

### OBJECTIVE

Drive sales of Periproducts' portfolio of oral hygiene products by maintaining a constant presence within the national, consumer and regional media, and support its key listings with retailers such as Boots, Waitrose and independent pharmacies.

### SOLUTION

A highly proactive approach was required for Periproducts over the last year as no new products were being launched and its Retardex range is now well established and extensively covered by the consumer media. Therefore, a hard-working media relations campaign was instigated.

To build on the successful coverage that Storm has achieved for the brand over the past six years, in 2006 Storm conducted a media briefing tour visiting key publishing houses. The media were educated on poor oral health and Periproducts' portfolio was positioned as the solution. After the media tour Storm kept up an on-going dialogue with the journalists and ensured all those not visited were kept up-to-date with product information, offered case studies and provided with sector information and quotes when needed.



### RESULTS

Storm achieved more than a 40% increase in coverage EAV from 2005 and created a ROI of almost five times, with media coverage worth over £128,000. A definite relationship between PR and product sales was also evident – coverage on the Retardex range within the Daily Mail saw sales rise an impressive 48% in one week, and case histories in women's titles have also seen the same effect on sales through retailers such as Boots and Waitrose.



# 20 Body kits

Treat yourself with the 'spring clean your body' kit from oral health care specialists, RetarDEX. There are 20 kits to give away, each worth £30. Each kit contains RetarDEX oral rinse, spray and toothpaste. They're all clinically proven to kill the bacteria that cause bad breath. A body polisher and cellulite massager from The Sanctuary, a Botanics hair mask and Twinnings Green Tea are also included in the kit.

Send your details to: **Pick Me Up! Spring Clean Your Body Kit, PO Box 10004, London, EC3C 7PQ**



**Pick Me Up**  
BIG CASH PUZZLES

# Slimmer healthier.fitter

## Take your breath away

If you want the confidence that fresh breath gives you, then RetarDEX oral spray or foam. The spray has a fresh peppermint flavour and contains a unique ingredient, CUSYS II, which is clinically proven to eliminate the Volatile Sulphur Compounds that cause bad breath. The power of RetarDEX is also available as an oral foam and toothpaste, offering a complete daily fresh breath system so you need never worry about your breath again.

RetarDEX is available in Boots, Tesco, Waitrose, Sainsbury's, Supermarkets and pharmacies nationwide and for more information visit [www.periproducts.co.uk](http://www.periproducts.co.uk)



# Chat

**3 of the best TOOTHPASTES**  
Forget toothpastes that just clean your teeth - they now offer a whole range of functions...

**3 of the best BREATH FRESHENERS**

**Woman's Own**

**RetarDEX**

RetarDEX toothpaste is clinically proven to reduce bad breath, tartar and plaque. It contains a unique ingredient that destroys bacteria to leave your breath fresh.

**TRIED & TESTED DENTAL FLOSSERS**

**Crest Glide**

Crest Glide Flosser. Clever little things - easy to use and you can adjust the tension so it's easier to get between your teeth with 20 packs in the pack. It's not bad value. £3.50.

# Is Yours A Breath Of Fresh Air?

Getting up close and personal is part of everyday life, so making sure your breath is in tip-top shape is an absolute must. The ultimate in mouth sprays, RetarDEX oral spray is all you need to have the confidence of fresh breath all day long.

With a fresh peppermint flavour, RetarDEX contains a unique ingredient, CUSYS II, which is clinically proven to eliminate the Volatile Sulphur Compounds that cause bad breath for up to eight hours. And the great news is that it also comes in an oral foam and toothpaste, offering a



# Natural Beauty & Health

100 new RetarDEX oral sprays worth £2.99 each for grabs - just give your name and address on a postcard and send it to RetarDEX, Office, Stream Communications, PO Box 30304, London, W20 7YH by 31st April 2008.

## BAD BREATH

**RetarDEX**, £7.95/75ml (stockists: Boots, Waitrose, Lloyds Pharmacy, selected Tesco stores)

**THE CLAIM:** Contains a unique, patented ingredient, CUSYS II, which, the manufacturer says, is clinically proven to break down and destroy bad breath bacteria, leaving your breath fresh.

According to cases of bad breath are caused by volatile sulphur compounds (VSCs), which are constantly being produced by the natural bacteria in the mouth. Although regular brushing and rinsing can help mask these smells, using non-foaming, low abrasion RetarDEX goes one step further, eliminating these VSCs with its antibacterial action.

## four of the best new toothpastes

**prima**  
Making life simple

PhytoShield (£3.95, from 01506 847040 or [www.phytoshield.co.uk](http://www.phytoshield.co.uk))

HealthViva from Dr Hauschka (£5, from health stores and 01386 770000)

Sensodyne Pronamel (£3.55, from pharmacies and supermarkets)

RetarDEX toothpaste (£7.95, from Lloyd's Pharmacy, ASDA and Boots) has been clinically proven to banish bad breath. It contains an ingredient that breaks down the odour-inducing volatile sulphur compounds (VSCs) in the mouth, leaving breath minty fresh.

# Daily Mail

## tonic

THE WOMAN'S GLOSSY WITH A CONSCIENCE

# Ask the pharma Lite

THURSDAY, 9 NOVEMBER 2007

This endorsement is one of a BPP Angela Chalmers, Beauty expert, pharmacist from The Regency Oxford Street shop answers your health enquiries.

**What is it?**  
PRIMA is the medical term for bad breath caused by the build up of bacteria at the back of the tongue or in the eating compartment. Many people think it can be caused by the wrong diet and bad oral hygiene. However, it can be caused by a number of factors, including poor oral hygiene and bad breath. It can be more likely to be affected.

**How do I know I've got it?**  
If you're brushing your teeth but still have a bad breath, you may be looking at the back of your teeth when brushing. It's

**What can I do?**  
SMILE with your teeth and brush your teeth. Use an alcohol-free mouthwash daily and visit your dentist regularly. Use a tongue scraper to remove bacteria at the back of the mouth. Good oral hygiene and a diet rich in water-soluble vitamins can exacerbate the problem.

**Products you can try:**  
RetarDEX Oral Spray (£2.99) is a complete daily fresh breath system that can be used discreetly.

**Boots Advanced-Tongue Cleaner (£3.95) helps remove the coating of bacteria and deodorising foam which can build up at the back of the tongue. Use before you brush your teeth.**

**prima**  
Making life simple

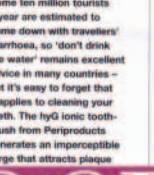
RetarDEX oral spray and toothpaste - all clinically proven to kill the bacteria that cause bad breath - to give your mouth a thorough spring clean. And, to help overhaul the rest of your body, lucky winners will also receive a body polisher and cellulite massager from The Sanctuary, a Botanics hair mask and Twinnings Green Tea.

Send your answer, name and address to RetarDEX, Tonic Magazine, PO Box 270, Barnstaple, EX3 2AN.

# Insider

**Don't forget your toothbrush**

Some ten million tourists a year are estimated to come down with travellers' diarrhoea, so 'don't drink the water' remains excellent advice in many countries - but it's easy to forget that it applies to cleaning your teeth. The hyG ionic toothbrush generates an imperceptible electric charge that attracts plaque



# FOOD and TRAVEL

tooth wipes that you slip on your finger and use without water. They cost £1.02 from supermarkets and chemists.

# family circle

**RetarDEX Toothpaste** £7.95

Part of the RetarDEX range designed to reduce bad breath, tartar and plaque.

WHY USE IT?	ANY GOOD?	VERDICT	
paste designed to help with dental care. Contains organic, dynamic and wild grown ingredients.	Food, drink and even too much brushing can soften the tooth's enamel. A natural product that cleans thoroughly. In Lemon and Salt and Mint and Neem.	Regular brushing reduced sensitivity. Mouth felt fresh and pure. Preferred the Mint and Neem flavour, though!	★★★★
Contains a unique ingredient that destroys bacteria to leave your breath fresh.		Pricy, but effective - recommended by dentists.	★★★★

# essentials

# Health

**BAD BREATH**  
The best breath-buster!

**• ZERO TOLERANCE FOR BACTERIA:** Chlorine dioxide eliminates the bacteria that cause plaque, tooth decay and bad breath. The award-winning RetarDEX Oral Health Care range contains this powerful ingredient. Their toothpaste, oral rinse and oral spray are key elements of your dental kit. Get them at all good pharmacies and supermarkets, or visit [www.periproducts.co.uk](http://www.periproducts.co.uk).

# PRIDE

MAGAZINE