

## SUPPLY SIDE

# Weight Control Sales Surge

NEW YORK — The number of overweight Americans has skyrocketed since the mid-1970s, putting more people than ever before at risk for such serious diseases as type 2 diabetes.

Consumers spent \$354 million on weight-control candy and tablets in the 52 weeks that ended October 7 — an increase of nearly 25%, according to Information Resources Inc. (IRI).

## VITAMINS & SUPPLEMENTS

The category is led in sales by Alli, introduced this year by GlaxoSmithKline PLC.

Scandinavian Clinical Nutrition, a Swedish company, has added the CUUR brand all-natural weight-loss supplement to

the segment recently. The CUUR brand was launched in specialty stores in the United States about a year ago. Rite Aid Corp. begins stocking it this month.

Gwen Kent, president of the company and a veteran in the diet supplements arena, says the company has taken an "honest messaging" approach to marketing its product. It is promoting CUUR through a print, television and a direct-response advertising campaign featuring celebrity fitness trainer Valerie Waters.

Windmill Health Products has also leveraged star power, signing heavyweight boxing champion George Foreman to promote Life-Shake, a power-based supplement drink. Life-Shake will be launched in January through direct response television as part of a weight-loss program called "Shake Off the Pounds."

Emphasizing the soothing effects of herbal teas, Natrol Inc.

### Weight Control Candy/Tablets

**DOLLAR SALES**  
\$354.2 mil. (+24.3%)\*

**UNIT VOLUME**  
16.2 mil. (+4.9%)\*

*Percent Change  
vs.  
Prior 12 Months*

*Percent Change  
vs.  
Prior 12 Months*

For 52 Weeks  
Ending 10/7/07

Supermarkets  
+24.9%

Supermarkets  
+5.5%

Drug Stores  
+24.4%

Drug Stores  
+4.2%

### Top Brands

	Dollar Sales	Unit Volume
1. Alli	\$82.4 mil.	1.4 mil.
2. Hydroxycut	33.6 mil.	1.3 mil.
3. Relacore	17.6 mil.	0.6 mil.
4. Zantrex 3	14.0 mil.	0.5 mil.
5. Slimquick	11.9 mil.	0.4 mil.
6. Mega T	9.7 mil.	1.4 mil.
7. Metabolife	9.5 mil.	0.4 mil.
8. Smartburn	9.0 mil.	0.3 mil.
9. Cylaris	8.7 mil.	0.4 mil.
10. NV Be Desired	8.3 mil.	0.3 mil.

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

Source: Information Resources Inc.

## Supplements Address Varied Needs

NEW YORK — Two dietary supplements are broadly aimed at maintaining appearances in social situations.

**BodyMint** — USA LLC markets all-natural deodorant tablets to eliminate body odors from breath, underarms and feet. Based on a potent derivative of chlorophyll, two BodyMint tablets daily are enough to eliminate body odors day and night, according to its manufacturer.

Elsewhere, Amerilab Technologies Inc. has recently introduced **Drinkin' Mate**, a supplement made from all-natural guava leaf extract, that reduces the unpleasant effects of hangover resulting from excessive alcohol intake. The company is testing various advertising venues in Midwest markets to reach male consumers ages 21 to 40, according to Lance Nelson, vice president of sales and marketing.

markets Laci Le Beau Super Dieter's Tea. The company has been expanding its marketing efforts to appeal to new consumers. This year it identified young, fitness-minded women between the ages of 18 and 39 who frequently pur-

chase natural diet supplements to help them with their weight goals. In 2008 it will focus on its Hispanic dieters — a consumer group for which it is developing bilingual packaging and a targeted marketing campaign.