



## Press Release

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### **TOP 10 MOST POPULAR ITEMS IN GMDC'S 2008 HEALTH BEAUTY WELLNESS CONFERENCE SHOWCASE**

**(October 2, 2008 / Colorado Springs, CO)** GMDC announces that the top 10 most popular Showcase items at its recent 2008 Health Beauty Wellness Marketing Conference, held in beautiful Phoenix, Arizona in early September were:

- #1 ACT Mouthwash With Free 3 oz. On-Pack by Chattem, Inc.
- #2 Nivea For Men Body Wash by Beiersdorf Inc.
- #3 Ecotools Bath and Cosmetics Accessories by Paris Presents Incorporated
- #4 Pure&Natural Bar, Liquid Hand Soap and Body Wash by The Dial Corporation, a Henkel Company
- #5 Pepsom Sports and Pepsom Salt by The Pepsom Group Inc.
- #6 Air Travel Approved Bottles by Paris Presents Incorporated
- #7 New Nivea Lip Care Sticks by Beiersdorf Inc.
- #8 Boo Boo Buddy Cold Pack Assortment by MZB Personal Care
- #9 Tied for #9: Lifestyle Product Displays by Newmark Media, Ltd.; Desert Essence Organics by Desert Essence; and 24pc Mixed Cold Gravity by Zicam LLC
- #10 Tied for #10: Net Sponge in Tie-Dye Colors by Paris Presents Incorporated; Travel Kit - 6 pc. by Sprayco; and Gold Bond Ultimate Assorted Lotion by Chattem, Inc.

At each of its marketing conferences, General Merchandise in the spring and Health Beauty Wellness in the fall, GMDC features its Showcase to expose member companies to business building opportunities. The Showcase is a secure room where every wholesaler and retailer member conference attendee is able to view products through "live" product displays, promotions, and merchandising concepts during a pre-scheduled appointment. Scanning technology is employed to enable retail and wholesale members to scan items that interest them, to allow them to build a secure online file of important information such as pricing, packaging, shipping, and image files for each item.

#### About GMDC

GMDC (Global Market Development Center) is the premier trade association dedicated to serving General Merchandise and Health Beauty Wellness retailers, wholesalers and suppliers. GMDC promotes critical connectivity to grow and expand member companies by uniting members through business building events and opportunities and enriching their thinking through education and training; consumer and business insights; and information resources.