

Treatment Products

Mass market has growth potential

Barbro Ehnбом, an analyst and investment banker in the drug and toiletries market who decided to market her own product, Swedish Secret moisturizer, admitted that "it is a very different surrounding to sell cosmetics and skin care — which are such personal products — to the consumer at the drugstore level."

"As a manufacturer, I think it's very important that you find a way of very easily communicating the message right there on the shelf," she said. Ehnбом will spend more than \$3 million promoting and advertising her moisturizer in the first year, with more than \$1 million earmarked for direct mail and in-store sampling.

Ehnбом, who chose to market her moisturizer in drugstores after recognizing a void there for treatment products at affordable prices, said the industry will see "a



Swedish Secret bowed in September

whole new generation of products in American drugstores."

"I think there is a need for simplicity. It's dictated by the roles women have to carry on — they have less time. I think they will be looking more and more for simplistic, value products," said Ehnбом.

And as consumers become more knowledgeable, they resist paying \$45 or \$50 for a product they can get for \$10, said Ehnбом. Swedish Secret is currently in 1,000 outlets and sells for less than \$10.