray with your fingers to spread the gel onto the teeth. Keep the trays in for 30 to 45 minutes. Do this once daily for five days. The product advertises visible results in three days. Crest Whitestrips Premium Plus 10-day Whitening Formula Cost: $39.99. Quantity: 20 upper and 20 lower strips. How to use: Peel open the strip packets and place one strip on the upper teeth and one on the lower teeth. Leave the strips on for 30 minutes before taking them off. Do this twice a day for 10 days. The label reads, "whiter teeth for 18 months." Listerine Whitening Cost: $26.99. Quantity: 56 strips. How to use: Peel open the strip packets and apply to upper and lower teeth. Do this twice daily for two weeks. The strips will dissolve into your teeth within 5 to 10 minutes. This is a new product as of August and claims to be the only dissolvable at-home teeth whitening strips developed by a leading oral care brand. Rembrandt 2-hour Whitening Kit Cost: $24.99. Quantity: Eight tubes of gel and two trays. Each tubes measure .033 ounces. Use: Apply the gel to upper and lower trays. Wear for 20 minutes and remove for 10 minutes. Repeat this four times. The kit says "visibly whiter teeth in 2 hours."

LOAD-DATE: October 11, 2007

LexisNexis

Copyright 2007 The Salt Lake Tribune
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The Salt Lake Tribune

August 15, 2007 Wednesday

SECTION: BUSINESS

LENGTH: 537 words

HEADLINE: Teeth-whitening kits remove stains, but not all are convenient

BODY:

Interested in getting your teeth whiter? You're not alone.

The number of teeth-bleaching procedures performed in dentists' offices has increased by more than 300 percent in the past five years, reports the American Academy of Cosmetic Dentistry. But while in-office treatment can get your teeth up to 10 shades whiter, it can also set you back as much as $800. Over-the-counter kits promise to lighten for a whole lot less - but which ones really deliver?

To find out, the Good Housekeeping Research Institute teamed up with New York City dentist Louis Siegelman and evaluated three of the latest products sold in drugstores. The results: The kits removed some degree of surface stain for most testers, leaving teeth noticeably whiter. But some of the products were easier, better tasting and more effective than others.

* Aquafresh White Trays ($35): These prefilled trays, worn 45 minutes a day for one week, ranked tops on whitening. Most of the testers said their teeth looked slightly whiter after just three days of use. Some testers found the trays messy or uncomfortable - but on average, all teeth got two shades whiter.

* Crest Whitestrips Daily Multicare ($40): In two weeks, these strips lightened almost a shade, on average. And the Good Housekeeping testers liked that they needed to wear the strips for only five minutes a day. (Plus, they're gentle enough to use for maintenance.)

* Listerine Whitening Quick Dissolving Strips ($24): These strips, just arriving in stores this month, are similar to the familiar Listerine breath-freshening strips. But in this case, you wear them twice a day for two weeks. The Listerine strips do their work, then dissolve in minutes. These strips didn't whiten as vividly as the others; they whitened an average of half a shade. But they scored high for taste and received the highest product rating for comfort. In fact, this product felt best on testers' teeth and gums.

* You also might consider Crest Whitestrips Premium ($35), a product the Good Housekeeping Research Institute tested in 2004. In that test, the strips lightened teeth more than three shades, on average. But you have to use them for 30 minutes twice a day for one week.

Since all the tested products whitened teeth to some degree, Good Housekeeping recommends choosing the one

that seems most suitable to you - whether that means time, convenience or tooth sensitivity. For more oral-hygiene product reviews, visit www.goodhousekeeping.com.

Before beginning any whitening program, speak with your dentist. He or she can tell you whether whitening procedures would be effective for you.

Whiteners might not correct all types of discoloration. For example, yellowish-hued teeth will probably bleach well, brownish-colored teeth might bleach less well, and grayish-hued teeth might not bleach well at all.

Likewise, bleaching might not enhance your smile if you have had bonding or tooth-color fillings in your front teeth. In these cases, you might want to investigate other options, like porcelain veneers or dental bonding.

The American Dental Association advises that when selecting a whitener, look for the ADA Seal of Acceptance - assurance that the product has met ADA standards of safety and effectiveness.

LOAD-DATE: August 16, 2007

40 of 96 DOCUMENTS

Copyright 2007 The New York Times Company
The New York Times

July 27, 2007 Friday
Late Edition - Final

SECTION: Section C; Column 0; Business/Financial Desk; ADVERTISING; Pg. 5

LENGTH: 1001 words

HEADLINE: Whiten Your Teeth Even While Walking the Dog

BYLINE: By CLAIRE ATKINSON

BODY:

AT Dr. Craig Arcidiacono's dental practice in Middletown, N.J., Terry Stanzione, a receptionist, works with many patients who want whiter teeth. Although she stands by the $600 procedure performed by her boss, she herself tried over-the-counter whitening strips instead -- with unhappy results.

"When I put it on, they didn't stay on," she said. "I didn't like the way it fit. I couldn't talk." Ms. Stanzione, who used the strips when they first came out, said she would be willing to try a new product if it improved on her first experience.

She is exactly the kind of customer Listerine is seeking as it tries to reinvigorate the market for teeth-whitening products. These products took the market by storm six years ago but waned in popularity because the early products were expensive and difficult to use. Some of them had to be stuck to the teeth overnight.

Now Johnson & Johnson is introducing a second-generation product, Listerine Whitening Quick Dissolving Strips, which dissolve within five and 10 minutes. With regular use, Listerine says, a $24 box of them will produce whiter teeth and fresh breath within two weeks. According to the company, the strips, which will arrive in stores on Wednesday, are barely visible.

A 30-second television spot for the product will start today on broadcast and cable networks. Created by the New York office of JWT, it opens with the words, "Tell Us Where You Whiten," and shows people milling at a house party. The ad, shot in a bumpy home-video style and framed by the screen of a camera phone in parts, follows a young woman as she arrives at the party, opens her bag to show the whitening strips, and narrates the product's attributes while bumping into friends. "You can talk and all anyone sees is your pearly whites," she says.

Listerine Whitening, a growing division of Listerine, is also sponsoring ABC's "Good Morning America" concert series as part of the promotion.

The commercial, said Lisa Lieberman, senior product director for Listerine Whitening, is "a slice of life showing consumers engaging and interacting," and is meant to carry the message that Listerine Whitening Quick Dissolving

Strips "really do give you the freedom to be out in public."

As for the deliberately herky-jerky cinematography, she said: "It has a very modern look and is meant to look different from other commercials -- it's a real lifestyle situation."

White teeth remain a national obsession, according to a Gallup poll conducted for Listerine. The results indicate that 72 percent of consumers want whiter teeth, but only 25 percent have ever tried a whitening product.

"We looked at the category created in 2001, and sales were declining as people weren't satisfied with the whitening products," Ms. Lieberman said. "They weren't convenient or pleasant, and there was an opportunity to change the whitening experience."

Listerine describes this product introduction as one of the most significant in the brand's 100-year history -- and also the most noteworthy one since Johnson & Johnson's $16.6 billion deal to acquire Pfizer consumer health care in June 2006.

Listerine is aimed squarely at loosening Crest's formidable grip on the business. The top three sellers in the whitening category are whitening strips from Crest, a unit of Procter & Gamble, that command about half of sales volume. Whitestrips, which were Crest's breakout product, effectively introduced modern teeth-whitening products in 2001.

Sales in the category -- which includes other brands like **Aquafresh** White Trays, from GlaxoSmithKline -- rose to $333 million in 2003, but have steadily declined, according to the Chicago-based Information Resources, which collects sales data from many retailers but does not include Wal-Mart and a handful of other stores. Industry sales in 2006 dropped to $218 million, while sales through June 17, 2007 were $112 million, Information Resources said.

While its rival, Crest, has worked hard to win product placements on television shows and endorsements from celebrities, Listerine's marketing team prefers to get the brand into the hands of potential consumers so they can try it. A national sampling program, aided by Arnold Worldwide of Boston and New York, is starting as part of an effort to distribute as many as 17 million samples during the first year.

Some strips will be taped to other Listerine products; others given away at stores like Wal-Mart. The company plans to dispatch teams of workers on motorcycles in 20 cities to give away T-shirts that read, "Do It Here. Do It There. Do It Anywhere," referring to consumers' ability to use the whitening strips.

"With a new launch we need to drive trial and awareness," said Ms. Lieberman, who added that the company invested heavily in its sampling program. The experience of using the strips, she said, "is game-changing."

There are other nontraditional aspects to the campaign. Listerine is running a consumer-generated photo contest that allows people to upload photos of themselves using the whitening strips while doing other things, like walking the dog. The contest -- at www.wheredoyouwhiten.com -- will be judged by the singer Jennifer Nettles of the band Sugarland, who is being enlisted as a spokeswoman.

RappCollins, the New York agency, is handling relationship marketing and the digital component, while Edelman, the public relations agency, has been briefing magazine editors on the new product.

Listerine has some recent success at bringing new brands to market: its PocketPaks dissolvable breath strips ranked No. 2 on Information Resources' "New Product Pacesetters" ranking for 2002, incidentally just behind Crest's Whitening Strips.

John Deighton, a professor at Harvard Business School who specializes in marketing, said that consumer product companies these days have to keep expanding their popular product lines. "A brand like Listerine has to get bigger or

risk being pruned," he said.

URL: http://www.nytimes.com

GRAPHIC: Photo: An advertisement for Listerine Whitening Quick Dissolving Strips.

LOAD-DATE: July 27, 2007

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Sun-Sentinel (Fort Lauderdale, Florida)

July 22, 2007 Sunday
Broward Metro Edition

SECTION: LIFE; SALLY DENEEN CUTTING CORNERS; Pg. 2G

LENGTH: 338 words

HEADLINE: REBATES YIELD FREE PRODUCTS

BYLINE: SALLY DENEEN

BODY:

Broward reader Leah M. Pavela for years has enjoyed free shampoo, deodorant, toothpaste and toothbrushes. "In fact, I cannot remember the last time I actually paid for any of these items, as they are free so often," she reports.

Her technique: At Walgreens, she picks up the EasySaver rebate catalog found just inside the store entrance and looks for items that state they're "free after rebate." This month, for instance, there are two such items - a 5.6-ounce tube of Aquafresh Advanced toothpaste (rebate limit $3.49) and something called Promise Active SuperShots, which say they help remove cholesterol (rebate limit $3.99). A new catalog comes out each month.

So, Pavela buys any free-after-rebate items she likes, then does the required paperwork.

Here's another idea for obtaining sample-size versions of everyday items for free. At Walmart.com, place your cursor over "In Store Now," which will reveal a choice of links; click on "FREE Samples." A revolving lineup of a few free samples is made available there. Last I checked, offerings included a John Frieda-brand hair-care product called Frizz-Ease and two bladder protection products.

Cheaper magazines: Estelle Simes of Broward said she recalled reading in this column where to order cheap magazines online. She asked: What's that Web site again? Answer: Go to MagazinePriceSearch.com, which searches the prices of several online outlets. For example, on July 15 it found the cheapest way to get TV Guide was through DeltaMagazines.com, which had it for $18.09 for one year. Other low prices as of July 15 included Family Circle for $5 (15 issues), Good Housekeeping for $8.90 (12 issues) and Sporting News for $7.52 (120 issues).

How to ditch a cellphone contract: Cell tradeusa.com and similar Web sites specialize in helping find someone to take over your cellphone contract, advises Wired magazine. Odds of success: 2 to 1. See other tips at tinyurl.com/2atkb2/.

Cutting Corners appears on Sundays. E-mail Cutcorner@aol.com Leave a recorded message at 954-356-4759.

LOAD-DATE: July 23, 2007

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Copyright 2007 Tribune Review Publishing Company
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Pittsburgh Tribune Review

July 8, 2007 Sunday

LENGTH: 725 words

HEADLINE: Smith was Bucs' hero for a night

BYLINE: Joe Starkey

BODY:

Mark Smith, a 37-year-old sales rep for Los Angeles-based Oppenheimer produce company, spends his weekdays pushing kiwi and corn.

On the weekends he plays ball - and he can reel off his stats at roughly the speed of a Veg-O-Matic blade.

"I'm hitting .481 with three homers and 10 RBIs in 25 at-bats," Smith says. "Could you pass that on to (Pirates general manager) Dave Littlefield?"

Hey, somebody gave Littlefield phone numbers for Raul Mondesi and Jeromy Burnitz. Why not Smitty?

Smith has no intention of returning to professional baseball. He retired in 2005 after a bad experience in South Korea. His last major-league at-bat was in 2003 with Milwaukee.

"I'm a little frustrated with the way my career went," Smith said by phone from his home in La Verne, Calif., where he is married with a 2-year-old son and another boy on the way. "I think I was a better player than I showed."

The Baltimore Orioles were hoping the 6-foot-3, 235-pound Smith would become a right-handed Boog Powell when they drafted him ninth overall out of Southern California in 1991. He didn't come close, playing parts of eight seasons for five teams and hitting a grand total of 32 home runs. To call his career nondescript would be a compliment.

Say this much, though: The man had a flair for the dramatic.

&#149 He hit a home run for the Orioles the night Cal Ripken tied Lou Gehrig's consecutive games-played streak at 2,130.

&#149 He nearly set a major-league record when he began the 1998 season 0 for 32.

&#149 He pulled a man from a burning car.

&#149 He blasted one of the more memorable home runs in Pirates history.

Let's take care of that burning-car thing before we get to the home run.

Smith and his Florida Marlins teammate, Brad Penny, were driving Interstate 95 in July 2000 when they saw a car crash into an embankment. By the time they got to the scene, the car was on fire. They heard pounding on the back window.

"The guy had punched a tiny hole in the window, and I saw his finger sticking out," Smith said. "I basically pulled him through the window. Probably the most afraid I was in my whole life."

Did the car blow up?

"I'd like to say it was just like 'CHiPs' and blew up as I was dragging him away," Smith said. "It blew up about a minute later."

For his actions, Smith received Major League Baseball's Steve Palermo Award for heroism.

Nothing quite so harrowing or heroic took place July 12, 1997, before 44,119 fans at Three Rivers Stadium. But it was unforgettable just the same.

With two out and two on in the bottom of the 10th inning of a scoreless game against the Houston Astros, Smith pinch-hit for reliever Ricardo Rincon. A run would give Francisco Cordova and Rincon the first combined, extra-inning no-hitter in major league history.

If Smith failed, the game stood a chance to take its place alongside the Harvey Haddix travesty 38 years earlier, when Haddix pitched 12 perfect innings against Milwaukee only to lose, 1-0, in the 13th.

Before he strode to the on-deck circle, Smith met with hitting coach Lloyd McClendon, who reminded him that Astros reliever John Hudek loved to pound away with fastballs.

Hudek's first pitch was a called strike, a fastball down the middle. Smith readied himself for another. Hudek aimed inside but left the ball over the plate.

Smith destroyed it.

Watch the replay and you see Pirates owner Kevin McClatchy rising from his seat behind home plate in concert with the ball and thrusting his arms upward, as if to signal, "Touchdown!"

In some ways, Smith still hasn't touched down. The replay shows him taking a moment to admire his no-doubt-about-it bomb, which smashed off the "**Aquafresh**" sign under the second deck in left field and set off fireworks (yes, they had Fireworks Nights back then, too).

It could have been a scene from "The Natural."

"It was weird," Smith recalled. "It was one of those things -- maybe it was all in my mind -- where I could have heard a pin drop; one of those deals where you couldn't even feel your body as you're running around the bases.

"You know, I hit a homer the other day in the weekend league, and it didn't quite have the same feel. Nobody even congratulated me."

One home run didn't salvage Smith's disappointing career, but he'll carry the memory to his grave.

So will most of those who filled the creaky, quirky North Side stadium that night.

LOAD-DATE: July 8, 2007

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55 of 96 DOCUMENTS

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The Columbus Dispatch

The Columbus Dispatch (Ohio)

May 15, 2007 Tuesday
Home Final Edition

SECTION: FEATURES - THE FLIP SIDE; PEOPLE IN THE NEWS; Pg. 08D

LENGTH: 459 words

HEADLINE: Actor doesn't wear the pants

BYLINE: Compiled by Steve Berry, The Columbus Dispatch

BODY:

Matthew Broderick used to feel confident about dressing on his own. Enter wife Sarah Jessica Parker. "I seem to have sapped his confidence," the actress told Glamour magazine for its June issue. "He thinks I have become an interloper in his closet," Parker says. "I buy him so much that he feels it has taken away his ability to make his own decisions."

\ She has a pretty pricey smile

America Ferrera's smile is insured for $10 million, Us Weekly says. The Ugly Betty star is a spokeswoman for Aquafresh toothpaste's "Smiles for Success" program, which provides dental care for underprivileged women trying to enter the work force. The company took out a policy on Ferrera's girlish grin with Lloyd's of London.

It's a treat to work with Katie

Katie Holmes is currying favor with her Mad Money cast and crew by buying pizza and dessert on Fridays. She arrived on the Shreveport, La., set with cupcakes, 80 pizzas flown in from Chicago and 300 ice-cream cones, People magazine reports. Hubby Tom, meanwhile, has been a constant fixture on the set, giving the cast and crew a glimpse of daughter Suri.

\ Fox has a cow

Lawyers for Fox are leaning on the video portal Broadcaster.com to yank three clips of a series titled "The O.J. Simpsons," which re-imagines the TV cartoon with disgraced football player O.J. Simpson in the role of the dysfunctional patriarch. The Web site's honchos note that the fair-use doctrine protects parodies.

\ Hair, er, heir apparent

Donald Trump has a new title: Grandpa. Trump became a grand-

father during the weekend when his son, Donald Jr., and wife Vanessa welcomed their first child, a daughter named Kai Madison. The newest addition to the clan is just 14 months younger than her uncle Barron, Trump's son with his third wife, Melania.

\ If it's 'Brokeback,' fix it

Jessica Turner, 12, and her grandparents are suing the Chicago Board of Education, claiming that a substitute teacher's showing of Brokeback Mountain during class traumatized the eighth-grader. The suit seeks $500,000 in damages.

\ Legal brief

Bollywood star Shilpa Shetty is trying to get the court case against her and Richard Gere over their public smooch moved to a different court in India so she can answer the charges directly.

\ Son of a gun

Sopranos star Drea de Matteo and her boyfriend, country-rock singer Shooter Jennings, are expecting their first child, the New York Post hears.

\ Sound bite

From the Onion Radio News:

"Airport Security Pig Finds Concealed Truffles"

\ sberry@dispatch.com

Box Story: Today's birthdays

65 K.T. Oslin, country singer

59 Brian Eno, singer and songwriter

54 George Brett, baseball Hall of Famer

46 Giselle Fernandez, TV personality (Dancing With the Stars)

29 David Krumholtz, actor (Numb3rs)

26 Jamie-Lynn Sigler, actress (The Sopranos)

GRAPHIC: Photo, Sarah Jessica Parker and her Ken doll, Matthew Broderick

LOAD-DATE: May 15, 2007

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Italian Voice

January 11, 2007 Thursday

SECTION: Pg. 3 Vol. 75 No. 32

ACC-NO: 58601

LENGTH: 1096 words

HEADLINE: New Products for Tooth and Mouth Care At Greater New York Dental Meeting

BYLINE: Weiss, Alfred

BODY:

ABSTRACT

Orajel also has a new Dry Mouth Moisturizing Spray, Sugar Free, Fresh Mint Flavor, to complement the popular Orajel Dry Mouth Moisturizing Gel and Orajel Patented Dry Mouth Moisturizing Toothpaste.

G-U-M has Crayola-colored and Crayola-themed products for children. G-U-M Crayola Suction-Cup Toothbrush, in a choice of five Crayola colors, has a suction-cup base to hold it firmly on the countertop. G-U-M Crayola Games Toothbrush, in a choice of four Crayola colors and four different games, has a try-to-get-the-balls-into-the-holes game in the handle. G-U-M also has Crayola Fluoride Foam, Crayola Prophy-Paste, and Crayola Protect Fluoride applicator trays for dentists to use with their young patients. G-U-M has a Crayola website of educational games for children and educational information for parent at www.GUMclub.com

Polident, providing the most popular overnight cleansing of dentures for more than forty years, now has New Polident Fresh Cleanse Foaming Antibacterial Denture Cleanser, an easy-to-use, anytime, out-of-mouth cleanser for uppers, lowers, and partials. At the Meeting, Brooklyn-based Lynn Catusco RHD was demonstrating the easy 1) shaking the bottle, 2) slowly pumping cleanser onto the denture two times, 3) brushing for ninety seconds with a denture brush or a toothbrush, 4) rinsing with water, and 5) wearing with fresh breath for up to five hours, and was explaining the scientific bases of New Polident Fresh Cleanse's breath freshening and plaque removing effectiveness.

FULL TEXT

Companies use the annual Greater New York Dental Meeting in Javits Center to introduce their latest professional technologies, products, and services to the thousands of dental professionals who attend the Meeting. They also feature their latest consumer products, hoping to convince dentists and dental technicians to recommend them to their patients.

This year, there were notable new toothpastes, mouthwashes and rinses, flosses, and products for children, for

people who wear dentures, and people who suffer from mouth sores.

Toothpastes

Crest calls the latest of its nine toothpastes Crest PRO-HEALTH, "for prevention of cavities, gingivitis, plaque, and tartar buildup. Crest PRO-HEALTH also provides whitening action, protects against sensitivity, and freshens breath."

Because of the constantly increasing demand for tooth whitening, some of the **Aquafresh** Extreme Clean Fluoride Toothpaste varieties now are "plus tooth whitening."

Pre-brushing rinse

Listerine Agent Cool Blue is a pre-brushing Plaque-Detecting Rinse for children ages 6 to 12. It tints plaque blue, indicating teeth that should be especially targeted during the follow-up brushing with toothpaste. Though it is alcohol-free, it does have germ-killing power, but it is not a substitute for post-brushing rinses, such as the familiar Listerine Antiseptic Mouthwashes. Listerine Agent Cool Blue comes in two flavors: Glacier Mint and Bubble Blast.

Mouthwashes

The latest flavor in Listerine's variety of antiseptic mouthwashes is Vanilla Mint, one of its "Less Intense - Equally Effective" mouthwashes.

Johnson & Johnson has "cleanburst icy cool mint" flavored Reach ACT Restoring after-brushing Mouthwash with 0.05% sodium fluoride to aid in the prevention of dental cavities."

Smart Mouth mint flavor Mouthwash claims to provide 24-hour fresh breath if used twice daily. It comes in two bottles with pumps: first, a pump from Solution #1, sodium chlorite, into a little cup; then a pump from Solution #2, zinc chloride, into the cup; mix; and rinse.

Oasis Moisturizing Mouthwash is for morning and night use by people with dry mouth discomfort. Oasis also has a Moisturizing Mouth Spray for convenient use as needed during the day. Oasis Mouthwash and Oasis Mouth Spray are from GlaxoSmithKline, the makers of Sensodyne.

Orajel also has a new Dry Mouth Moisturizing Spray, Sugar Free, Fresh Mint Flavor, to complement the popular Orajel Dry Mouth Moisturizing Gel and Orajel Patented Dry Mouth Moisturizing Toothpaste.

Flosses

Johnson & Johnson continues its conscientious promotion to convince us that flossing is as essential to dental care as brushing, providing a variety of flosses, floss-dispensers, and floss-holders. New this year is Johnson & Johnson REACH Cleanpaste, tight-teeth floss or original-woven floss, infused with an icy mint flavored toothpaste-like formula to make flossing "like brushing between the teeth."

For children

Orajel Toddler is a Training Toothpaste for children up to 4 years old who are learning healthful dental habits. It comes in a choice of fruity flavors, so it is appealing to children. It is fluoride-free, so it is safe if swallowed.

G-U-M has Crayola-colored and Crayola-themed products for children. G-U-M Crayola Suction-Cup Toothbrush, in a choice of five Crayola colors, has a suction-cup base to hold it firmly on the countertop. G-U-M Crayola Games Toothbrush, in a choice of four Crayola colors and four different games, has a try-to-get-the-balls-into-the-holes game in the handle. G-U-M also has Crayola Fluoride Foam, Crayola Prophy-Paste, and Crayola Protect Fluoride applicator trays for dentists to use with their young patients. G-U-M has a Crayola website of educational games for children and

educational information for parent at www.GUMclub.com

Also for children, ages 6 to 12, is Listerine Agent Cool Blue Plaque-Detecting Rinse, mentioned above.

Dentures

Polident, providing the most popular overnight cleansing of dentures for more than forty years, now has New Polident Fresh Cleanse Foaming Antibacterial Denture Cleanser, an easy-to-use, anytime, out-of-mouth cleanser for uppers, lowers, and partials. At the Meeting, Brooklyn-based Lynn Catusco RHD was demonstrating the easy 1) shaking the bottle, 2) slowly pumping cleanser onto the denture two times, 3) brushing for ninety seconds with a denture brush or a toothbrush, 4) rinsing with water, and 5) wearing with fresh breath for up to five hours, and was explaining the scientific bases of New Polident Fresh Cleanse's breath freshening and plaque removing effectiveness.

Mouth Sore Medication

Orajel Benzocaine 15 mg Protective Mouth Sore Discs are a new way to provide relief of pain associated with mouth sores. A small disc is removed from its sterile packaging, placed over the sore, and held there till it adheres, in less than ten seconds, Saliva then dissolves it slowly, forming a protective oral bandage that provides both pain relief and protection for hours.

All-natural Cankermelts from Orahealth is a similar new medication for in-mouth canker, braces, and denture sores.

LOAD-DATE: August 16, 2007

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Copyright 2006 Copyright [2006] Press of Atlantic City
Press of Atlantic City (New Jersey)

September 13, 2006 Wednesday

SECTION: LOCAL

ACC-NO: 73492

LENGTH: 561 words

HEADLINE: Grandma can start doting with baby-stroller deal

BODY:

Dear Franny The Shopaholic: Where can I buy a nice pink baby stroller for my first granddaughter? - New Granny

Dear New Granny: Target in Mays Landing and Toms River has a Graco Spree Travel System stroller with a Snug Ride infant car seat attachment in pink for $139.

Dear Franny The Shopaholic: For the second time my SUV's CD factory radio broke. It cost $300 for a new one. Now it is broke again. Where can I get a better deal? - Laura D., Galloway

Dear Laura: Best Buy at Consumer Square in Mays Landing has free same-day installation on any car deck more than $99. They have a Pioneer CD/AM/FM radio on sale for $129.99.

Dear Franny The Shopaholic: Can you help me find sun-dried tomato bagels? I use to be able to get them in northern New Jersey, even frozen would do? - Hangin

Dear Hangin: Hot Bagels & More in Somers Point, Margate and Northfield have hand rolled bagels, including sun-dried tomato for 60 cents each or a baker's dozen for $6.95.

Dear Franny The Shopaholic: Where can I purchase an all-in-one table lamp? - Joyce U., Upper Township

Dear Joyce: Lowe's Home Improvement Warehouse in Egg Harbor Township, Rio Grande and Millville has a four-piece combo table lamp on sale for $110.

Steals of the week

Editor's note: Not all newspaper coupon inserts and advertising supplements are distributed throughout a newspaper's distribution area. Advertisers may target specific zones for inserts or circulars based on store locations, marketing plans and other considerations. Specials offered by chains may not apply to all stores.

Acme

* Similac 25.7-ounce powder baby formula: $22.49. Use the $1 coupon from Sunday's Press, making your cost $21.49.

* Antioch frozen 5-ounce stuffed chicken breasts: $1.

* Stouffer's entrees, skillets and pizza: half price.

* Rosa 12-ounce jar of roasted peppers: $1.

Pathmark

* Pedigree Dentabone: $2.49. Use the $1 coupon from Sunday's Press, making your cost $1.49.

* Dynamo 100-ounce laundry detergent: Three for $5.99. One offer.

* Bananas: 37 cents a pound.

* Lady Linda six-count donuts or 10-ounce pound cake: $1.

ShopRite

* L'Oreal Vive Pro 13-ounce shampoo or conditioner: $3.49. Use the $2 coupon from Sunday's Press, making your cost $1.49.

* Ajax laundry detergent, gallon bottle: $1.79.

* **Aquafresh** 6- to 6.4-ounce toothpaste: 99 cents. Limit four per variety.

* ShopRite 22-ounce apple or pumpkin pie: $1.49.

Superfresh

* Barilla 1-pound pasta: Four for $2. Limit two offers.

* Tuttoroso 28-ounce can tomatoes: 12 for $5.99.

* Keebler cookies: half price.

Tips

* CVS has Wrigley 10-pack chewing gum: $1.

* Best Buy has a Whirlpool over-the-range microwave for $199.99.

* Sports Authority has an Everlast 100-pound boxing bag half price for $49.99.

* Toys "R" Us has a 1GB MP3/WMA player in pink, blue or black on sale for $49.99.

* Rite Aid has Revlon lip or nail colors buy one, get one free.

* Staples has a Compaq Presario 3200+, 512MB, 120GB, CD-RW and 17-inch monitor computer for $299.96 after instant and $100 mail-in-rebates. Upgrade to DVD+RW, 200GB 3500+ processor for $100. Also, Peachtree Pro Accounting or Computer Associates Internet Security Suite programs free after instant and mail-in-rebates.

Can you help?

* Debbie G. is looking for a stick vacuum without a roller bar - just suction. Her pet's hair gets clogged in the roller bar.

Franny The Shopaholic answers questions of general interest. E-mail:

FrannyShopaholic@aol.com

LOAD-DATE: August 15, 2007

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Fourth Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

EB303226580US
Express Mail Number

Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Fourth Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin
Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S FIFTH NOTICE OF RELIANCE

Pursuant to Rule 120(j) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon the portions of the discovery deposition testimony of William R. Weissman, President of Applicant, Omnisource DDS, LLC, which are attached hereto.

Respectfully submitted,

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Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM
CORPORATION,

Opposer,

vs. No. 91/178,539

OMNISOURCE, DDS, LLC,

Applicant.

CERTIFIED
COPY

DEPOSITION OF WILLIAM R. WEISSMAN

North Hollywood, California

Wednesday, February 27, 2008

Reported by:
MARIA ELLERSICK
CSR No. 10531

Job No. 82408

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION,

Opposer,

vs. No. 91/178,539

OMNISOURCE, DDS, LLC,

Applicant.

Deposition of WILLIAM R. WEISSMAN, taken on behalf of Opposer, at 10902 Riverside Drive, North Hollywood, California, beginning at 9:17 a.m. and ending at 10:40 a.m. on Wednesday, February 27, 2008, before MARIA ELLERSICK, Certified Shorthand Reporter No. 10531.

APPEARANCES:

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(703) 525-8009

North Hollywood, California

Wednesday, February 27, 2008

9:17 a.m. - 10:40 a.m.

WILLIAM R. WEISSMAN,

having been administered an oath, was examined and testified as follows:

Again, if you could state your name for the record, please.

A. William Raymond Weissman.

Q. And what is your position with respect to

Omnisource, LLC, the applicant in this case?

A. I'm the president of Omnisource.

Q. And you're appearing today in response to our deposition notice; correct?

A. Correct.

Q. Are you the best person to speak today on behalf of Omnisource with respect to its business, and in particular, with respect to the trademarks that we're

going to be discussing today?

A. Yes.

Q. Could you tell me what an oral irrigator is?

A. An oral irrigator is a device which emits water in a stream in order to flush out debris in the mouth between the teeth and gums.

Q. And oral irrigators, you said that they could be used to flush spaces between teeth. Could they also be used to clean teeth themselves?

A. If you're asking solely could they be used, some people could solely use that if they so chose.

Q. Solely as opposed to --

A. As opposed to brushing, flossing, toothpicks. There are several different items that could be used for cleaning the teeth.

Q. Could they be used to clean gums?

A. Yes.

Q. You mentioned earlier toothpaste, toothpicks, floss, and toothbrushes. Those oral care goods could be used for the same purpose?

A. Correct.

Q. Cleaning teeth, cleaning gums?

A. Correct.

Q. Cleaning spaces between teeth?

A. Correct.

Q. Would you agree that oral irrigators is a product that would be used by ordinary consumers; in other words, anyone on the street?

A. Yes.

Q. Are you aware of any oral irrigator products that are currently on the market?

A. Yes.

Q. And could you identify those for me?

A. Interplaque puts out an oral irrigator. WaterPik puts out an oral irrigator. Oral-B has an irrigator, and those are the ones that come to my mind.

Q. Do you know where those products are sold?

A. In stores.

Q. And specifically, what types of stores?

A. Here in California, the types of places that I would recommend my patients to go to would be places like Rite-Aid, Target and CVS Pharmacy.

Q. Just to clarify, Rite-Aid is a pharmacy?

A. It's a pharmacy with other items.

Q. And Target is a general retail store?

A. Correct.

Q. The three stores that you mentioned earlier -- Rite-Aid, CVS, and Target -- do you know if those stores sell toothbrushes?

A. Yes.

Q. Do they sell toothpaste?

A. Yes.

Q. Do they sell electric toothbrushes?

A. Yes.

Q. Do they sell floss?

A. Yes.

Q. Do they sell mouthwash?

A. Yes.

Q. Do you have any sense as to how much an oral irrigator costs?

A. Yes.

Q. Dr. Weissman, do you own any patents?

A. Yes.

Q. How many patents do you own?

A. Three.

MR. BERTIN: I'd like to mark for the record three items.

The first is being marked as Exhibit 2. This is United States Patent No. 5,511,693.

Exhibit 3 is United States Patent No. 5,564,629.

And Exhibit 4 is United States Patent No. 5,556,001.

(Opposer's Exhibits 2 through 4 were marked for identification by the court reporter.)

BY MR. BERTIN:

Q. Dr. Weissman, I'd like you to take a look at

these three exhibits. Are these the patents in question that you mentioned just a moment ago?

A. Yes.

Q. Have you ever assigned the patents to any third-party?

A. No.

Q. Have you ever licensed the patents to any third-parties?

A. No.

Q. These patents -- you filed an application for these patents in 1994; is that correct? I'll direct

your attention to the top of the document.

A. Correct.

Q. And these patents were issued by the patent office in 1996; is that correct?

A. Correct.

Q. Do you know when these patents expire?

A. Not exactly.

Q. But you understand that the patents will expire eventually?

A. Correct.

Q. You just don't know exactly when that will be?

A. Correct.

Q. It could be next year. It could be five years from now?

A. Correct.

Q. When we started talking earlier this morning, you indicated that Omnisource plans to or is hoping to sell a number of oral care goods, including oral irrigators. Are the oral irrigators that are described in these patents, the products Omnisource -- specifically the oral irrigators that Omnisource is working on or that you intend to sell?

A. Yes.

Q. Aside from the products that are described in these three patents, does Omnisource intend to sell any other oral irrigators?

A. No.

Q. What is the target audience or the target market for the oral irrigators that Omnisource intends to sell?

A. To the general consuming public who's interested in oral care goods.

Q. Ordinary consumers?

A. Ordinary consumers.

Q. What about dental professionals such as dentists, orthodontists, endodontists?

A. They could potentially purchase these.

Q. Are you intending to sell this product to dental professionals specifically for use in their profession?

A. I haven't really thought about exactly who or when these would be sold or to whom.

Q. Have you selected a brand name for this product?

A. No. I have several names that I have applied for trademark names, but not any one specifically that's been selected.

MR. BERTIN: Let's mark a few exhibits.

Opposer's Exhibits 5, 6, 7, 8, 9 are printouts from the U.S. Trademark Office, TESS and TARR databases, and these are for applications for the marks Aquajett, Omnijet, Omnipik, Showerjet, and Aquapik.

(Opposer's Exhibits 5 through 9 were marked for identification by the court reporter.)

BY MR. BERTIN:

Q. If you could take a moment to look these over,

Dr. Weissman.

Are these the marks that you were referring to a moment ago?

A. Yes.

Q. All of the applications that you filed with the Trademark Office, the ones that are numbered Opposer's Exhibit 5 through 9, those applications are all for oral

irrigators; correct?

A. Correct.

Q. And are they for the same product that is described in your three U.S. patents, Opposer's Exhibits 4, 5, and 6?

A. Yes.

Q. Is Omnisource currently selling any oral care products?

A. No.

Q. Omnisource isn't selling oral irrigators at this time?

A. Correct.

Q. Has Omnisource ever sold oral irrigators?

A. No.

Q. Was Omnisource selling oral irrigators at the time that you filed your trademark applications?

A. No.

Q. These patents were issued in 1996. What have you done since then to bring the oral irrigator products that are described in these patents to market?

A. Nothing.

Q. So I'm correct in assuming that you have no current inventory of oral irrigators?

A. Correct.

Q. Do you have any schematics for this product, how it would be built?

A. No.

Q. Have you identified what types of materials would be used to construct this product?

A. No.

Q. Have you entered into any agreements to manufacture this product?

A. No.

Q. Have you given any thought to where these products would be made, manufactured?

A. No.

Q. Do you plan to manufacture them yourself or do you plan to contract with a third-party to manufacture them?

A. More than likely, contract with a third-party.

Q. Have you identified any potential third-parties to manufacture the product for you?
A. No.
Q. Have you done anything to identify any potential third-parties?
A. No.
Q. Are you planning to sell oral irrigators yourself, or are you planning to license them to third-parties who would then sell them to consumers?
A. Both ways have been contemplated, but no decision has been made.
Q. You haven't decided one way or the other?
A. Correct.
Q. And am I correct in assuming that you obviously had not made that decision at the time that you filed your trademark applications either?
A. Correct.
Q. Have you given any thought to what types of third-parties that you would license this product to?
A. Generally, companies which would be in the oral care industry.
Q. If I could clarify that answer a little bit, what segment of the oral care industry, if any?
A. That would probably be any companies that would be in the oral care industry who are in the preventative

oral care field.

Q. Have you identified any specific companies to license your product to?

A. No.

Q. Have you done anything to identify specific segments of those businesses whom you might contact?

A. No.

Q. Have you prepared any agreements that you might use with these types of companies for licensing your oral irrigator products?

A. No.

Q. Am I correct in assuming that you have not sent any marketing materials to any third-parties concerning your oral irrigator products?

A. Correct.

Q. Have you developed any marketing materials for your oral irrigator products?

A. No.

Q. Did you have any marketing materials for these products at the time that you filed your application?

A. No.

Q. Have you given any thought to what types of marketing materials you might develop for this product?

A. No.

Q. Have you purchased liability insurance for personal injuries that might be caused by your oral irrigator product?

A. No.

Q. Have you contacted any insurance brokers to discuss this issue?

A. No.

Let's start with the assumption that Omnisource decides to sell this product itself as opposed to licensing it to a third-party. Have you given any thought to how Omnisource would go about doing that, how it would go about selling this product?

A. No.

Q. Earlier you said that you've given some thought that maybe this product would be sold to ordinary consumers, maybe it would be sold to dental

professionals?

A. Correct.

Q. But you haven't given any thought to how you would specifically go about doing that?

A. Correct.

Q. So you don't know whether you would sell it, for example, to ordinary consumers through retail stores?

A. That would be one potential avenue.

Q. But you haven't -- have you done anything to pursue that idea?

A. No.

Q. Are there any other potential avenues where you might sell this product to ordinary consumers?

A. It hasn't been thought about yet.

Q. Aside from retail stores, have you thought about any other place where this product might be sold?

A. Potentially to dental offices.

Q. If Omnisource was to sell the product to dental offices, how would you go about doing that?

A. That hasn't been thought about yet.

Q. You said that the product could conceivably be sold in retail stores. Do you have any specific types of retail stores in mind?

A. No.

Q. Am I correct in assuming that you have not hired any salespeople to market your oral irrigator product?

A. Correct.

Q. You said that the potential sales outlets for this product, your oral irrigator product, they've not been thought of yet. Am I correct in assuming that that's true today, and it was also true at the time that you filed your applications?

A. Yes.

Q. Since you don't have any actual oral irrigator products in your inventory, you have no inventory of these products, and you have no prototypes, am I correct in assuming that you have not created any user manuals or instructions on how this product might be used?

A. Correct.

Q. Am I correct in assuming that you have not set any prices for your product?

A. Correct.

Q. Am I correct in assuming you have not created any packaging for this product?

A. Correct.

Q. You have not created any labels?

A. Correct.

Q. You have not created any tags for the product?

A. Correct.

Q. Have you designed any logos that would be used on this product?

A. No.

Q. Have you created any logos for any of the trademarks that you filed applications for?
A. No.
Q. Have you hired anyone to create packaging for you?
A. No.
Q. Hired anyone to create labels for you?
A. No.
Q. Tags?
A. No.
Q. Logos?
A. No.
Q. Have you entered into any agreements with any third-parties to do any of these things for you?
A. No.
Q. Have you identified any third-parties who might be in a position to do these things for you?
A. No.
Q. Do you have any plans as to how you might go about creating your packaging for this product?
A. No.
Q. Any plans for how you might go about creating a label for this product?
A. No.
Q. Any plans for how you might go about creating a

logo for this product?

A. No.

Q. And that's true today and it was true at the time that you filed your applications?

A. Correct.

Q. That's true for the mark Aquajett?

A. Correct.

Q. Is it true for all of the other marks that you filed applications for?

A. Correct.

Q. Have you offered or shown this product at any trade shows?

A. No.

Q. Am I correct in assuming that you have not placed any advertisements for your oral irrigator product?
A. Correct.
Q. At any time?
A. Correct.
Q. Have you created any advertisements for this product?
A. No.
Q. You've not created any point-of-sale material for this product?
A. No.
Q. No brochures?
A. No.
Q. No flyers?
A. No.
Q. No displays?
A. No.
Q. No internet ads?
A. No.
Q. No television or radio commercials?
A. No.

Q. No handouts?
A. No.
Q. That being the case, then I'm correct in assuming that you have not placed your trademark, Aquajett, or any of the other marks that you've applied for on any marketing materials?
A. Correct.
Q. And that's true today and it was true at the time you filed your applications?
A. Correct.
Q. Have you hired any third-parties to produce these materials on your behalf?
A. No.
Q. Have you contacted anyone to discussing the possibility of creating these types of materials for you?
A. No.
Q. And I believe you said earlier that you haven't identified any specific types of materials that you might create?
A. Correct.
Q. And I'm correct in assuming you have no inventory of marketing materials for this product?
A. Correct.
Q. Have you ever had any inventory of marketing

materials for this product?

A. No.

MR. BERTIN: I've marked as Opposer's Exhibit 10 the Applicant's Supplement Responses to Opposer's First Set of Interrogatories to Applicant. This is a filing that was made in this case by the Applicant, Omnisource, DDS.

Q. Okay. Can I direct your attention to the second page. This is an interrogatory which says "State all facts and identify all documents supporting Applicant's assertion in its application Serial No. 78/893,144 that it had as of the application filing date a bona fide intention to use Applicant's mark in commerce in connection with the goods identified in the application."

Now, below that is the answer to this interrogatory, which was provided by Omnisource. And the last paragraph says, "See documents produced by

Applicant. Applicant's bona fide intent to use the Aquajett mark in commerce is evidence in Applicant's patent filings and other documents indicating an intention to manufacture dental instruments." Do you see that, Dr. Weissman?

A. Yes.

Q. The reference there to "patent filings," am I correct in assuming that Omnisource is referring to opposer's Exhibits 3, 4, and 5?

A. Right.

Q. 2, 3, and 4. Excuse me.

A. 2, 3, and 4.

Q. There's a reference here to "other documents."

A. Yes.

Q. The question is what other documents is Omnisource referring to here?

A. Off the top of my head, I can't place which other documents that would be referring to. The filings for the patents seem like the main reference as to the use of the potential trademark names.

Q. Sitting here today and aside from the patent filings that you just mentioned, can you think of any other documents that Omnisource has that relate in any way to the oral irrigator products that are described in those patents?

A. The only other documents might be the other applications for the different trademarks.

Q. The filings that were made at the trademark office?

A. Correct.

Q. And again, those would include Opposer's 5 through 9?

A. Correct.

Q. Aside from those exhibits that I just mentioned and the patents that we were discussing, are there any other documents that Omnisource has that would relate in any way to your intention to use the mark Aquajett?

A. Not that I can recall at this moment.

Q. How about the other marks that you applied for?

A. Same response.

Q. Same answer. So I'm correct in assuming that you have not created any media plans for the oral irrigator products that are described in these patents?

A. Correct.

Q. Do you understand what a media plan is?

A. Yes.

Q. What is a media plan?

A. An advertising plan, a marketing plan.

Q. Have you prepared any media plans for the specific trademarks that you filed applications for?

A. No.
Q. Have you hired anyone to prepare a media plan on your behalf?
A. No.
Q. Have you identified anyone who you might contact to prepare a media plan for you?
A. No.
Q. Have you given any thought to when you might prepare a media plan for these products or for these marks?
A. My only thought would be when some -- at the point that I'm ready to market these items.
Q. And when would that be?
A. Some time in the future.
Q. Could you be more specific?
A. No.
Q. Am I correct in assuming that these products, the ones that are described in your patents, have not received any coverage in the press?
A. Correct.
Q. And neither have the marks that you applied for?
A. Correct.
Q. Am I correct in assuming that you have not prepared any business plans for the products that are described in these patents?

A. Correct.
Q. Or for the marks that you've applied for?
A. Correct.
Q. Have you hired anyone to prepare a business plan on your behalf?
A. No.
Q. Have you identified anyone who might prepare a business plan on your behalf?
A. No.
Q. Have you given any thought to when you might prepare a business plan for these products or for these marks?
A. When the time is ready.
Q. But you don't know when that might be?
A. Correct.

Q. Am I correct in assuming that you have not set any budgets for the production of the products described in your patents or for the use of the marks described in your applications?
A. Correct.
Q. No budgets for the sales of these products?

A. Correct.

Q. Or for marketing these products?

A. Correct.

Q. Or for the sale of marketing of products marked with these -- the marks in these applications?

A. Correct.

MR. BERTIN: I've marked as Opposer's Exhibit 11 a document called Applicant's Objections and Responses to Opposer's First Request for Production of Documents and Things. This is a filing made by the Applicant in this case responding to a request for documents that was previously served by the Opposer.

(Opposer's Exhibit 11 was marked for identification by the court reporter.)

BY MR. BERTIN:

Q. Dr. Weissman, I'm going to hand this document to you in a second. I'm going to ask specifically about your responses to Request Nos. 4, 5, 6, and 11. These responses are similar in that it indicates here that, quote, "The Applicant intends to market the goods to users of oral care goods." Just to clarify, "oral care goods" again would include toothpaste, toothbrushes, toothpicks, floss, oral irrigators. Anything else in that category?

A. Mouthwash. Yeah, those are generally the items.

Q. And the users of those items would be ordinary consumers?

A. Yes.

Q. Omnisource was created in 2005; is that correct?

A. Correct.

I, the undersigned, a Certified Shorthand Reporter of the State of California, do hereby certify:

That the foregoing proceedings were taken before me at the time and place herein set forth; that any witnesses in the foregoing proceedings, prior to testifying, were duly sworn; that a record of the proceedings was made by me using machine shorthand which was thereafter transcribed under my direction; that the foregoing transcript is a true record of the testimony given.

Further, that if the foregoing pertains to the original transcript of a deposition in a Federal Case, before completion of the proceedings, review of the transcript [ ] was [ ] was not requested.

I further certify I am neither financially interested in the action nor a relative or employee of any attorney or party to this action.

IN WITNESS WHEREOF, I have this date subscribed my name.

Dated: MAR 14 2008

Maria Ellersick

MARIA ELLERSICK
CSR No. 10531

I, WILLIAM R. WEISSMAN, do hereby declare under penalty of perjury that I have read the foregoing transcript; that I have made any corrections as appear noted, in ink, initialed by me, or attached hereto; that my testimony as contained herein, as corrected, is true and correct.

EXECUTED this 6 day of APRIL, 2008,

at NO. HOLLYWOOD, CALIFORNIA

(City) (State)

William R. Weissman

WILLIAM R. WEISSMAN

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Fifth Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin
Person Signing Certificate

February 10, 2009
Date of Signature

Erik Bertin
Signature

EB303226580US
Express Mail Number

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing Opposer's Fifth Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin
Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S SIXTH NOTICE OF RELIANCE

Pursuant to Rule 120(j) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon answers that Applicant, Omnisource DDS, LLC provided in response to Opposer's interrogatories. Applicant's Responses to Opposer's First Set of Interrogatories to Applicant are attached hereto as Exhibit A. Applicant's Supplemental Responses to Opposer's First Set of Interrogatories to Applicant are attached hereto as Exhibit B. Applicant's Responses to Opposer's Second Set of Interrogatories to Applicant are attached hereto as Exhibit C.

Respectfully submitted,

Glenn A. Gundersen
Erik Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

Opposer's Sixth Notice of Reliance – Exhibit A

Applicant's Responses to Opposer's First Set of Interrogatories to Applicant

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION,	)	
	)	
Opposer,	)	IN THE MATTER OF:
	)	
vs.	)	**Opposition No. 91178539**
	)	
OMNISOURCE DDS, LLC,	)	
	)	
Applicant.	)	

APPLICANT'S OBJECTIONS AND RESPONSES TO
OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT

I. PRELIMINARY STATEMENT

Applicant is presently pursuing its investigation and analysis of the facts and law relating to this case and has not yet completed preparation for the Opposition proceedings. The responses set forth herein are given without prejudice to Applicant's right to develop any theory or produce or use any subsequently discovered or previously unknown facts, documents or evidence, or to add to, modify or otherwise change or amend the responses herein. These responses are based upon writings and information currently available to Applicant. The information set forth is true and correct to the best knowledge of Applicant as of this date, and is subject to correction for inadvertent errors, mistakes or omissions.

II. GENERAL OBJECTIONS

Applicant objects to each Interrogatory on the following grounds:

1. Applicant objects to each and every Interrogatory to the extent that it seeks information that is protected from discovery by the attorney/client privilege, the attorney work product doctrine, or any other claim of privilege.

2. Applicant objects to each and every Interrogatory on the grounds of vagueness, ambiguity, undue burden, uncertainty, and overbreadth in that, among other things, each and

INTEROGATORY NO. 4.

Identify all documents in the possession, custody or control of or otherwise known to Applicant or its counsel which are relevant to Applicant's selection, adoption and use of Applicant's Mark.

ANSWER: In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, containing multiple questions and requesting privileged information and/or attorney work product. Notwithstanding and without waiving these objections, Applicant provides the following response:

None.

INTEROGATORY NO. 8.

Describe the circumstances surrounding Applicant's first awareness of Opposer's use of the Opposer's Marks.

ANSWER: In addition to the general objections above, Applicant objects to this interrogatory as overly broad and vague regarding the meaning of "awareness." Notwithstanding and without waiving these objections, Applicant provides the following response:

Applicant has been aware of a toothpaste called AQUAFRESH for a number of years.

Dated: November 8, 2007

OMNISOURCE D.B.S., LLC

By: _____
Erik M. Pelton, Esq.

Erik M. Pelton & Associates, PLLC
PO Box 100637
Arlington, Virginia 22210
TEL: (703) 525-8009
FAX: (703) 525-8089

CERTIFICATE OF SERVICE

I hereby certify that a true copy of APPLICANT'S RESPONSE TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT was deposited with postage sufficient for first class mail on November 8, 2007, to Counsel for Opposer at the following address:

Leigh Ann Lindquist
Sughrue Mion, PLLC
2100 Pennsylvania Ave, NW
Washington, DC 20037

By: _____
Erik M. Pelton, Esq.

Opposer's Sixth Notice of Reliance – Exhibit B

Applicant's Supplemental Responses to Opposer's First Set of Interrogatories

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

RECEIVED
MAR 4 - 2008

SMITHKLINE BEECHAM CORPORATION,	)	
	)	
Opposer,	)	IN THE MATTER OF: G.A.G.
	)	
vs.	)	**Opposition No. 91178539**
	)	
OMNISOURCE DDS, LLC,	)	
	)	
Applicant.	)	

APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT

I. GENERAL OBJECTIONS

Applicant hereby incorporates by reference, as if fully stated herein, the Preliminary Statement and General Objections in Applicant's Objections and Responses to Opposer's First Set of Interrogatories.

II. INTERROGATORIES

INTEROGATORY NO. 1.

State the type of business in which Applicant is engaged, and identify any subsidiaries, parent companies or related companies which use Applicant's Mark or any other name or mark in which the term AQUAJETT appears.

SUPPLEMENTAL ANSWER:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, and containing multiple questions. Notwithstanding and without waiving these objections, Applicant provides the following response:

No subsidiaries, parent companies or related companies which use Applicant's Mark or any other name or mark in which the term AQUAJETT appears.

INTEROGATORY NO. 10.

State all facts and identify all documents supporting Applicant's assertion in its Application Serial No. 78/893,144 that it had, as of the application filing date, a bona fide intention to use Applicant's Mark in commerce In connection with the goods identified in the application.

SUPPLEMENTAL ANSWER:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, irrelevant, vague and containing multiple questions.

Notwithstanding and without waiving these objections, Applicant provides the following response:

Applicant chose the mark AQUAJETT because it was, to its knowledge unique, and because the name sounded good; and because the name was different in sound and meaning from all other oral care marks of which Applicant had knowledge.

See documents produced by Applicant. Applicant's bona fide intent to use the AQUAJETT mark in commerce is evidence in Applicant's patent filings and other documents indicating an intention to manufacture dental instruments.

Dated: February 25, 2008

OMNISOURCE D.D.S., LLC

By: _____
Erik M. Pelton, Esq.

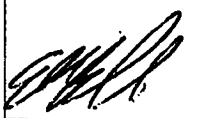
Erik M. Pelton & Associates, PLLC
PO Box 100637
Arlington, Virginia 22210
TEL: (703) 525-8009
FAX: (703) 525-8089

CERTIFICATE OF SERVICE

I hereby certify that a true copy of APPLICANT'S SUPPLEMENTAL RESPONSE TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT was deposited with postage sufficient for first class mail on February 25, 2008, to Counsel for Opposer at the following address:

Glenn A. Gundersen
Dechert LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19104-2808

and via email to counsel at erik.bertin@dechert.com.

By: 

Erik M. Pelton, Esq.

Opposer's Sixth Notice of Reliance – Exhibit C

Applicant's Responses to Opposer's Second Set of Interrogatories to Applicant

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION,	)	
	)	
Opposer,	)	IN THE MATTER OF:
	)	
vs.	)	**Opposition No. 91178539**
	)	
OMNISOURCE DDS, LLC,	)	
	)	
Applicant.	)	

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G.A.G.

APPLICANT'S RESPONSES TO
OPPOSER'S SECOND SET OF INTERROGATORIES TO APPLICANT

I. GENERAL OBJECTIONS

Applicant hereby incorporates by reference, as if fully stated herein, the Preliminary Statement and General Objections in Applicant's Objections and Responses to Opposer's First Set of Interrogatories.

II. INTERROGATORIES

Interrogatory No.1.

In its Fifth Affirmative Defense, Applicant alleges that "Opposer's marks which are for 'AQUAFRESH' and variations thereof have a totally different meaning from the Applicant's mark 'AQUAJETT' ... and totally different meaning in the marketplace." Identify the meaning of Applicant's AQUAJETT Mark, and explain how it differs from the meaning of Opposer's AQUAFRESH Mark.

RESPONSE:

The meaning of the marks, and the words contained therein, are clear on their face and are available in any common dictionary. The following are some definitions, but not meant to be an

exhaustive list. AQUA means water; blue-green color. JETT means fast moving. FRESH means clean; new.

Interrogatory No.3.

In its Fifth Affirmative Defense, Applicant alleges that "Opposer's marks which are for 'AQUAFRESH' and variations thereof' and "Applicant's mark 'AQUAJETT' "have "totally different commercial impressions." Identify the commercial impression of Applicant's AQUAJETT Mark, and explain how it differs from Opposer's AQUAFRESH Mark.

RESPONSE:

Some differences in the commercial impressions include, but are not limited to: AQUAJETT has a commercial impression related to the movement of water; AQUAFRESH has a commercial impression related to cleanliness.

Interrogatory No.7.

Identify each product that Applicant intends to offer, sell, or distribute in the United States bearing, displaying, or using Applicant's AQUAJETT Mark.

RESPONSE:

Oral irrigators.

Interrogatory No. 13.

Identify the channels of trade for each product that Applicant intends to offer, sell, or distribute in the United States bearing, displaying, or using Applicant's AQUAJETT Mark.

RESPONSE:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, irrelevant, duplicative, containing multiple questions, and speculative. Notwithstanding and without waiving these objections, Applicant provides the following response: Applicant intends to market and sell products using the AQUAJETT Mark to users of oral care goods.

Interrogatory No. 14.

Identify the classes of customers for each product that Applicant intends to offer, sell, or distribute in the United States bearing, displaying, or using Applicant's AQUAJETT Mark.

RESPONSE:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, irrelevant, duplicative, containing multiple questions, and speculative. Notwithstanding and without waiving these objections, Applicant provides the following response: Applicant intends to market and sell products using the AQUAJETT Mark to users of oral care goods.

Interrogatory No. 15.

In its responses to Opposer's First Requests for Production of Documents and Things, Applicant alleged that it "intends to market the goods to users of oral care goods" *(See* Applicant's Responses to Document Request Nos. 4, 5, 6, 11). Identify and describe the "oral care goods" that Applicant mentioned in its responses to these requests.

RESPONSE:

Oral irrigators, dental floss, interdental brushes, interdental pics, and ~~other~~ similar goods.

Interrogatory No. 17.

Identify all forms of media where Applicant intends to advertise, market, or promote the products that are described in Application Serial No. 78/893,144.

RESPONSE:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, irrelevant, duplicative, containing multiple questions, and speculative. Notwithstanding and without waiving these objections, Applicant provides the following response: Applicant intends to market and sell products using the AQUAJETT Mark to users of oral care goods. Applicant has not yet identified the specific details of how and where it will advertise.

Interrogatory No. 18.

Provide a list of all trade shows, conferences, and other public meetings where Applicant intends to advertise, market, or promote the products that are described in Application Serial No. 78/893,144.

RESPONSE:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, irrelevant, duplicative, containing multiple questions, and speculative. Notwithstanding and without waiving these objections, Applicant provides the following response: Applicant intends to market and sell products using the AQUAJETT Mark to users of oral care goods. Applicant has not yet identified the specific details of how and where it will advertise.

Interrogatory No. 19.

If Applicant has licensed Applicant's AQUAJETT Mark to another person for use in the United States on or in connection with that person's goods or services, identify (a) each such person, (b) the products or services that have been licensed for use under Applicant's AQUAJETT Mark, and (c) the time period that each license was in effect or will be in effect.

RESPONSE:

Not applicable.

Interrogatory No. 20.

If Applicant or any other person has licensed any product or technology described in U.S. Patent Nos. 5,564,629, 5,511,693 or 5,556,001, identify (a) each such person, (b) the products or technology that have been licensed for use in the United States, and (c) the time period that each license was in effect or will be in effect.

RESPONSE:

Not applicable.

Dated: March 11, 2008

OMNISOURCE D.D.S., LLC

By: _____

Erik M. Pelton, Esq.

Erik M. Pelton & Associates, PLLC
PO Box 100637
Arlington, Virginia 22210
TEL: (703) 525-8009
FAX: (703) 525-8089

CERTIFICATE OF SERVICE

I hereby certify that a true copy of APPLICANT'S RESPONSE TO OPPOSER'S SECOND SET OF INTERROGATORIES TO APPLICANT was deposited with postage sufficient for first class mail on March 11, 2008, to Counsel for Opposer at the following address:

Glenn A. Gundersen
Dechert LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19104-2808

By: _____
Erik M. Pelton, Esq.

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Sixth Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

EB303226580US
Express Mail Number

Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Sixth Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin

Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S SIXTH NOTICE OF RELIANCE

Pursuant to Rule 120(j) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon answers that Applicant, Omnisource DDS, LLC provided in response to Opposer's interrogatories. Applicant's Responses to Opposer's First Set of Interrogatories to Applicant are attached hereto as Exhibit A. Applicant's Supplemental Responses to Opposer's First Set of Interrogatories to Applicant are attached hereto as Exhibit B. Applicant's Responses to Opposer's Second Set of Interrogatories to Applicant are attached hereto as Exhibit C.

Respectfully submitted,

Erik Bertin

Glenn A. Gundersen
Erik Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION,	)	
	)	
Opposer,	)	IN THE MATTER OF:
	)	
vs.	)	**Opposition No. 91178539**
	)	
OMNISOURCE DDS, LLC,	)	
	)	
Applicant.	)	

APPLICANT'S OBJECTIONS AND RESPONSES TO
OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT

I. PRELIMINARY STATEMENT

Applicant is presently pursuing its investigation and analysis of the facts and law relating to this case and has not yet completed preparation for the Opposition proceedings. The responses set forth herein are given without prejudice to Applicant's right to develop any theory or produce or use any subsequently discovered or previously unknown facts, documents or evidence, or to add to, modify or otherwise change or amend the responses herein. These responses are based upon writings and information currently available to Applicant. The information set forth is true and correct to the best knowledge of Applicant as of this date, and is subject to correction for inadvertent errors, mistakes or omissions.

II. GENERAL OBJECTIONS

Applicant objects to each Interrogatory on the following grounds:

1. Applicant objects to each and every Interrogatory to the extent that it seeks information that is protected from discovery by the attorney/client privilege, the attorney work product doctrine, or any other claim of privilege.

2. Applicant objects to each and every Interrogatory on the grounds of vagueness, ambiguity, undue burden, uncertainty, and overbreadth in that, among other things, each and

INTEROGATORY NO. 8.

Describe the circumstances surrounding Applicant's first awareness of Opposer's use of the Opposer's Marks.

ANSWER: In addition to the general objections above, Applicant objects to this interrogatory as overly broad and vague regarding the meaning of "awareness." Notwithstanding and without waiving these objections, Applicant provides the following response:

Applicant has been aware of a toothpaste called AQUAFRESH for a number of years.

Opposer's Sixth Notice of Reliance – Exhibit B

Applicant's Supplemental Responses to Opposer's First Set of Interrogatories

INTEROGATORY NO. 10.

State all facts and identify all documents supporting Applicant's assertion in its Application Serial No. 78/893,144 that it had, as of the application filing date, a bona fide intention to use Applicant's Mark in commerce In connection with the goods identified in the application.

SUPPLEMENTAL ANSWER:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, irrelevant, vague and containing multiple questions.

Notwithstanding and without waiving these objections, Applicant provides the following response:

Applicant chose the mark AQUAJETT because it was, to its knowledge unique, and because the name sounded good; and because the name was different in sound and meaning from all other oral care marks of which Applicant had knowledge.

See documents produced by Applicant. Applicant's bona fide intent to use the AQUAJETT mark in commerce is evidence in Applicant's patent filings and other documents indicating an intention to manufacture dental instruments.

Dated: February 25, 2008

OMNISOURCE D.D.S., LLC

By: _____
Erik M. Pelton, Esq.

Erik M. Pelton & Associates, PLLC
PO Box 100637
Arlington, Virginia 22210
TEL: (703) 525-8009
FAX: (703) 525-8089

Opposer's Sixth Notice of Reliance – Exhibit C

Applicant's Responses to Opposer's Second Set of Interrogatories to Applicant

exhaustive list. AQUA means water; blue-green color. JETT means fast moving. FRESH means clean; new.

Interrogatory No.3.

In its Fifth Affirmative Defense, Applicant alleges that "Opposer's marks which are for 'AQUAFRESH' and variations thereof' and "Applicant's mark 'AQUAJETT' "have "totally different commercial impressions." Identify the commercial impression of Applicant's AQUAJETT Mark, and explain how it differs from Opposer's AQUAFRESH Mark.

RESPONSE:

Some differences in the commercial impressions include, but are not limited to: AQUAJETT has a commercial impression related to the movement of water; AQUAFRESH has a commercial impression related to cleanliness.

Interrogatory No. 13.

Identify the channels of trade for each product that Applicant intends to offer, sell, or distribute in the United States bearing, displaying, or using Applicant's AQUAJETT Mark.

RESPONSE:

Interrogatory No. 17.

Identify all forms of media where Applicant intends to advertise, market, or promote the products that are described in Application Serial No. 78/893,144.

RESPONSE:

In addition to the general objections above, Applicant objects to this interrogatory as overly broad, unduly burdensome, vague, irrelevant, duplicative, containing multiple questions, and speculative. Notwithstanding and without waiving these objections, Applicant provides the following response: Applicant intends to market and sell products using the AQUAJETT Mark to users of oral care goods. Applicant has not yet identified the specific details of how and where it will advertise.

Interrogatory No. 18.

Not applicable.

Erik M. Pelton, Esq.

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PO Box 100637
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Certificate of Mailing by Express Mail

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Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

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Certificate of Service

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Erik Bertin

Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S SEVENTH NOTICE OF RELIANCE

Pursuant to Rule 120(j) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon admissions that Applicant, Omnisource DDS, LLC provided in response to Opposer's requests for admission. Opposer's Requests for Admissions to Applicant are attached hereto as Exhibit A. Applicant's Responses to Opposer's Requests for Admissions are attached hereto as Exhibit B.

Respectfully submitted,

Glenn A. Gundersen
Erik Bertin
Jacob R. Bishop
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Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
Opposer,	:	
v.	:	Opposition No. 91/178,539
OMNISOURCE DDS, LLC	:	
Applicant.	:	

OPPOSER'S REQUESTS FOR ADMISSIONS TO APPLICANT

Pursuant to Rule 36 of the Federal Rules of Civil Procedure and Rules 2.116 and 2.120(h) of the Trademark Rules of Practice, Opposer SmithKline Beecham Corporation requests that Applicant Omnisource DDS, LLC answer the following requests for admission separately and fully in writing within 30 days.

Applicant is reminded that the Board's standard protective order automatically applies to this proceeding pursuant to Trademark Rule 2.116(g), including any information requested by these Requests that is allegedly confidential.

DEFINITIONS

Opposer incorporates by reference the Definitions set forth in Opposer's First and Second Set of Interrogatories to Applicant.

The term "AQUAJETT product" means any oral irrigator product that Applicant intends to offer in the United States.

Request No. 17. Admit that an oral irrigator is an oral hygiene device for cleaning teeth.

Request No. 18. Admit that an oral irrigator is an oral hygiene device for cleaning spaces between teeth.

Request No. 19. Admit that an oral irrigator is an oral hygiene device for cleaning gums.

Request No. 94. Admit that Applicant has never had any inventory of oral irrigators bearing Applicant's AQUAJETT Mark on the labels, packaging or containers for such products.

Request No. 97. Admit that Applicant has never had any inventory of advertising, marketing, or promotional materials for the oral irrigators identified in Application Serial No. 78/893,144.

Request No. 111. Admit that Applicant has not used the mark OMNIPIK on or in connection with oral irrigators.

Request No. 113. Admit that Applicant has not used the mark AQUAPIK on or in connection with oral irrigators.

Request No. 115. Admit that Applicant has not used the mark SHOWERJET on or in connection with oral irrigators.

Request No. 151. Admit that Applicant has not used the mark OMNIPIK on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 153. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 155. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,511,693.

Request No. 157. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 159. Admit that Applicant has not used the mark SHOWERJET on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 171. Admit that Applicant has not licensed U.S. Patent No. 5,564,629 for use in the United States.

Request No. 172. Admit that Applicant has not licensed U.S. Patent No. 5,511,693 for use in the United States.

Request No. 173. Admit that Applicant has not licensed U.S. Patent No. 5,556,001 for use in the United States.

Glenn A. Gundersen
Eric Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre
2929 Arch Street
Philadelphia, PA 19104-2808
(215) 994-2183

Attorneys for Opposer,
SMITHKLINE BEECHAM
CORPORATION

Dated: February 11, 2008

Opposer's Seventh Notice of Reliance – Exhibit B

Applicant's Responses to Opposer's Requests for Admissions

7. Applicant objects to each request for admission to the extent that it seeks information that is publicly available on the grounds that such requests are overly broad, unduly burdensome, and oppressive.

8. Applicant objects to each request for admission to the extent that it purports to impose upon Applicant the burden of furnishing information that is not available to Applicant or that is equally or more readily available to Opposer.

Without waiving the foregoing objections and incorporating said objections into each specific response below, Applicant responds to Opposer's Requests for Admission as follows:

III. REQUESTS FOR ADMISSION

1. Admitted.

86. Admitted.

87. Admitted.

90. Admitted.

91. Admitted.

109. Admitted.

111. Admitted.

113. Admitted.

115. Admitted.

143. Admitted.

145. Admitted.

147. Admitted.

149. Admitted.

151. Admitted.

165. Admitted.

166. Admitted.

171. Admitted.

172. Admitted.

173. Admitted.

Dated: March 11, 2008

OMNISOURCE I.P.D.S., LLC

By: _____
Erik M. Pelton, Esq.

Erik M. Pelton & Associates, PLLC
PO Box 100637
Arlington, Virginia 22210
TEL: (703) 525-8009
FAX: (703) 525-8089

Certificate of Mailing by Express Mail

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Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

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Erik Bertin
Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S SEVENTH NOTICE OF RELIANCE

Pursuant to Rule 120(j) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon admissions that Applicant, Omnisource DDS, LLC provided in response to Opposer's requests for admission. Opposer's Requests for Admissions to Applicant are attached hereto as Exhibit A. Applicant's Responses to Opposer's Requests for Admissions are attached hereto as Exhibit B.

Respectfully submitted,

Glenn A. Gundersen
Erik Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19103-2808
(215) 994-4183

Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

Opposer's Seventh Notice of Reliance – Exhibit A

Opposer's Requests for Admissions to Applicant

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
Opposer,	:	
v.	:	Opposition No. 91/178,539
OMNISOURCE DDS, LLC	:	
Applicant.	:	

OPPOSER'S REQUESTS FOR ADMISSIONS TO APPLICANT

Pursuant to Rule 36 of the Federal Rules of Civil Procedure and Rules 2.116 and 2.120(h) of the Trademark Rules of Practice, Opposer SmithKline Beecham Corporation requests that Applicant Omnisource DDS, LLC answer the following requests for admission separately and fully in writing within 30 days.

Applicant is reminded that the Board's standard protective order automatically applies to this proceeding pursuant to Trademark Rule 2.116(g), including any information requested by these Requests that is allegedly confidential.

DEFINITIONS

Opposer incorporates by reference the Definitions set forth in Opposer's First and Second Set of Interrogatories to Applicant.

The term "AQUAJETT product" means any oral irrigator product that Applicant intends to offer in the United States.

REQUESTS FOR ADMISSIONS

Request No. 1. Admit that prior to the filing date of Application Serial No. 78/893,144, William Weissman was aware that Opposer was using the Mark AQUAFRESH in the United States in connection with toothpastes.

Request No. 17. Admit that an oral irrigator is an oral hygiene device for cleaning teeth.

Request No. 18. Admit that an oral irrigator is an oral hygiene device for cleaning spaces between teeth.

Request No. 19. Admit that an oral irrigator is an oral hygiene device for cleaning gums.

Request No. 86. Admit that Applicant has never used Applicant's AQUAJETT Mark on or in connection with oral irrigators.

Request No. 87. Admit that Applicant has never used Applicant's AQUAJETT Mark on labels, packaging, or containers for oral irrigators offered for sale in the United States.

Request No. 90. Admit that Applicant has never licensed Applicant's AQUAJETT Mark to third parties for use in the United States on or in connection with oral irrigators.

Request No. 91. Admit that Applicant does not have any current inventory of oral irrigators.

Request No. 94. Admit that Applicant has never had any inventory of oral irrigators bearing Applicant's AQUAJETT Mark on the labels, packaging or containers for such products.

Request No. 97. Admit that Applicant has never had any inventory of advertising, marketing, or promotional materials for the oral irrigators identified in Application Serial No. 78/893,144.

Request No. 109. Admit that Applicant has not used the mark OMNIJET on or in connection with oral irrigators.

Request No. 111. Admit that Applicant has not used the mark OMNIPIK on or in connection with oral irrigators.

Request No. 113. Admit that Applicant has not used the mark AQUAPIK on or in connection with oral irrigators.

Request No. 115. Admit that Applicant has not used the mark SHOWERJET on or in connection with oral irrigators.

Request No. 141. Admit that Applicant has not used the mark OMNIJET on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 143. Admit that Applicant has not used the mark OMNIJET on or in connection with the product described in U.S. Patent No. 5,511,693.

Request No. 145. Admit that Applicant has not used the mark OMNIJET on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 147. Admit that Applicant has not used the mark OMNIPIK on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 149. Admit that Applicant has not used the mark OMNIPIK on or in connection with the product described in U.S. Patent No. 5,511,693.

Request No. 151. Admit that Applicant has not used the mark OMNIPIK on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 153. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 155. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,511,693.

Request No. 157. Admit that Applicant has not used the mark AQUAPIK on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 159. Admit that Applicant has not used the mark SHOWERJET on or in connection with the product described in U.S. Patent No. 5,564,629.

Request No. 161. Admit that Applicant has not used the mark SHOWERJET on or in connection with the product described in U.S. Patent No. 5,511,693.

Request No. 163. Admit that Applicant has not used the mark SHOWERJET on or in connection with the product described in U.S. Patent No. 5,556,001.

Request No. 165. Admit that William R. Weissman is the owner of U.S. Patent No. 5,564,629.

Request No. 166. Admit that William R. Weissman is the owner of U.S. Patent No. 5,511,693.

Request No. 171. Admit that Applicant has not licensed U.S. Patent No. 5,564,629 for use in the United States.

Request No. 172. Admit that Applicant has not licensed U.S. Patent No. 5,511,693 for use in the United States.

Request No. 173. Admit that Applicant has not licensed U.S. Patent No. 5,556,001 for use in the United States.

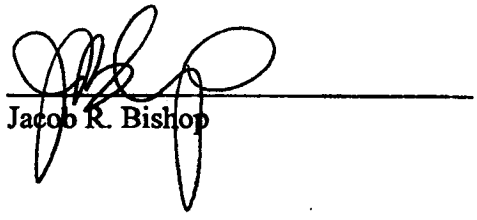
Glenn A. Gundersen
Eric Bertin
Jacob R. Bishop
DECHERT LLP
Cira Centre
2929 Arch Street
Philadelphia, PA 19104-2808
(215) 994-2183

Attorneys for Opposer,
SMITHKLINE BEECHAM
CORPORATION

Dated: February 11, 2008

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing Opposer's Requests for Admission to Applicant is being deposited with the U.S. Postal Service, postage prepaid, addressed to Erik M. Pelton, Erik M. Pelton & Associates, PLLC, P.O. Box 100637, Arlington, Virginia 22210, on February 11, 2008.



Jacob R. Bishop

Opposer's Seventh Notice of Reliance – Exhibit B

Applicant's Responses to Opposer's Requests for Admissions

GAF
EJB
JC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION,	)	
	)	
Opposer,	)	IN THE MATTER OF:
	)	
vs.	)	**Opposition No. 91178539**
	)	
OMNISOURCE DDS, LLC,	)	
	)	
Applicant.	)	

RECEIVED
MAR 17 2008
G.A.G.

APPLICANT'S RESPONSES TO
OPPOSER'S REQUESTS FOR ADMISSIONS

I. PRELIMINARY STATEMENT

Applicant is presently pursuing its investigation and analysis of the facts and law relating to this case and has not yet completed preparation for the Opposition proceedings. The responses set forth herein are given without prejudice to Applicant's right to develop any theory or produce or use any subsequently discovered or previously unknown facts, documents or evidence, or to add to, modify or otherwise change or amend the responses herein. These responses are based upon writings and information currently available to Applicant. The information set forth is true and correct to the best knowledge of Applicant as of this date, and is subject to correction for inadvertent errors, mistakes or omissions.

II. GENERAL OBJECTIONS

Applicant makes the following general objections, whether or not separately set forth in response to each and every instruction, definition and request for admission:

1. Applicant objects to the introductory definitions to the Requests for Admission to the extent that such definitions purport to enlarge, expand, or alter in any way the plain meaning and scope of what is authorized by the Federal Rules of Civil Procedure on the ground that such enlargement, expansion, or alteration renders such request vague, ambiguous, unintelligible,

7. Applicant objects to each request for admission to the extent that it seeks information that is publicly available on the grounds that such requests are overly broad, unduly burdensome, and oppressive.

8. Applicant objects to each request for admission to the extent that it purports to impose upon Applicant the burden of furnishing information that is not available to Applicant or that is equally or more readily available to Opposer.

Without waiving the foregoing objections and incorporating said objections into each specific response below, Applicant responds to Opposer's Requests for Admission as follows:

III. REQUESTS FOR ADMISSION

1. Admitted.

17. Admitted.

18. Admitted.

19. Admitted.

86. Admitted.

87. Admitted.

90. Admitted.

91. Admitted.

94. Admitted.

97. Admitted.

109. Admitted.

111. Admitted.

113. Admitted.

115. Admitted.

141. Admitted.

143. Admitted.

145. Admitted.

147. Admitted.

149. Admitted.

151. Admitted.

153. Admitted.

155. Admitted.

157. Admitted.

159. Admitted.

161. Admitted.

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163. Admitted.

165. Admitted.

166. Admitted.

171. Admitted.

172. Admitted.

173. Admitted.

Dated: March 11, 2008

OMNISOURCE F.D.S., LLC

By: _____
Erik M. Pelton, Esq.

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CERTIFICATE OF SERVICE

I hereby certify that a true copy of APPLICANT'S RESPONSE TO OPPOSER'S REQUESTS FOR ADMISSIONS was deposited with postage sufficient for first class mail on March 11, 2008, to Counsel for Opposer at the following address:

Glenn A. Gundersen
Dechert LLP
Cira Centre, 2929 Arch Street
Philadelphia, PA 19104-2808

By: _____
Erik M. Pelton, Esq.

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Seventh Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

Erik Bertin
Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

EB303226580US
Express Mail Number

Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Seventh Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin
Erik Bertin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SMITHKLINE BEECHAM CORPORATION	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No.: 91178539
	:	
OMNISOURCE DDS, LLC	:	
	:	
Applicant.	:	

OPPOSER'S NINTH NOTICE OF RELIANCE

Pursuant to Rule 122(e) of the Trademark Rules of Practice, Opposer SMITHKLINE BEECHAM CORPORATION hereby gives notice of its reliance upon the enclosed testimony deposition of Richard D. McWilliams, senior brand equity manager for the AQUAFRESH toothpaste brand, which is a matter of public record at the U.S. Patent and Trademark Office. This official record is relevant to this opposition, because among other things, it identifies the classes of customers for Opposer's AQUAFRESH products, as well as the marketing and sales channels for those products.

Respectfully submitted,

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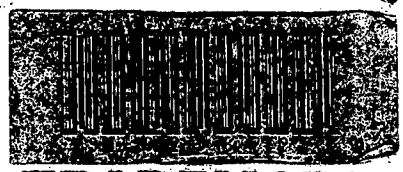
Attorneys for Opposer
SMITHKLINE BEECHAM CORPORATION

Dated: February 10, 2009

NO. 23622



FSW

Appeal to CAFC

TRADEMARK

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APPLICATION FOR CANCELLATION

TERMINATED MAR 28 2000

Smithkline Beecham Corporation

v.

Tocad Co., Ltd.

RN 1,660,337

U.S DEPT. of COMMERCE
Patent & Trademark Office

TO - 1330
(Rev. 6 - 83)

23622

19

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92/023622 010

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92/023622 010

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RE: TOCAD CO., LTD. ANONYME

1 2/17/95 pet to Fee
2 APR 24 1995 Notice Sent; Answer Due: [redacted]
3 6/30/95 Defs req to ext time w/con appearance
4 6/8/95 Stip to ext time
5 8-4-95 Answer
6 19 OCT 1995 TRIAL DATES SET
7 10/4/95 Def's mtn to ext time Appl 11/14/95
8 12-26-95 DE's not to ext time w/con Appl 2/6/96
9 1/19/96 Def's mtn to ext time w/con. Appl 3/15/96
10 2/26/96 Pl's mot to ext time w/con Appl 3/15/96
11 4 22 96 Pls not to ext w/con Appl 5/22/96
12 7 22 96 Pls not to ext w/con Appl 8.10.96
13 9 9 96 Pls not to ext w/con Appl 9/19/96
14 9 23 96 Pls not to ext w/con Appl 10/2/96
15 11 25 96 Pls Not of reliance pursuant to 37 CFR § 2.122(d)
16 11 25 96 P's Not of reliance purs to 37 CFR § 2.120(j) exhibit room.
17 12 11 96 Mot to quash Not of testimony depositions.
18 12 11 96 #17 denied; t-dates remain set
19 12 5 96 Not of Rel. purs to 37 CFR § 2.122(e)
20 12 26 96 not of Rel. purs to 37 CFR § 2.122(e) exhibit room
21 12/16/96 Original papers for #17 enlodo.
22 1 16 97 D's Not of Rel purs. to 37 CFR § 2.120(j)
23 1 16 97 D's 2nd set of req for admissions.
24 1 16 97 P's resp to #23
25 1 16 97 D's 3rd set of req for admissions.
26 1 16 97 P's resp to #25
27 2 18 97 D's Not of Rel purs 37 CFR § 2.122(e) Exh. Sec.
28 2 10 97 D's Not of Rel purs 37 CFR § 2.122(e) Exh. Sec.
29 3 10 97 P's not of filing testimony
30 3 10 97 Pls testimony (Richard D McWilliams) Exh Sec

[SHEET.....]

3 10 97 P's Testimony (Eileen L. Mieczkowski) exhibits sect.
3 27 97 exhibit I of #30
✓3 3 31 97 D's testimony (Richard Darrow) NO Notice of filing exhibit sect
3 31 97 P's Not of Rel purs to 37 CFR § 2.122(e)
3 31 97 Stip to admit matter into evidence.
✓6 4 11 97 D's testimony (Jack DiSalvo) exhibits
✓7 4 25 97 D's testimony (Timothy Richards) exhibits
✓8 5 28 97 P's trial brief. exhibits
9 7 2 97 D's Resp Brief exhibits
✓40 7 16 97 P's Reply Brief.
7 21 97 D's req for oral argument.
9-20-97 oral hearing scheduled 12/9/97 [illegible]
11 24 97 Submission of recent authority
9/18/98 BDS DEC: Pet to cancel Denied
11 17 98 Notice of appeal.
8.26.99 Not of entry of judg
8.26.99 Court's decision: Affirmed.

FORM PTO-257(A)
(REV. 3-78)

U. S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

✓30 ...3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

- - - - -

#30

SMITHKLINE BEECHAM CORPORATION,

Petitioner,

vs.

TOCAD COMPANY, LIMITED,

Registrant.

Cancellation No. 23,622

TRADEMARK MAILROOM RECD MAR 10 1997 US PATENT & TRADEMARK OFFICE 66

- - - - -

COUNSEL PRESENT:

For the Petitioner: Panitch Schwarze Jacobs & Nadel
by Roberta Jacobs-Meadway, Esq.

For the Registrant: Mayer, Brown & Platt
by Deborah Schavey Ruff, Esq.
and Alyssa A. Dudkowski, Esq.

- - - - -

DEPOSITION OF RICHARD D. McWILLIAMS

a witness herein, called for examination, by and before Barbara D. Pielin, a Professional Court Reporter and Notary Public in and for the Commonwealth of Pennsylvania, at the offices of SmithKline Beecham, 100 Beecham Drive, Pittsburgh, PA on Wednesday, December 12, 1996, at 11:00 a.m.

- - - - -

I N D E X

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Examination by Ms. Ruff.....	44

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PROCEEDINGS

RICHARD D. McWILLIAMS

a witness herein, having been first duly sworn, was examined and testified as follows:

EXAMINATION

BY MS. MEADWAY:

Q. This is a testimony deposition which is being taken in the matter of SmithKline Beecham Corporation versus Tocad Company, Limited, Cancellation No. 23,622 in the United States Patent & Trademark Office before the Trademark Trial & Appeal Board.

Mr. McWilliams, have you ever been deposed before?

A. No, I haven't.

Q. I will be asking you questions. Please give me your answers verbally. Shakes of the head and nods can't be transcribed by the court reporter.

If you don't understand the question, just ask me to repeat it or rephrase it. When I finish questioning you, counsel for Tocad Company, Limited will have an opportunity to cross-examine you on

what we've reviewed today.

For the record, would you please state your name and address.

A. Richard David McWilliams. Home address?

Q. Work address is fine.

A. 100 Beecham Drive, Pittsburgh, Pennsylvania.

Q. By whom are you employed?

A. SmithKline Beecham Consumer Health Care.

Q. In what capacity?

A. Consumer marketing, brand management.

Q. Do you have a title?

A. Senior brand equity manager.

Q. What are the responsibilities in that position?

A. I have the profit and loss responsibility for the AquaFresh toothpaste brand. My responsibility is to deliver targeted sales and profit to the organization. And that requires advertising, promotional efforts, pricing strategy.

Whatever happens with AquaFresh in some way I influence, and my objective is to maximize the consumer appeal and sales of ~~that~~ AquaFresh.

R. McWilliams - by Ms. Meadway

Q. How long have you held that position of ~~senior~~ brand equity manager?

A. Since January of 1995, almost two years.

Q. How long have you been employed by SmithKline?

A. Eight and a half years.

Q. What was your position when you first joined SmithKline?

A. I was a sales rep.

Q. For what products?

A. For the entire range; AquaFresh, Tums, Massengill, et cetera.

Q. For how long were you a sales rep?

A. I was a sales rep for two years.

Q. What was your next position at SmithKline?

A. Key account manager.

Q. What is a key account manager?

A. I was a sales person representing the company and I called on major trade accounts, food, drug, mass merchandisers, ~~phase drug~~ Fay's Drug, price chopper, major accounts in the Upstate New York area at the headquarter level.

Q. For what products were you representing

SmithKline?

A. The entire range.

Q. Can you identify some of those products?

A. AquaFresh, Tums, Sucrets, Nice, Oxy, Massengill, et cetera.

Q. What was your next position after key account manager?

A. I went to business school for two years, rejoined the company after that two-year period in a role as assistant brand equity manager of the Tums business.

Q. For how long were you assistant brand equity manager for Tums?

A. Approximately nine months.

Q. What was your next position with the company?

A. Associate brand equity manager, Tums.

Q. As assistant brand equity manager and associate brand equity manager, in general terms what were your responsibilities?

A. Supported the brand manager in various roles; budget management, forecasting, input into advertising promotions, packaging, influencing

packaging, coordinating changes.

Q. What was your next position with SmithKline?

A. I went from assistant to associate brand manager. Very similar roles, but a little more responsibility as an associate.

Q. And subsequent to that time?

A. Brand manager on Tums.

Q. For how long were you brand manager for Tums?

A. Approximately four months.

Q. Then what position did you assume?

A. AquaFresh brand manager.

Q. And approximately when was that?

A. January of 1995.

Q. To whom do you report as the brand manager for AquaFresh?

A. David Cook, USA category director for oral care and analgesics.

Q. Does anyone report to you as brand manager for AquaFresh?

A. Two people; a marketing manager and an associate brand equity manager.

Q. What tasks do they perform?

A. They support me in managing the AquaFresh toothpaste business. It tends to be very project oriented. New product development projects from start to finish, they will assume the responsibility of moving a line extension for the AquaFresh brand to the marketplace.

One person will do the budgeting and forecasting tasks. Another person will handle our relationship with our advertising agency. We split up projects, and they support me in what we need to do to sell AquaFresh.

Q. What goods are currently sold under the AquaFresh mark?

A. We have AquaFresh Gum Care, recently launched. We have AquaFresh Whitening. We have AquaFresh for Kids, AquaFresh Triple Protection, which is our flagship, our original product. AquaFresh Extra Fresh. AquaFresh Tartar Control. AquaFresh for Sensitive Teeth.

I may have left one out, but those are primarily the toothpaste businesses, and AquaFresh Baking Soda. There are eight different toothpaste

variants that we sell in multiple sizes, pack designs, et cetera, pumps and tubes.

We also have AquaFresh toothbrushes. We have a range; Kids, AquaFresh Flex Regular, AquaFresh Flex Direct.

(Whereupon, Deposition Exhibit A was marked for identification.)

Q. I show you what we have designated as Exhibit A and ask if you can identify that for me?

A. Copies of AquaFresh packaging across the range; AquaFresh Triple Protection, AquaFresh Pump in an extra fresh variety. We have the AquaFresh Direct, which is our toothbrush, a copy of that packaging.

Really it's our packaging, AquaFresh Toothpaste and Toothbrush packaging that's sold in the marketplace currently.

Q. That is also part of Exhibit A. Can you identify that for me?

A. This is our tube and carton of our AquaFresh Whitening currently sold and marketed in all 50 states.

Q. How long has AquaFresh toothpaste been

sold?

A. The brand was first -- as I recall, the first product was sold in 1972, but the data that we work with and the way we tend to think of it is 1979 is the real launch of the flagship in triple protection. So from '79 forward we have invested heavily and really built the business over the last 17 years.

Q. Now, in geographic terms where is AquaFresh sold?

A. All 50 states and other parts of the world.

Q. Are you familiar with the term, ACV?

A. Yes; all commodity volume.

Q. What does that signify?

A. If I were to say to you -- the best way is by example. AquaFresh is sold in 95 percent of ACV. That means that 95 percent of all of the volume that goes through food, drug and mass merchandiser outlets we are present in 95 percent of those stores. It's basically a way to capture all the retail dollars that go through.

Q. How does SmithKline sell AquaFresh

toothpaste?

A. We have a direct sales force and we also use a broker sales force. We manufacture the product and we sell it through our sales force to our trade customers.

Examples, ~~Wall-Mart~~ walmart, ~~Wall Grants~~ Walgreen's, Eckerd, traditional everday, you-know-them stores. We sell to them and then they sell to our end consumer.

Q. Are you familiar with the suggested retail prices of the AquaFresh line of products?

A. Yes.

Q. What is that range?

A. The range is between $1 and $6.

Q. Now, have you been involved in any new product introductions for AquaFresh?

A. Yes.

Q. What involvement was that?

A. The two would be whitening and gum care in the last two years. Basically every aspect in terms of developing the product, the formulation, developing the packaging, creating the consumer selling story in the form of the advertising, designing promotions, special packs, what coupons

we're going to do, what sampling we're going to do, setting pricing strategy.

Really every aspect at some level I'm involved in. Some more heavily than others.

Q. Now, how is the AquaFresh mark used on both the new products that you've been involved in introducing and the other products in the AquaFresh line?

A. It's the primary mark. AquaFresh is the mother brand. It's the core brand. When you read our packaging, number one read should be AquaFresh, number two, the variant. In this case it's whitening. Sometimes it's tartar.

Whatever it may be. It's the primary mark. It's the mother brand. It's the equity. We don't have equity in whitening. We have equity in AquaFresh Whitening.

(Whereupon, Deposition Exhibit B was marked for identification.)

Q. I'd like you to take a look at what we've designated as Exhibit B and ask if you can tell me what is encompassed within those documents?

A. Point of sale. This is a refund offer,

different promotional devices we use in store to stimulate consumer consumption. We have refund offers, displays. We do a lot in the way of displaying toothpaste in these ~~four stand~~ floorstand units. Retailers put them up, create impulse sales.

We cross promote quite a bit between toothpaste and toothbrush in these displays we have because we have data to support the fact that we get a higher end result when we can tie the two products together.

Brush is very much of an impulse purchase, so we like to cross promote toothbrush and toothpaste.

Q. Is there any cross promotion on packaging?

A. Yes. If you look at the AquaFresh Whitening box, which we have in Exhibit A, I believe, you can see that we do have what I would call a selling message for AquaFresh Toothbrush, the benefits, why consumers should try the brush. We picture it graphically and tell a little story about the brush.

Q. With respect to the display stands that you were testifying about, are those given away or

sold?

A. They are sold. The product within them is sold. They cost us money to make those displays. It's an incremental charge that we pay for. It's a significant sum of money to the brand, well over a million dollars a year to make those displays. We sell it to our trade customers at the normal price of AquaFresh if they display it.

Q. Have you seen those displays in stores?

A. Yes.

Q. When you see those displays in stores, where are they placed?

A. In an aisle, in the toothpaste/oral care aisle at the end of an aisle. But they are generally in the vicinity of the oral care section.

Q. Now, are you familiar with the concept of line extension?

A. Yes.

Q. Have you worked on line extensions for AquaFresh?

A. Yes.

Q. What is a line extension?

A. As I referenced earlier, AquaFresh

Whitening. It's taking the mother brand, in this case being AquaFresh, and where we have equity within that name and what we believe to be our core equities in AquaFresh, and finding another way to position the brand within our current mother brand and our equities to capture a new group of consumers.

It might be a flavor. It might be introducing a new ingredient, a new benefit somehow. That's it.

Q. What would you consider the core equity of the AquaFresh brand based on your experience and your position with the company?

A. Consumers associate it primarily as being a toothpaste which is good tasting. It's fresh. It's a striped product. They tend to associate stripes very heavily with AquaFresh.

So if we're going to launch an extension, the equities that we look at, we say well, these are things we like to carry forward. Stripes would be one. And not necessarily would we do this in all cases. Stripes. It would taste good. It would be refreshing, and it would be effective.

R. McWilliams - by Ms. Meadway

Consumers do see the product as being very effective in the way it delivers. Also it would have to have a personality of being young, innovative, energetic, modern.

Q. Has there been any consideration of marketing other products under the AquaFresh brand?

A. Yes.

Q. What type of products?

A. Well, we started the toothbrushes within the last five or six years. We're continually looking at products within the oral care segment.

We have defined our core competency as being oral care, and anything that would be close to oral care is fair game, like mouthwash, like floss.

Those are things that we're consistently continually looking at and trying to find the right product and the right positioning to take into the marketplace, but we do believe that we have a name that transcends oral care.

(Whereupon, Deposition Exhibit C was marked for identification.)

Q. Now, I'd like you to look at what we've pre-marked as Exhibit C and ask if you can identify

that for me?

A. These are documents relating to the new product development project for a floss product.

Q. Was that intended to be marketed under the AquaFresh brand?

A. To my knowledge, it was under the AquaFresh brand. I'm not sure of the specific brand name, but it would have been an AquaFresh line extension.

Q. Are you familiar with the sales of AquaFresh?

A. In terms of dollars?

Q. Dollars and units, yes.

A. Very much so.

(Whereupon, Deposition Exhibit D was marked for identification.)

Q. I direct your attention to what we've marked as Exhibit D and ask if you can identify that for me?

A. These are documents outlining our factory sales and our consumer consumption sales over a recent time period.

Q. Are those documents of the sort that they

R. McWilliams - by Ms. Meadway

---

are prepared in the ordinary course of your business?

A. Yes.

Q. And you work with those figures on a regular basis?

A. Yes.

Q. You rely on those figures?

A. Very much.

Q. What does Exhibit D show with respect to AquaFresh sales?

A. It shows the factory sales and lists minus allowances up through 1995. A pretty good trend more recently. The 1995 figure was 124 million dollars. The trend is positive.

Q. Looking at the other pages in Exhibit D?

A. The first page shows what we sell to our trade customers. The next page shows in dollars or units actually how many units we're selling through to the consumer, what they are consuming of our product. It's a monthly break out.

Q. How do you track sales of toothpaste?

A. Nielson Data. Nielson, I think most people are familiar with Nielson. We buy syndicated

data that we buy from them that gives us comprehensive data across food, drug and mass merchandiser outlets for AquaFresh, the category and our major competitors. So we understand trends, share, strengths, weaknesses on an SKU level.

Q. That's a stock keeping unit?

A. Yes.

Q. Now, with respect to the AquaFresh brand, how does that range in terms of sales in the toothpaste category overall?

A. AquaFresh is the number three brand in dollars and units for 1996, and over the last ten years it's for the most part held the number three position, at times slipping back, but overall it has been the number three brand fairly consistently.

Q. What are the number one and two brands?

A. Crest is number one, Colgate is number two. Mentadent is number four.

Q. Below that?

A. Arm and hammer is number five, and after that it gets very, very small.

Q. Now, with respect to AquaFresh sales, you identified a number of types of stores. Within the

stores are you familiar with how the AquaFresh product is merchandised?

A. Yes. Retailers have an oral care section where toothpaste tends to dominant. AquaFresh will tend to have the same share of shelf space as it does share of market which is approximately 10 to 12 percent.

Our position within that segment varies greatly from being on the bottom to the top, to the left, to the right, as does where ~~consumers~~ Retailers place toothpaste in conjunction with their total oral care section.

Q. What different ways of displaying the product on the shelf had you seen when you've gone into stores?

A. You see toothpaste broken down by brand, all the AquaFresh products over here. And sometimes you'll see it where they will have all the baking soda products over here and all the whitening products over there and they'll do it by segment or variant within the category. There's a broad range of how retailers do it. We don't dictate how to do it.

R. McWilliams - by Ms. Meadway

Q. Where is the toothpaste displayed in relationship to toothbrushes?

A. It varies quite a bit. You may see it above the toothpaste section running right above. It might be over to the right. We're currently doing some test marketing where we put them side by side. So you see quite a range of how they lay next to each other or how they are merchandised.

Q. Would your answer be the same with respect to the displays of toothpaste and/or oral care products?

A. Yes. There is no uniform way of merchandising or shelving. You see a great range.

Q. What activities are you undertaking in your role with the company to market AquaFresh products?

A. Advertising is probably our biggest initiative. It's our biggest focus, where we put the most dollars. That's television, television media advertising. We do it every year. It's the primary driver.

We do a broad range of promotions, FSI, freestanding inserts which are the coupons you find

in your Sunday newspaper are very big for AquaFresh. We do a lot of in-store couponing, sampling demonstrations. That's a big initiative for us.

Various types of direct mail. Various types of sampling. So really it falls down to what we consider advertising and promotion, and we do quite a range of ~~promotioning~~ promoting. There's a lot.

Q. Is the activity for marketing that you have just spoken about similar or different in what was being done before you took over the position in January of 1995?

A. It's the same. I mean, same basic. I'm carrying on the basic strategy that's been in place for years. Same amount of money, same types of promotion, FSI, television advertising.

The advertising is a little bit different now. But we did TV five years ago, ten years ago, 15 years ago. We continue to do it. Different message, same strategy, same tactics.

Q. What is the target market for AquaFresh products?

A. It varies by variant. For instance, you have triple protection, which is our original

product, our core product. Its target is mothers, 18 to 34, ~~I believe~~ with children.

Whitening has a different target. Whitening is where we are focusing currently. That is adults 18 to 49, men and women, higher income. For the last two years that's where we've been focusing our television efforts and our promotional efforts. We have a range of targets.

Q. How do you determine what the target market is for a particular AquaFresh product within the line?

A. It's based on our consumer research, and the driver is where do we have the greatest likelihood and opportunity for success based on current usage and attitude.

Our interpretation of the data would say that women 65 years of age don't really like AquaFresh. So we're not going to target ~~AquaFresh~~ those people. It's mothers or it's young adults.

So we use what we know about the consumers based on our research to find where we would be successful, who is using us, who would use us, and that's what we go after.

R. McWilliams - by Ms. Meadway

Q. What would be the target market for, say, AquaFresh for sensitive teeth or what is the market?

A. That would be a little bit older. That would be men and women 35 to 65 because that's a very unique situation in that as people age, their gums recede and they have sensitive teeth issues.

So it ~~appears~~ appeals to older people. That's why I say there's quite a range. If you took our whole line, we have a toothpaste for everybody in the family from two years of age to you're still hanging onto your teeth. We have toothpaste for everybody.

Q. Are you familiar with the term, co-marketing?

A. Yes.

Q. What is co-marketing?

A. I would define it as working in conjunction with another brand, another something to help market our business, toothpaste.

Q. Does AquaFresh co-market with anyone else?

A. We do. From a toothpaste perspective, we co-market with our brush which you might think that's obvious, but I think if you really look at it, you'll find that that's not common.

R. McWilliams - by Ms. Meadway

We would have other examples inside, ~~but~~ where we have similar products that don't market together. We do market with brushes, as you can see on our label. We also do some activity with Cepacol.

We just put AquaFresh samples on Cepacol mouthwash. So anybody who bought their mouthwash got a sample of AquaFresh. It was a win for them and it was a win for us because we generated sampling.

We're looking at doing a ~~product~~ promotion with a major shaving creme manufacturer for next year. So it's something we do. It's not a key driver for us, but it's important.

Q. What is a fact book?

A. A fact book is a term we use, one of the terms we use to describe a book of information with facts in it relating to the sale of a new product. It's something that we provide, the marketing group develops for our sales force that is just a compilation of data on a new product launch to help them sell the product launch into their trade customer.

So, for instance, the buyer at ~~Wall-Mart~~ Walmart,

any question they would ask that sales person they could look in their fact book and answer it like what is the category done in the last two years or how much advertising are you going to put behind AquaFresh Whitening?

How many coupons are you going to deliver? What is it going to cost me? How long is the deal good for? Any question relating to the launch of a new product could be answered by what's inside that fact book.

(Whereupon, Deposition Exhibit E was marked for identification.)

Q. I'd like to show you the AquaFresh Gum Care Fact Book which we've marked as Exhibit E and ask if you can identify that for me.

A. It is the information that comprised the AquaFresh Gum Care Fact Book.

Q. Did you work on this fact book?

A. Yes, I did.

Q. That fact book has been used the way you testified fact books are used?

A. Yes.

Q. Is that fact book still being distributed?

A. It's in circulation. We're not currently actively distributing them. The product was sold earlier in 1996, so we have distribution of the product and now it's purely a reference piece.

Q. What are brand facts?

A. Brand facts, I believe that is the term used by AquaFresh Flex Toothbrush, my colleagues and it is a fact book. It is -- they call it brand facts. It's the same information with a different name on it.

(Whereupon, Deposition Exhibit F was marked for identification.)

Q. I direct your attention to what we've marked as Exhibit F which are the brand facts for the AquaFresh Toothbrush and ask if that is the toothbrush equivalent of your fact book?

A. It's very similar. Different information, but the same types of information.

Q. Used in the same way?

A. Yes.

Q. Now, I believe you testified previously in talking about promotions with respect to FSIs?

A. Yes.

R. McWilliams - by Ms. Meadway

Q. How much does SmithKline spend on FSIs each year for AquaFresh?

A. We do six to seven FSIs per year at an average cost of about a million dollars a piece. So six, seven million dollars.

Q. Do you measure the effectiveness of the FSI program in any way?

A. Yes. The two primary measurements are, one, redemption. It's very clear, easy. The other one is breaking down Nielson consumption data to understand what incremental business we receive by doing the event and then laying that up against the cost to understand if it's financially the right thing to do.

Q. Are FSIs the right thing to do?

A. For AquaFresh they are. We've done the studies I've just talked about, those types of analyses and we've done custom studies where we've looked on a household level what happens when we drop an FSI, what consumers are we bringing in, are they our current consumers or are we bringing Crest consumers or whatever. And for AquaFresh it's an attractive proposition financially.

R. McWilliams - by Ms. Meadway

(Whereupon, Deposition Exhibit G was marked for identification.)

Q. I show you what we've pre-marked as Exhibit G and ask if you can identify that for me?

A. They are coupons, FSIs that we've sent out in recent months, years. We do a lot of them. If you go two months and you don't see an AquaFresh coupon in your Sunday paper, there's something wrong.

Q. Is the FSI a common means of promotion for health and beauty aids?

A. For toothpaste it definitely is. Some categories, yes. Toothpaste, yes.

Q. Now, are you familiar with the term, media plan?

A. Yes.

Q. What is a media plan?

A. It's a document generated by our advertising agency that is usually done for a calendar year for us, done on a calendar year basis showing us what weeks we're advertising, and by week how many gross rate points or dollars we're going to have on air each week and what time of the day we'll

---

be airing our commercials. Like I say, we look at it on a 52-week basis.

(Whereupon, Deposition Exhibit H was marked for identification.)

Q. I'd like to direct your attention to what we've pre-marked as Exhibit H and ask if you can identify that for me?

A. It's a media plan prepared by our ad agency, ~~Gray~~ Grey in 1995. At that time it was our most recent media plan for 52 weeks.

Q. Did you receive a copy of this media plan on or about the date it was issued?

A. Yes, I believe so.

Q. Does this media plan accurately reflect advertising spending for brand AquaFresh?

A. Yes.

Q. I believe you said that TV was a media used for promoting AquaFresh?

A. Yes. At least 90 percent of our advertising or media dollars. We focus almost everything on television.

Q. We've got a couple of tapes that I'd like you to identify.

R. McWilliams - by Ms. Meadway

(At this juncture, a videotape was played.)

(Whereupon, Deposition Exhibit I was marked for identification.)

Q. This is Exhibit I. There are two tapes of commercials that we have produced previously in the course of the proceeding.

Mr. McWilliams, are those tapes, tapes containing AquaFresh commercials?

A. Yes.

Q. And those are TV commercials that have been aired by the company?

A. Yes.

MS. MEADWAY: Unless you want to see more, I'm prepared simply move on.

MS. RUFF: That's fine.

MS. MEADWAY: We'll have those tapes marked as Exhibit I.

Q. How often does AquaFresh TV advertising air?

A. We air on average 30 to 35 weeks out of the 52-week year. We tend to be on air for four or five weeks and then off air for two or three weeks.

So we maintain continuity throughout the year.

Q. Are there advertising that are done that show more than one AquaFresh product?

A. To my knowledge, we tend to focus all of the advertising. We'll pick a variant. For instance, this will be an AquaFresh Whitening ad or it will be a triple protection ad. We don't combine. We may have at some point, but not to my knowledge.

Q. To whom is the AquaFresh advertising targeted?

A. As I discussed earlier in terms of our target consumers, it will vary. It's the same as the target that we want to sell the product to. So for whitening it's adults 18 to 39, upper income. For triple protection it's mothers with children. So it varies by variant. It's a very broad range.

Q. Is there any sponsorship of events or programs to support the AquaFresh brand?

A. Couple of things. We support and we sponsor some events just through our media buys. They just tend to be somewhat random.

We also are a fairly major sponsor of

Nascar and racing, stock car racing. We have a car in the Bush series featuring Buck Shot Jones. We're his primary sponsor. I believe we're his number one sponsor.

We have a car in the Winston circuit, Ted Musgrave. We're a minor sponsor. But we are active in sponsoring Nascar, stock car racing.

(Whereupon, Deposition Exhibit J was marked for identification.)

Q. I show you what we've marked as Exhibit J and ask if you can identify that for me?

A. It's photos and information relating to our sponsorship of stock car racing.

Q. What's the cost of the sponsorship of the Nascar racing?

A. Over the course of a year it's in excess of a million dollars.

Q. What type of exposure do you receive from such sponsorship?

A. The biggest benefit to us is on a regional basis. It's very popular. Our sales people can leverage our participation and sponsorship with our trade customers in getting additional displays and

promotions, especially in the south and southeast because, for example, the buying group at Winn Dixie food stores love Nascar. They think it's great.

So we take them to events and give them the red carpet treatment and we get preferential treatment in response.

Q. Is there any promotion of AquaFresh products at dental meetings or trade shows?

A. Yes. We are active in going to selected dental conventions to sample and talk about the AquaFresh line of products. For instance, the Annual ADA Convention.

It's a big event for us, big event for everyone in this industry. We're very active there and some other select conventions such as Chicago, San Francisco.

So we do try to communicate with dental professionals in those environments, make them aware of AquaFresh, what we are doing, what our plans are.

Q. ADA is the American Dental Association?

A. Yes.

(Whereupon, Deposition Exhibit K was marked for identification.)

R. McWilliams - by Ms. Meadway

Q. I show you what we've marked as Exhibit K and ask if you can identify that for me?

A. It's some type of reservation or contract locking us in to participation at a dental meeting. That looks like the Chicago Dental Meeting.

Q. That's a meeting that you attend?

A. Yes. I wasn't personally there, but the AquaFresh brand was represented there.

Q. Is there any public relations work done for the AquaFresh brand?

A. Yes.

Q. Who does it?

A. Ketchum Public Relations.

Q. For what purpose?

A. It varies. It tends to be project related. As issues arise, we use them. For instance, if we are launching a new product like whitening or gum care, they will prepare a press release, they will communicate with the press telling them about our launch, that type of thing.

They tend to help us respond to inquiries from people like Consumer Reports. When they have questions and issues with our business, Ketchum

helps us respond.

(Whereupon, Deposition Exhibit L was marked for identification.)

Q. I show you what we've pre-marked as Exhibit L and ask if you can identify that for me?

A. It's a copy of the press release for AquaFresh Gum Care that was done earlier this year.

Q. Were you involved in that press release?

A. Yes, I was.

Q. Was it picked up in the media?

A. Yes. We had okay pick-up in newspaper, some magazine pick-up. We tried to get television. I don't think we got much television pick-up on that.

Whitening was a much bigger story. We had broad pick-up across all types of media. But we did get some pick-up on gum care just because of the nature of the brand. It's a big business. We get pick-up if we do something.

Q. Now, with respect to trade channels, you identified certain types of outlets earlier in your testimony, but can you just give me a run down of the kinds of retail outlets that handle AquaFresh

products?

A. We have food stores such as Giant Eagle, Winn Dixie, Publix, Vaughn's, Albertson's, Path Mark, Grand Union, Wegman's, any food store should have us.

Drug stores; ~~Wall Grains~~ walgreen's, Eckerd, Rite-Aid, Thrifty Pay Less, ~~Phase~~ Fay's Drug stores. Mass merchandisers; ~~Wall Mart~~ Walmart, Target, K-Mart. Convenience stores, your local convenience store where you get your gas will probably have a little tube of AquaFresh. Warehouse club stores, Price Cosco and ~~Sales~~ Sam's. We're available in all of those outlets.

(Whereupon, Deposition Exhibit M was marked for identification.)

Q. I show you what we've marked as Exhibit M and ask if you can identify that for me?

A. It's a report that we use showing a breakdown of all of our direct buying customers and how much AquaFresh they've bought over the last 12 months.

Q. When you say direct buying customers, are there customers that will buy AquaFresh product from

you and then resell it?

A. The bulk of our customers, that's what they do. For instance, ~~Wall-Mart~~ walmart buys it from us and then they resell it. That's the norm. They buy it and then they sell it to the end consumer.

Q. Do you have anyone that buys as an intermediary and then sells to other retailers?

A. Wholesalers. We do have -- there's a group of wholesalers like ~~the McKessa~~ McKesson Drug who they just buy it and they sell to whoever wants to buy product from them.

Q. Do you track competitive activity?

A. Yes.

Q. How do you do that?

A. Store visits through our sales force is our best link to competitive activities and their interaction with trade buyers and what's going to happen because they tend to work on very long lead times. So our first source tends to be our sales ~~source~~ force from their trade buyers.

You get it from other places as well. The rumor mill isn't always so bad, but it's critical for us to be as aware as possible so that we can

respond.

Q. Are you familiar with marks that are used by other companies in the dental hygiene oral care field?

A. A lot of them, most of them.

Q. Do you know of any other company using aqua as part of a mark for a dental care product sold to consumers?

A. No.

Q. Does SmithKline routinely do market research for the AquaFresh brand?

A. Yes.

Q. What kind of market research?

A. All kinds primarily focused on in some shape consumer usage and attitudes around toothpaste. Category, our brand and competitive brand.

Q. For what purpose is this research done?

A. The research helps us shape our message that we take forward to consumers by understanding what it is they want to hear, they need to hear, where the opportunities are so it shapes our communication. It helps shape our new product

development efforts going out into the future.

Q. Are you familiar with the Landis group?

A. Yes.

Q. What is it?

A. It's a research organization that we contract with frequently to undertake studies.

Q. And you work with the Landis group?

A. Yes.

(Whereupon, Deposition Exhibit N was marked for identification.)

Q. I show you what we've marked as Exhibit N and ask if you're familiar with the document?

A. This was the most recent usage and attitude study that they've prepared for us. This tends to be the biggest study the brand does. It's done every three to five years.

It's very comprehensive in broadly looking at consumers' attitudes and usage toward toothpaste, and it's very comprehensive. We tend to use it as a reference piece ongoing, often just going back and pulling out bits of information as we need to.

Q. Do you rely on that report?

A. Yes.

Q. Are you familiar with Icon?

A. Yes.

Q. What is Icon?

A. They are similar to Landis. They are a research organization that we contract with. They have recently merged together with Landis.

(Whereupon, Deposition Exhibit O was marked for identification.)

Q. I direct your attention to the exhibit we've marked as O and ask if you can identify that?

A. It's another consumer research piece that looks at attitudes in usage and it tries to go into more depth than what a normal usage attitude study does.

So it tries to get at how much consumers like you, what colors they associate with AquaFresh and it's much softer than the original piece of data we looked at.

Q. You mean Exhibit N?

A. Exhibit N, yes.

Q. Were you involved in the study which is represented by Exhibit O?

A. Yes.

R. McWilliams - by Ms. Meadway

Q. What was your involvement?

A. I authorized the study and I set the objective in why we were doing the study, this is what we were trying to achieve.

Q. Did you review the results?

A. Yes.

Q. Have you used the results?

A. We've used them, but I would say that the data was very consistent with other data we've seen, so I can't say that there was anything earth shattering new in this document. So I used them, but I would have been fine without this piece of research.

Q. Mr. McWilliams, are you aware of a mark, Aqua Floss?

A. Yes.

Q. When did you first become aware of the Aqua Floss mark?

A. Around March of '95.

Q. How did it come to your attention?

A. My boss at the time ~~who's a~~ who was the director of oral care, Jeff Brown briefed me on the trademark issue.

R. McWilliams - by Ms. Meadway

Q. Have you ever seen the Aqua Floss product on the market?

A. No.

Q. Have you ever seen advertising for the Aqua Floss product?

A. No.

Q. Do you have any concern about the Aqua Floss mark for a dental hygiene product?

A. Yes.

Q. What is that?

A. That there is potential confusion, consumer confusion because the name is so similar to AquaFresh. Aqua F as in floss, F as in fresh.

It's an oral care product, oral hygiene product, the same area in which we market. We're marketing in some of the same venues.

I believe the product would be sold in a drug store, mass merchandising type store where we do half of our volume.

So you're interfacing with the same consumers that see and know AquaFresh. So I think there's opportunity for confusion in that it would be seen as part of the AquaFresh line.

R. McWilliams - by Ms. Ruff

Q. Thank you, Mr. McWilliams. I have no further questions.

MS. MEADWAY: You can cross-examine.

EXAMINATION

BY MS. RUFF:

Q. Mr. McWilliams, you indicated in your testimony that you, SmithKline utilizes the AquaFresh trademark on approximately eight toothpaste variants, the whitening, gum care, triple protection, et cetera. I tried to write them all down, but forgive me, I thought you said about eight?

A. That's right.

Q. You also indicated that SmithKline has recently launched an AquaFresh gum care variant?

A. Yes.

Q. Is this also a toothpaste product?

A. Yes.

Q. When was that recently launched?

A. In March/April of '96.

Q. And SmithKline also utilizes the AquaFresh mark on their line of toothbrushes; correct?

A. Yes.

Q. What other dental care products do they utilize the AquaFresh mark on?

A. In the U.S. just toothpaste and toothbrushes across the range that I talked about earlier.

Q. To your knowledge, has SmithKline Beecham ever utilized the AquaFresh trademark on any type of mechanical dental hygiene device?

A. No.

Q. To your knowledge, has SmithKline Beecham ever used just the term, aqua alone on toothpaste?

A. No.

Q. How about for toothbrushes?

A. No.

Q. So SmithKline has always used the term, aqua in combination with the term, fresh, to your knowledge?

A. Yes.

Q. Now, you have indicated in your testimony that the AquaFresh product line, the variants of the toothpaste and the toothbrushes are marketed and sold in all 50 states; correct?

R. McWilliams - by Ms. Ruff

A. Yes.

Q. And you have also indicated that your retail outlet for AquaFresh includes food stores, drug stores, mass merchandisers such as Target and K-Mart, convenience stores and warehouse clubs like Sam's Club; is that correct?

A. Yes.

Q. Now, SmithKline does not sell or market the AquaFresh, either toothpaste or toothbrushes, through direct mail catalogs, do they?

A. No. Not that I'm aware of, no.

Q. They also do not sell the AquaFresh toothpaste or toothbrushes in any type of department stores, do they?

A. Not that I'm aware of.

Q. What about specialty stores such as I'm thinking of Sharper Image or Hemlock?

A. No, but just to clarify, when you said department stores, what type of stores?

Q. I'm generally thinking of sort of an upscale type department store.

A. Like Kaufmann's or Macy's?

Q. Right.

A. No. We don't sell there.

Q. What companies do you consider your competitors for the AquaFresh product line?

A. P&G.

Q. That's Crest?

A. Proctor & Gamble. Colgate, Lever Brothers, Church & Dwight. Those are toothpaste competitors. Toothbrush would be Colgate, Oral B, Gillette. A little bit different for toothbrushes I think.

Q. If you had to classify these types of competitors, would it be fair to classify them as companies that have product lines in the health and beauty aids?

A. They do. I would classify them as consumer product companies because they go broader than health and beauty aids.

Q. You indicated in your testimony when you were talking about FSIs or freestanding inserts you indicated that SmithKline Beecham does approximately six to seven FSIs per year at a cost of about one million dollars each?

A. Yes.

R. McWilliams - by Ms. Ruff

Q. Is this statistic total for all AquaFresh products?

A. That's just toothpaste.

Q. Does SmithKline Beecham do FSIs of the same type for their AquaFresh toothbrush line as well?

A. Yes. The frequency is about three to four per year.

Q. Are they approximately the same cost?

A. The cost is lower. I can't give you an exact figure. It's a lower penetration category. The biggest driver of the cost is redemption.

Q. When you refer to lower penetration category, could you explain what that means?

A. Toothpaste is a much bigger category. Everybody buys toothpaste and they buy it frequently. Toothbrushes, everybody for the most part buys it, but they buy it with ~~such~~ much less frequency.

The purchase frequency is maybe one per year. So it's a smaller category. You're not going to -- if you drop a coupon, you have out-of-pocket expenses and you ~~get~~ spend significantly less.

R. McWilliams - by Ms. Ruff

Q. Would you consider a toothbrush purchase an impulse type item?

A. A lot of it is. A lot of toothbrush purchases are impulse. That's why we try to cross promote toothpaste with toothbrushes because they are buying toothpaste every month, every two months and we try to get a higher frequency of brush sales by putting them together.

Q. You indicated in your testimony that SmithKline Beecham is considering an AquaFresh flossing type product. It's correct, isn't it, that this flossing type product has not yet been marketed; correct?

A. Yes.

Q. Would you anticipate that this flossing AquaFresh product would be sold through the same channels of trade as your AquaFresh toothbrush and toothpaste?

A. Yes.

Q. So this would be the convenience stores, food stores, mass merchandisers, warehouse clubs, that same list that you gave us previously?

A. Yes.

R. McWilliams - by Ms. Ruff

Q. Would you anticipate that the new flossing product would also be advertised in the same manner as the AquaFresh toothpaste and toothbrushes?

A. Yes.

Q. You gave some testimony of your knowledge of trademarks used by other companies in the dental care area; correct?

A. Yes.

Q. And you indicated in your testimony that you make yourself aware of the trademarks used by other companies that have products in the dental care area. Is that a fair assessment?

A. Yes.

Q. How do you educate yourself about what your competitors in the dental care area are doing?

A. Store visits in the stores, reading trade journals, trade magazines. We have a ~~company,~~ system Competitive Intelligence Information Systems where we share information across the company that's effective.

Through our sales forces, as I had said earlier, from information they can obtain from their trade accounts. Lots of -- really it's a variety.

We just always tend to have our ears open and eyes open.

Q. Trying to keep your finger on the pulse of what's going on with your competitors?

A. Yes, really.

Q. And you would consider that an important part of the job, wouldn't you?

A. Yes.

Q. Now, you indicated toward the end of your testimony that you became aware of Tocad's Aqua Floss mark approximately in March of 1995; correct?

A. Yes.

Q. But you have never seen the Aqua Floss product; correct?

A. No, I haven't.

Q. Prior to March of 1995. I'm sure you've probably seen it now, but prior to March of 1995?

A. Yes.

Q. And you never saw any type of advertising for the Aqua Floss product prior to March of 1995?

A. No, I didn't.

Q. And you indicated in your testimony that it was a concern of yours upon seeing the Aqua Floss

mark you believed that there was a potential for consumer confusion; correct?

A. Yes.

Q. Are you aware, personally aware of any incidence of actual customer confusion where some customer has confused AquaFresh toothbrush or toothpaste with the Aqua Floss product?

A. No.

Q. And you are aware of no documents which would demonstrate any actual confusion; correct?

A. That's correct.

Q. And to your knowledge has any consumer ever returned an Aqua Floss product to SmithKline Beecham?

A. No, they haven't.

Q. And has anyone ever written to SmithKline Beecham to your knowledge concerning the Aqua Floss product?

A. No, they haven't.

Q. Have you ever -- has SmithKline Beecham, to your knowledge, ever received any misdirected phone calls asking about the Aqua Floss product?

A. No.

R. McWilliams - by Ms. Ruff

Q. Or any misdirected mail that would be an inquiry or complaint about the Aqua Floss product?

A. No.

Q. And to your knowledge, has SmithKline Beecham ever conducted any surveys concerning potential confusion between the AquaFresh product and the Aqua Floss product?

A. No.

Q. One last quick question about the video. Do you know, Mr. McWilliams, the vintage of that short video piece that we saw, that commercial, approximately?

A. Mid-eighties. There's a range. On that reel it should take you from the launch in -- say, from 1979 to our most current advertising in 1996. What I showed you was from the mid 1980s.

Q. And I noticed in the video when the actors showed the AquaFresh toothpaste box that the term, AquaFresh was hyphenated, Aqua-Fresh; is that correct?

A. At that time it was hyphenated.

Q. And I notice what you marked as Exhibit A which is the AquaFresh whitening --

---

A. We don't hyphenate it anymore.

Q. Do you know approximately what year or time range the hyphen sort of dropped out of the AquaFresh mark?

A. I don't know, but I do know that in the last five years it hasn't been hyphenated. So it was some time prior to that time.

Q. And the AquaFresh trademark on your eight different variants of toothpaste is always used as one continuous word; is that correct?

A. It is. That's true, yes.

Q. And on your toothbrushes, your different line of toothbrushes, I don't know how many you have.

A. I'm not sure about toothbrushes. I believe it's not hyphenated and it's treated the same way as the toothpaste on the carton.

Q. And you're looking at, so we can get it --

A. I'm looking at Exhibit A, one of the pictures of the Flex Toothbrush packaging.

Q. Mr. McWilliams, we thank you very much for your time. Hopefully that was relatively painless.

A. That was painless.

(Whereupon, the above-entitled matter was concluded at 12:25 p.m. this date.)

(Signature not waived.)

COMMONWEALTH OF PENNSYLVANIA)

COUNTY OF ALLEGHENY)

I, Barbara D. Pielin, a notary public in and for the Commonwealth of Pennsylvania, do hereby certify that the witness RICHARD D. McWILLIAMS, was by me first duly sworn to testify the truth, the whole truth, and nothing but the truth; that the foregoing deposition was taken at the time and place stated herein; and that the said deposition was recorded stenographically by me and then reduced to typewriting under my direction, and constitutes a true record of the testimony given by said witness, all to the best of my skill and ability.

I further certify that the inspection, reading and signing of said deposition were not waived by counsel for the respective parties and by the witness.

I further certify that I am not a relative, or employee of either counsel, and that I am in no way interested, directly or indirectly, in this action.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal of office this 2nd day of January, 1997.

Barbara D. Pielin

Notarial Seal
Barbara D. Pielin, Notary Public
Pittsburgh, Allegheny County
My Commission Expires Aug. 19, 1999
Member, Pennsylvania Association of Notaries

SMITHKLINE BEECHAM CORPORATION,

vs.

TOCAD COMPANY, LIMITED.

CERTIFICATE

I, RICHARD D. McWILLIAMS, do hereby certify that I have read the foregoing transcript of my deposition consisting of Pages 3 through 55, and it is a true and correct copy of my testimony, except for the changes, if any, made by me on the attached Deposition Correction Sheet.

Richard D. McWilliams

1/12/97
(Date)

Notary Public

1-12-97
(Date)

Notarial Seal
Mary Ann Kerting, Notary Public
Kennedy Twp., Allegheny County
My Commission Expires Jan. 26, 1998
Member, Pennsylvania Association of Notaries

Corrections were made YES

No corrections were made _____

DEPOSITION CORRECTION SHEET

Witness: RICHARD McWILLIAMS

Caption: _____

PAGE	LINE	CHANGE FROM	TO	REASON
4	25	that	AquaFresh	
5	4	SENIOR	DELETE word "SENIOR"	1/95 - 12/96 "BRAND MGR"
5	22	phase drug	Fay's Drug	(SR. BRAND MGR. 12/96)
				spelling
11	8	Wall-mart, [redacted]	Walmart	spelling
11	8	Wall Greats	Walgreen's	spelling
13	6	Four stand	Flowerstand	mis-interpreted
20	12	Consumers	RetailERS	mis-interpreted
22	9	promotioning	promoting	mis-interpreted
23	4	I believe	delete "I believe"	did not say
23	20	AquaFresh	those people	did not say
24	9	appears	appeals	mis-interpreted
25	3	but	where	mis-interpreted
25	12	product	promotion	mis-interpreted
25	25	wall-mart	Walmart	spelling
30	11	Gray	Grey	spelling
37	8	Wall Grains	Walgreen's	spelling
37	9	Phase Drug	Fay's Drug	spelling
37	10	wall-mart	Walmart	spelling
37	14	Sales	Sam's	mis-interpreted
38	5	Wall-mart	Walmart	spelling
38	11	the Mckessg	McKesson	mis-interpreted
38	22	source	force	mis-interpreted
42	23	[redacted] who's a	who was the	mis-interpreted

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Joseph C. Garrison, Chairman
Linda D. Hughes, President

BP

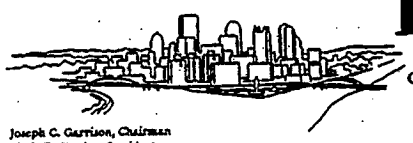
SIGNATURE OF WITNESS

1/13/97
DATE

DEPOSITION CORRECTION SHEET

Witness: Richard M'Williams Caption: _____

PAGE	LINE	CHANGE FROM	TO	REASON
48	20	Such	much	mis-interpreted
48	25	get	spend	mis-interpreted
50	19	company	system	mis-interpreted



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Joseph C. Garrison, Chairman
Linda D. Hughes, President

SIGNATURE OF WITNESS DATE 1/17/97

Certificate of Mailing by Express Mail

I hereby certify that this Opposer's Ninth Notice of Reliance is being deposited with the United States Postal Service as Express Mail, Post Office to Addressee in an envelope addressed to: United States Patent and Trademark Office, Trademark Trial and Appeal Board, P.O. Box 1451, Alexandria, Virginia 22313-1451, on February 10, 2009

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Person Signing Certificate

Erik Bertin
Signature

February 10, 2009
Date of Signature

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Certificate of Service

I hereby certify that a true and correct copy of the foregoing Opposer's Ninth Notice of Reliance has been duly served by mailing such copy first class, postage prepaid, to Erik M. Pelton, Erik M. Pelton & Associates, P.O. Box 100637, Arlington, VA 22210, on February 10, 2009.

Erik Bertin
Erik Bertin