

## Supplier News

## Neuragen for nerve damage pain

HALIFAX, Nova Scotia—With the epidemic of diabetes and shingles, it is important that new treatments are available for people suffering from pain due to nerve damage. And more importantly, access to new treatment is paramount.

Origin BioMed Inc., a manufacturer of over-the-counter topical drug products, has partnered with Canada's largest drug chain to provide people suffering from diabetic neuropathy and shingles with its topical pain relief product, Neuragen.

"We're excited about the opportunity to work with Shoppers Drug Mart [SDM]," says Origin director of sales and marketing Wayne Miller. "Our partnership allows us to offer Neuragen to a greater number of people in need of neuropathic pain relief."

The company is also seeking distribution in drug chains in the United States, where more than 23 million people have diabetes, including some 5.2 million who have not been diagnosed.

Diabetic neuropathy occurs when high blood sugar levels damage nerves, producing symptoms in about 40% of diabetics. Mostly it affects hands and feet with symptoms of numbness, tingling and pain, but can include burning and cold sensations. Shingles (herpes zoster) can leave lasting and painful nerve damage at the site of the outbreak.

According to Miller, SDM is launching Neuragen in its Atlantic Canada stores with plans to roll out the pain relief product



chainwide by early 2007.

The introduction of Neuragen builds on Origin's legacy of developing innovative, botanically based O-T-C topicals. The product, backed by university-validated science and some clinical trials, is already available at London Drugs, Lawton's Inc. and Pharmasave Drugs.

Neuragen works in five to 20 minutes and provides up to eight hours of relief, according to Miller. For shingles and neuropathy sufferers, "it's the first real opportunity to have an additional pain management tool," he says. "The NSAIDs don't even touch this," he adds, referring to nonsteroidal anti-inflammatory drugs.

Miller calls neuropathy pain a "distress category," saying "doctors really don't know what to do with it."

But patient responses to Neuragen have demonstrated the gratitude of a large number of neuropathy sufferers, he says, with many reporting a dramatic improvement in quality of life.

"We feel there's a compassion-

ate aspect to this," he remarks. "Neuragen is not just another SKU in the diabetes category."

"Neuragen has the potential to be a blockbuster product," says Gary Smith, a former SDM associate/owner. "It is effective in relieving pain in a variety of nerve-related conditions, such as diabetic neuropathy, shingles and fibromyalgia. It offers distinct advantages over systemic medications with few or no side effects and greater efficacy, and provides a huge opportunity to build top line sales with attractive margins."

"Pharmacists should initiate discussions with all patients suffering from diabetic neuropathy, and pharmacies should integrate this product into all in-store diabetic sections and pain clinics."

## Jane Be Pure to hit shelves in spring '07

BALTIMORE — Jane & Co. LLC is poised to launch a new line of pure mineral makeup and mineral powders called Jane Be Pure.

The line will be available in drug stores and other mass outlets nationwide beginning in spring 2007.

"Jane is extending its product line to women who have never before used face makeup, because of sensitive skin or a concern for a heavy-looking foundation appearance," says chief executive officer Lisa Yarnell.

And now a new line of pure mineral products at value pricing will be available for women who have been previously excluded due to the expense of the category, notes Yarnell.

"Be Pure Mineral Makeup will be a terrific addition to retailer shelves in 2007," she predicts. "Products of this kind that are currently available cost two or three times more than what Jane's products will retail for."

The product is a talc-free, oil-free, wax-free, fragrance-free mineral makeup that does not clog the pores and contains rich minerals that provide the skin with essential nutrients for a healthy glow, as well as anti-inflammatory properties to prevent skin breakouts.

When it debuts, Be Pure Mineral Makeup will be available in five shades.

## RMX, South49 Solutions team up

IRVINE, Calif. — Retail Merchandising Xpress (RMX) and South49 Solutions have joined forces on what they say is a long-term agreement to continue to provide the RMX staff with access to NaturalInsight, South49's Web-based workflow tool.

NaturalInsight, the companies say, dramatically streamlines and improves accuracy and reporting for large-scale field projects.

"From the outset RMX set a goal of providing outstanding service in retail merchandising

by hiring the best people and equipping them with the best technology available, and that's what NaturalInsight provides," RMX national director of retail operations Kenny Bell says. "With NaturalInsight we can easily staff, manage and track a multitude of active jobs involving tens of thousands of individual store visits."

With NaturalInsight, RMX staff can view, accept and report work assignments by logging on to an easy-to-use, Web-based dashboard that provides details and requirements for

each store visit.

Executives at South49 Solutions say they are happy that RMX has chosen their software as an integral part of its operation.

"RMX has clearly set itself apart by providing outstanding service and support for many of the world's most prominent brands," South49 Solutions chief executive officer Stefan Milford says. "South49 Solutions is extremely proud to be part of the company's long-term plans, and we look forward to helping RMX maintain a competitive edge."