

Our Family for Every Family

We've been a family owned company since our founding in 1979. We've seen a lot in 40 years, but some values never change. We run our business with honesty, integrity, and hard work.

Those values allow us to bring high quality OTC products to customers' medicine cabinets and profits to retailers. We are proud to offer our family of heritage brands to every family.



- *Quality Heritage Brands*
- *Marketing Support that Drives Customer Traffic*
- *Attractive Retail Margins*



Growing market presents major opportunity at retail

NEW YORK — By 2034, the number of people 65 and older will surpass Americans under age 18 for the first time in the country's history.

Seniors already outnumber children, and the United States will reach a new milestone in 2034. The U.S. Census Bureau projects that in that year older adults will edge out children in population size: People age 65 and over are expected to number 77.0 million (previously 78.0 million), while children under age 18 will number 76.5 million (previously 76.7 million).

This demographic transformation, caused by a rapidly aging population, is new for the United States. In the past, higher fertility and more international migration have helped hold off an aging population, and the country has remained younger as a result. But those trends are changing. It's clear that Americans are having fewer children, and the baby boom of the 1950s and 1960s has yet to be repeated. Fewer babies, coupled with longer life expectancy leads to a country that ages faster.

Although declining fertility plays a role, the driving force behind America's aging is the baby boomers. As one of the largest generations in the country, boomers leave a substantial imprint on the population. They swelled the ranks of the young when they were born and then the workforce as they entered adulthood.

Now, boomers will expand the number of older adults as they age. Starting in 2030, when all boomers will be older than 65, older Americans will make up 21% of the population, up from 15% today.

By 2060, nearly one in four Americans will be 65 years old and older, the number of 85-plus will triple, and the country will add a half million centenarians.

With this swelling number of older adults, the country will see greater demands for health care, in-home caregiving and assisted living facilities. It could also affect Social Security.

If the trends continue, the U.S. is fast heading towards a demographic first. It will become grayer than ever before as older adults outnumber children.

Jim Creagan, president of Randob Labs, says that as this shift continues, the largest ma-

ior trend is that retailers are really starting to focus more on the senior market. "There is a large demographic shift under way as the baby boomer generation ages and retailers are really reviewing their assortments in-store."

SPECIAL REPORT SENIORS

He points out that chain drug is adding a lot to the durable medical equipment and home care sections. "These sections were previously more often handled in independent pharmacy, but now chain drug is really getting into the game."

Creagan says that consumers are looking for products that solve problems and help them get through the day easier. "One trend we are seeing is a portion of the population with chronic condition are back and forth between hospital stays, rehabilitation stays, and back to home. These patients are looking at the brands that are being used institutionally that provide results and are then searching for those products on drug store shelves. Randob has been pursuing a renewed institutional sales push for Balmex Adultcare to make sure we are available for this patient population," he points out.

"Balmex Adultcare is solving patient needs by providing a zinc oxide based barrier against wetness and chafing and adding in our exclusive skin shield technology that neutralizes irritants. This extra level of protection isn't matched by the competition."

He adds that Balmex Adultcare has just launched new artwork that speaks to its skin shield technology as well as communicates to customers that Balmex Adultcare has clinically proven relief in just three hours as well as being easy on, easy off.

Meanwhile, as the population gets older, the adult diaper business grows. Recent research from the Poise brand reveals that 100% of women who are physically active with light bladder leakage (LBL) compromise their workouts due

to the condition. From running or walking the dog to riding bikes or gardening, Poise brand is introducing a new way to give women the confidence to take on their day and the activities they love, uninterrupted. New Poise Ultra Thin Active Collection pads and liners with wings are designed to stay in place, adapt to women's bodies and follow their lead — not the other way around.

The latest edition to Poise brand's already robust selection of incontinence pads and liners aligns with the company's mission to help the millions of women affected by stress urinary incontinence (SUI) find the best solution for their lifestyle, keep doing the things they love and stay amazing without worrying about bladder leaks.

In a 2018 survey, 63% of women admitted to using products that aren't designed to address urinary incontinence, like sanitary napkins or period pads. "It's imperative that women are informed about the product solutions available to them. Period pads were not designed to absorb urine, and they fall short in providing women with quality protection," said Poise partner and women's health expert Dr. Jessica Shepherd.

Each woman's body is unique and has a different definition of comfort, and Poise brand is committed to offering a variety of solutions to accommodate each woman's LBL needs. Made for women on the go, Poise Ultra Thin Active Collection incorporates FlexLoc core technology for comfortable protection, which allows the pads



Balmex Adultcare

and liners to instantly absorb while locking in wetness and odor. Other products include pads, Ultra Thin pads, liners and microliners in multiple sizes and absorbency levels. Poise also offers a pad-free solution called Impressa, an insertable device that works to help stop leaks for up to 12 hours.

Brownmed keeps seniors active

BOSTON — The home health care market is currently being fueled by the growing number of people diagnosed with such chronic conditions as arthritis and diabetes and those in need of pain management.

One of the leaders serving this market is Brownmed, which for more than half a century has manufactured quality, innovative orthopedic products.

Brownmed vice president of marketing Matt Garver is seeing a number of trends in first aid and brace areas. "Increasingly, consumers are adopting a value-driven mindset in first aid. This doesn't necessarily mean inexpensive, as durability and functionality are key attributes driving purchase decisions for consumers."

He adds that a push toward a more homeopathic solution is pointing customers toward natural remedies for pain relief. "Senior consumers are looking for innovative products that work and are easy to use. We have seen a willingness to adopt a modality like vibration therapy that may come with a higher price point but has been proven effective in numerous clinical studies."

He says that vibration therapy has been shown to increase range of motion, reduce DOMS



Intellinetix Wearable Vibration Therapy for the knee.

(delayed onset muscle syndrome), rehabilitate muscles, improve bone density and offer faster pain relief than massage.

"Delivering on consumer demand for value, durability and function is not easy. It starts with a patient-centric approach to product design and includes a commitment to quality materials and craftsmanship throughout the manufacturing process. Our line of IMAK Compression Arthritis Care products is an example of that. Designing compression garments specifically to relieve pain for those with chronic pain from arthritis or fibromyalgia takes significant expertise and firsthand knowledge to

manufacture effectively. And it's why IMAK Compression brand is still the only glove to have received the Ease of Use Commendation from the Arthritis Foundation."

Garver notes that Intellinetix Wearable Vibration Therapy is a revolutionary pain management and recovery system that harnesses the proven power of vibration therapy to stimulate muscles and ligaments and reduce pain and inflammation in aching joints.

He says Intellinetix combines targeted vibration therapy in a portable device at an affordable cost. "Vibration therapy works in two ways. First, gentle vibrations stimulate muscles and ligaments to increase blood circulation. In addition, vibrations serve as a sensory distraction, disrupting pain signals that are constantly traveling from your body to your brain and replacing them with gentle, massaging sensations. Proven effective for relief of chronic pain associated with arthritis, Intellinetix vibration technology is designed to provide targeted relief in a 100% drug-free, wearable vibration therapy device that is comfortable and easy to use," Garver says.

Intellinetix products are currently available at CVS Pharmacy or on intellinetixvibration.com.