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NEW PRODUCTS



**Glucerna Cereal, Shakes & Bars**

Abbott Nutrition, Columbus, OH, has introduced an "improved" line of Glucerna nutrition products, which includes cereal, shakes and snack bars with new ingredients to help manage blood sugar spikes. The cereal has been formulated specifically for diabetics and



it provides 5 grams of whole grains and 3 grams of protein per serving, and is available in three varieties—Crunchy Flakes 'n Strawberries, Crunchy Flakes 'n Raisins and Crunchy Flakes 'n Almonds. The line also includes an improved version of the Glucerna shake, which now comes in a re-closable plastic bottle instead of a metal can. Each shake contains an excellent source of plant-based omega 3 fatty acids, providing 400 mg per 8 fluid-ounce serving (25% of the Daily Value) to help support circulatory and heart health. The 200-calorie shakes

are available in four flavors—Creamy Chocolate Delight, Homemade Vanilla, Strawberries 'n Cream and Butter Pecan. Other additions include Glucerna Snack Shakes and Glucerna Mini-Snack Bars. The 140-calorie Snack Shakes are available in two flavors—Creamy Chocolate Delight and Homemade Vanilla. Glucerna Mini-Snack Bars contain 70-80 calories and offer a convenient, on-the-go snack option. Mini-Snack Bars are available in two flavors—Chocolate Peanut and Oatmeal Raisin. The new cereal and reformulated shakes both contain unique carbohydrate blends that have been clinically shown to help manage blood sugar spikes along with an important mineral—chromium picolinate—that helps the body's own insulin work more efficiently.

**'The Simpsons' Supplements**

St. Hill Pharmaceutical, New York, NY, has launched The Simpsons Vitamin Products, an assortment of sugar-free nutritional supplements featuring the characters from the animation series The Simpsons. The Simpsons brand currently features The Simpsons Sugar-Free Chewable Vitamins in three formulations:

Daily Multivitamin in Grape, Orange and Cherry-Berry flavors; Extra C in Strawberry flavor; and Extra Calcium in Chocolate flavor. The Simpsons Germ Defense Effervescent Health Formula is a fruit punch flavored tablet that dissolves in a glass of water. The combination of ingredients is designed to keep the immune system working to fight off viruses. The Omega 3 Berry Squirts Sugar-Free Chewable Capsules provide the health benefits of omega 3 from fish oil in a tasty chewable capsule that resembles a children's fruit snack.

**Vitaminenergy Beverage**

Glacéau, Whitestone, NY, has introduced vitaminenergy, which offers a heightened level of energy through a combination of vitamins C and B for metabolic energy, ribose for sustainable energy and purposeful levels of natural caffeine for an added boost of immediate energy. Unlike other energy drink options, the company claims vitaminenergy uses natural ingredients, and has no artificial colors, artificial sweeteners, herbals or sodium. Three varieties include Dragonfruit 9, Fruit Punch 21 and Tropical Citrus 18.

**The Roex Way**

*An overview of a company dedicated to quality in all aspects of its business.*

Roex Inc. of Irvine, CA, was founded in 1994 by Rod Burreson, a former athlete and body builder who found himself beset by a variety of ailments and conditions from these activities. He became committed to finding non-pharmaceutical solutions to address nutritional deficiencies and began with an antioxidant (PC95), which he imported from Europe. The company has seen phenomenal growth since then, and has a current offering of 56 products, each of which feature high quality labels.

Another 10 to 12 products are under development today, according to marketing director Erika Sime. These could take from 30 days to five months to be ready for the marketplace, depending on the raw materials.

Roex's L-Lysine and L-Proline label, which is produced by Coast Label Company of Fountain Valley, CA, took a first place award in the Tag & Label Manufacturing Institute's 2006 Awards competition for flexography, line and screen tone/prime, as well as an honorable mention in the

director of IT and COO of Roex, "The label serves to initiate discussion among our customers, since they are already aware of some of the building blocks of the various proteins in the body."

Mr. Hosselzadeh says Roex is actively pursuing a plan to incorporate RFID labels into its manufacturing process, which will let them have trackability from the basic source of each product, i.e., the supplier of the raw material, all the way through the manufacturing, shipping and distribution. "As we automate the manufacturing process further, we remove those aspects of the human element and we get the opportunity to create an electronic pedigree of all the products we manufacture," he notes.

New product development includes brainstorming by key players within the company, according to Ms. Sime. "Every product Roex develops is a unique formula designed to work synergistically with the structure and function of the human body," she says. "Once the product has been defined, the marketing department goes to work on concepting and designing the label and reviewing our various label suppliers to see which is the best fit for a specific concept.

"Education, innovation and quality are what we stand for," Ms. Sime