

# Chain Drug Review

Reporter for the Chain Drug Store Industry

## Woodward products make skin, nails healthier

ALISO VIEJO, Calif. — Woodward Laboratories Inc. was founded by a doctor a dozen years ago and has developed into what a spokesman characterizes as the world's foremost manipulator of quaternary amines. It was the first company to research, develop, manufacture and market over-the-counter, topically applied antimicrobial products that kill fungi, bacteria and viruses and are nondamaging to skin and nails.

Its first product, Myocide NS, was an immediate success and today continues as a top category seller in the foot care sections of chain drug stores, other mass market retail outlets and independent pharmacies nationwide. Building on that success, Woodward continues to work on finding new ways to leverage its brand strength, technology and research to the benefit of its retail partners and the end-users of its products alike.

"Currently we are in the process of broadening the Myocide brand, the category's leading antimicrobial nail solution," says vice president of sales and marketing Hank Ortiz. "Myocide is more powerful than an antifungal, because it kills bacteria and viruses as well as fungi. Those capabilities can be just as effective in products developed to treat other parts of the body. As a topical antiseptic Myocide does not have any of the potential side effects associated with more costly oral medications."

Earlier this year Woodward launched Myocide CX, an antimicrobial callus exfoliating cream that is primarily used for foot treatment but is equally effective on calluses found on other parts of the body, notes Ortiz. "This is a very exciting product in the foot care category. IRI (Information Resources Inc.) data confirms that there is growing demand for callus exfoliating creams, and Myocide CX is the only antimicrobial product available in this segment."

Another new product, Myocide NW,

was slated for introduction just prior to the National Association of Chain Drug Stores Marketplace Conference. Myocide NW is an antimicrobial nail whitening cream. Both it and Myocide CX are safe for use by patients with diabetes.

"The NW product is for those who have nails that are discolored for a variety of reasons other than infections, such as smokers and people who wear a lot of nail polish," Ortiz explains. "Curing a nail infection is a process that can take weeks or even months to complete, because the damaged nail has to grow out after the infection is addressed. The whitener works immediately, so it provides some cosmetic advantages."

While the callus exfoliating cream and the nail whitener are examples of Woodward leveraging the successful Myocide brand, the company is also extending a product line in another category where it has made solid inroads with a different brand.

HandClens, an alcohol-free hand sanitizer, was created about three years ago, primarily in response to an unmet need for a safer, more user-friendly hand sanitizer in the medical community. The company has expanded its distribution into independent pharmacies since then and is just beginning to penetrate the chain drug market, according to Ortiz.

"I was very pleased to see that recent sales figures show that HandClens made the cut for the top five national brands among hand sanitizers," he says. "Our product is the only one in that group that is alcohol free."

The use of alcohol in hand-sanitizing formulations can be an issue for several reasons, Ortiz points out. Because the ingredient is flammable, toxic and potentially intoxicating, products containing alcohol require special handling and storage. He also cites independent studies that indicate alcohol-based products do not

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#### Primary business:

**HEALTH CARE**  
Topical antimicrobial products,  
hand sanitizers

**Marketplace booth #806**

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meet the Centers for Disease Control (CDC) guidelines for hand sanitizers in the area of long-term effectiveness.

"We believe the reason is that alcohol-based sanitizers evaporate very quickly, drawing the moisture and oils out of the skin," says Ortiz. "That results in many microcracks developing in the skin. Germs and bacteria get trapped in those cracks over the course of time and recontaminate the skin. It is also very painful. HandClens is not only superior to alcohol-based products, it meets the CDC guidelines for long-term effectiveness."

Woodward is transitioning another of its products, Dr. G's Clear Nail, into chain drug and other mass market channels. The antimicrobial nail solution has been a strong seller through the beauty supply store and cosmetics industry channels.

"It probably has the best consumer recognition of any Woodward brand," Ortiz notes. "Dr. G's Clear Nail is a very high-ring, strong-selling item in the cosmetics mix, and we are continuing to roll it out to the top chains in the drug channel."