



# FRONT END FOCUS

## Changes coming to Health FSA Reimbursement January 1, 2011

As reported directly from SIGIS, beginning January 1, 2011, any over-the-counter medicine or drug will require a prescription in order to be eligible for reimbursement under a health plan, including a Health FSA or Health Reimbursement Arrangement. This change is estimated to affect about 35% of the item count on the SIGIS List. Consumers will now have to use an alternate form of payment and seek manual reimbursement from their plan administrator when purchasing these items.

SIGIS is working with the US Treasury Department to understand exactly how they should approach the change and create a workable and compliant solution with their members.

It's important to note that:

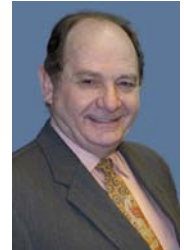
- There is a lot of uncertainty about how the change for over the counter drugs and medicines will be applied.
- They have asked the department of Treasury to provide them with some clarification and to adopt procedures to make the transition easier.
- They do not know how the Treasury will respond.
- SIGIS does not have the answers at this time, but they are working to get them.
- You should consult with your own counsel to determine what impact the changes will have on your business.

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## Devine Words

Summer is almost over and Back to School has started. CDMA has been busy getting ready for fall and fourth quarter, with Halloween orders beginning to ship and Christmas orders arriving daily.



We are now looking toward 2011 and have some exciting changes taking place! We hope you will check out our new Ad Program for 2011. We have made it more flexible and cost effective.

We are also hard at work preparing for our 85<sup>th</sup> Anniversary Trade Expo in January. This Trade Expo will have our 2011 Christmas Import Program on display. You will have time to look over 500 items and place your orders when you get back to your office.

We also encourage you to check out our new online Everyday Essentials Program (E<sup>2</sup>). You can now order up to 4,500 skus with very low minimums.

Your CDMA Board of Directors has asked us to provide you with sources for all of your Front End needs, and we will work very hard to do just that.

We hope to see you in Las Vegas in September for the True Value Market and in Orlando in January for our 85<sup>th</sup> Anniversary!

Jim Devine

President, CDMA

## Save the Date!

**CDMA will be hosting our 85th Anniversary Trade Expo from January 26-30, 2011 in Orlando.**

**Want to build your business? Then you can't miss this show!**

**Register today at [www.chaindrug.com](http://www.chaindrug.com)!**

CDMA **2011 ORLANDO**  
**85TH ANNIVERSARY TRADE EXPO**  
 JANUARY 26-30, 2011 HILTON ORLANDO

**85 YEARS**

THE FUTURE HAS NEVER LOOKED BRIGHTER!

GMDC General Merchandise Conference in Phoenix, Arizona  
May 21-25

CDMA staff members, Jim Devine, Judy Aspinall, Brianne Ray and Mike Horka, attended this year's GMDC General Merchandise Conference in Phoenix, meeting with over 160 supplier companies, looking for new products and new partners for our membership. Many of these suppliers will be attending the CDMA 85<sup>th</sup> Anniversary Expo this January. Please plan to be there!

Trends we learned at the conference:

- Ear buds continue to be of ever increasing diversity as innovation goes on and costs go down. Accessories and charging options for phones and iPods continue to be a smart option for impulse buying.
- Bright colors continue to be important across general merchandise categories.
- One of the hot topics was, of course, Silly Bandz and their many identical product cousins. If you need more, contact CDMA.
- The elimination of most incandescent light bulbs continues to grow closer as we move towards 2014 federal legislation, so adopting CFL bulbs in-store is necessary.
- Renewable resources continue to show up in some product categories but no huge growth has taken place that we have seen. Bamboo and corn-based items are growing but not exponentially.
- Wood wicks in candles are an increasingly important part of the category.
- Kitchen gadgets are gearing more towards style, innovation, and bright colors (check out CDMA's new Associate Member Chef'n for a great example).
- Disney's Cars 2 will be coming out next year and some of the hype says it will be big like Toy Story 3.

It is still important to continue to offer the consumer a value while the recession persists. This was discussed regularly among the appointments. Take note of your product categories, like shoe care, that are going to be used more frequently in a time of economic struggle – less new shoes, job interview, etc. Offer staple household items on end caps and in regular stock. The large drug chains have done well with consumables, like food and snacks, but other staples like paper products, dollar-priced commodities, and household items are also important to emphasize.

2011 Ad Program

- New Options - 1 Page Flyer - Postcards
- New Incentives



Call Jaime Zaguroli at 800-935-2362, x677 for details

NACDS MARKETPLACE CONFERENCE  
June 6-8

At the 2010 NACDS Marketplace Conference in San Diego, there were over 450 manufacturers, across 12 categories, promoting their products and services. Over 200 retail companies from drug, food, mass, club, and value, representing over 700 buyers and 145,000 stores attended the conference to conduct business. Jim Devine, Judy Aspinall, Mike Horka, Brianne Ray and Jaime Zaguroli attended from CDMA.

Trending in health were:

- Omega 3
- Vitamin D
- Joint Health
- Energy Drinks
- Natural products
- Sexual well being products

Body cleansing products are also a key trend. Flushing our bodies of toxins can be done in just a matter of days with a variety of products on the market. **Integrity Health Group**, a new CDMA Associate Member, offers an internal cleanse product that is making headway very fast in the market place!

A new product in the analgesics category is Dream Water, a natural sleep aid in a 2.5 fluid ounce bottle. **Sarpes Beverages**, manufacturer of Dream Water has recently joined CDMA as an Associate Member!

There was a lot of buzz around a new trend in foot care where correcting the way one stands in a step by step progression program makes for drastically better foot health. This method of foot care is brand new to the market and undeniably different from anything ever presented in retail.

Over 150 products were entered into the category judging for the best product in the Product Showcase. Buyers selected the winners and here they are...

Category	Company	Product
Baby	Bean-B-Clean	Scalp Massaging Brush
Consumables	Crunchies Food Company	All Natural Freeze Dried Fruits & Veggies
Cosmetics	U.S. Cotton, LLC	Swisspers, Cotton Cleansing Pads
General Merchandise	FGX International	LightSpecs by Foster Grant
Healthcare/OTC	Tecnimed	Non-Contact Thermometer
Home Healthcare	Drive Medical	Glow & Go Folding Cane
Personal Care/HBC	Zeno Corporation	Hot Spot Blemish Clearing Device

## Supplier Spotlight...Perfecta Products

Although it is summertime, retailers are planning for the upcoming holiday season. Perfecta Products, Inc. is also planning because with the holidays comes winter weather and dry, cracked skin. Perfecta's Zim's Crack Crème products are a staple in many homes across the country.



With the original formula being developed by a pharmacist over 50 years ago for cement workers who suffered with dry, cracked hands & feet, the brand has expanded to offer creamy daytime, heels & feet, diabetic and lip formulations. All products continue to include the herbal ingredients, arnica extract and myrcia oil found in the original formulation.

These natural herbal-based Formulas Soften and Moisturize Dry, Cracked Skin on:

HANDS • FEET • ELBOWS • KNEES • CUTICLES

[www.perfectaproducts.com](http://www.perfectaproducts.com)

Perfecta Products also offers the Zim's Max-FREEZE and Zim's Matura-Care brands. In the Analgesic (Topical) category, Max-FREEZE Maximum Muscle & Joint Pain Relief products are quickly becoming one of the more popular items in the topical analgesic category. Max-Freeze is available in Gel, Roll-on and Continuous Spray applications and is used for temporary relief of minor aches and pains of muscles associated with simple backache, strains, bruises and sprains.



Perfecta has also brought innovation to the adult consumer by offering Matura-Care Adult Incontinence Rash Spray, Matura-Care Adult Incontinence Odor Spray and Matura-Care Wound Spray with each product offering the continuous spray technology. These products are excellent for adult sufferers who are looking for effective treatments and caregivers who are seeking easy-to-use, discrete products to comfort and care for their loved ones.

With its national advertising campaign in both television and print Perfecta Products continues to be the PERFECT retail partner.

*For more information, or to order products, contact CDMA Category Manager, Jaime Zaguroli at 800-935-2362, x677.*

## Effective Diabetes Management Requires Complete Diabetes Solution

According to a study completed by the Graduate School of Health Sciences, at Hiroshima University, providing Type 2 Diabetes patients with accessible self-management education can help modify and improve behavior patterns. Improved behavior patterns increase the likelihood that patients can attain and maintain their individual health goals, ultimately leading to improved health outcomes.

These results suggest today's diabetes patients need resources designed to address their overall wellness. ARKRAY—developer of the world's first hand-held blood glucose meter—can offer diabetes patients a comprehensive set of tools and solutions to more closely manage their diabetes and live better:

- **Easy-to-use, affordable meters** that auto code, use small sample sizes as low as 0.3µL and allow patients to conveniently download their results. Especially in today's economy keeping meters and supplies affordable is an important consideration. ARKRAY is committed to keeping its products

affordable and accessible to customers.

- **Education, encouragement and healthy-living tools** such as instructional videos, tips, articles and interactive components like blogs, which build a care community and empower self-care accountability. ARKRAY is vested in making tools available for the self-care of its customers
- **Online data sharing** enables patients to share their glucose levels with health care providers in real time. This also provides piece of mind for those who require access to remotely monitor glucose levels of family members. (e.g., when children are at camp or when aging parents live elsewhere). ARKRAY is determined to make sure its customers can pro-actively share data with health care providers and loved ones.

Providing a combination of tools and creating easy access to data trends leads to improved health outcomes. For example, patients who have used ARKRAY's software for diabetes

management have lowered their AC1 levels by as much as 3 points and an average of 2 points (10% to 8%) or (8.5% to 6.5%).

ARKRAY has been a pioneer for 50 years in the field of automated analysis from laboratory and point-of-care systems to home use patient self-testing systems. For more information about their complete diabetes solution including GLUCOCARDÒ meters, the GLUCOCARDÒ YouChooseÒ Wellness Program or their recently acquired software for diabetes management, visit [www.glucocardusa.com](http://www.glucocardusa.com) or contact Kerri Smith, (952) 646-3203.

Morivama, M. et al. "Efficacy of a self-management education program for people with type 2 diabetes: results of a 12 month trial" Japan Journal of Nursing Science, 2009 JUN; 6(1):51-63  
**McMahon, G.T. et al. "Web-Based Care Management in Patients With Poorly Controlled Diabetes"** Diabetes Care 28.7 (2005): 1624-29. Print.

*By Maggie Eaton, RD LD, Clinical Marketing Specialist – ARKRAY*

*CDMA Category Manager, Jaime Zaguroli, [zaguroli@chaindrug.com](mailto:zaguroli@chaindrug.com) or 800-935-2362, x677*

**Dr. Collins**

Bringing Smiles to Life™



Dr. Collins made its CDMA debut earlier this year at the Education & Trade Expo. Overwhelmed by the response to their line of OTC oral care products, everyone at Dr. Collins would like to thank all the CDMA members who took advantage of their show specials and have ordered since the show.

Since then, Dr. Collins has been engaged with the extensive re-launch of their best-selling All White Whitening Toothpaste. Formulated by a dentist, this unique toothpaste combines the cleaning and whitening power of Baking Soda and Peroxide with the plaque fighting ingredient, Xylitol.

The new All White Whitening Toothpaste was unveiled to over 3000 dental professionals at the American Dental Hygienists' Association (ADHA) Annual Session in Las Vegas, NV on June 25<sup>th</sup>. Dr. Collins and his team spent 2 days at the ADHA meeting educating about and sampling the All White Whitening Toothpaste and the other great products of the line. To supplement the re-launch, Dr. Collins also sampled 100,000 units of the All White Whitening Toothpaste to consumers through their online vendor Dentist.net, the largest e-commerce website of consumer oral care products.

These efforts have helped Dr. Collins All White Whitening Toothpaste emerge as favorite amongst both the professional and general consumer. For more information and to view testimonials, please visit [www.drcollins.com](http://www.drcollins.com).

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Introducing...FLAVORx, Inc.

Millions of people around the world have difficulty swallowing their medications, vitamins and health supplements. You probably hear the complaints every day. Pill Glide, the newest health care product from FLAVORx, addresses this problem by helping people swallow the tablets and capsules they so often struggle to take.



"Taking what we've learned from our 15 years of experience in the pediatric prescription flavoring world, and recognizing the tremendous need for a product that will help people of all ages take their tablets and capsules, we're confident Pill Glide can improve the quality-of-life for so many people," said Stuart Amos, CEO & President of FLAVORx Inc.

Pill Glide was developed by a pharmacist looking for a solution to help customers who'd complained about trouble swallowing medications. It turns out this is a common problem for many individuals, including:

- Children learning to swallow tablets & capsules;
- Healthy adults taking supplements with an unpleasant smell and bad taste;
- Diabetics – Metformin is known to have low compliance due to bad taste and smell;
- Sufferers of pill anxiety, an unwillingness to take pills due to fear of choking;
- Stroke victims, and their caregivers, looking for ways to deal with the difficulty of swallowing pills due to dysphagia;
- Older adults, taking multiple medications daily, seeking a break from the hassle of swallowing so many pills; and the list goes on.

"I have difficulty swallowing pills," says Linda Sharp, an early consumer of the product. "Before Pill Glide, I would cut my pills into little pieces to help with getting them down. Pill Glide has allowed me to swallow quickly and easily." Linda's experience taking pills and tablets before using Pill Glide is not unique. In fact, polling data reveals that a full 40% of adults have had difficulty swallowing medications at some point in their lives. (Harris Interactive, 2004). Order Pill Glide for your customers today!

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Developed by a noted physicist and introduced in the United States this spring, **UVSunSense™** is a disposable wristband that is a reliable means to monitor exposure to harmful UVA and UVB rays for both children and adults.

UVSunSense™ wristbands provide users with a simple sun-sensitive gauge through color change. It alerts the user when they need

to reapply sunscreen, and when to get out of the sun. This wristband works with any sunscreen, SPF 15 and above, and it is made from waterproof material so it will always work, no matter where you are. At about **\$6.99** for seven strips, you finally know exactly when you need to reapply sun block so you don't burn. [www.uvsunsense.com](http://www.uvsunsense.com)

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Harry D. Koenig & Company, Inc. was founded in 1916 by Harry D. Koenig as an import/export distributor of cosmetics, fragrance and personal care accessories. Our company has been continuously owned and operated by the Koenig family since its inception. Corporate headquarters and operational facility is located in East Rockaway, Long Island, New York and employs 15 full and part time people. The sales force numbers approximately 150 and consists entirely of commissioned manufacturers' representatives. Our products are featured in seven showrooms in the major gift marts throughout The United States. We are represented in every class of trade and every market in the United States, The Caribbean, and Mexico and, to a limited degree, Canada. We also have representatives specializing in niche markets such as Hospital Gift Shop, Health Resorts, Day Spas/Beauty Salons, Hotel Amenities, Warehouse Clubs and Infomercial/Shop-at-Home/E-commerce. The Women's Business Enterprise National Council and the Women President's Educational Organization-New York certify Harry D. Koenig & Company as a Women's Business Enterprise, certificate number 234574.

Harry D. Koenig & Company, Inc. has been the exclusive

distributor and agent in The United States for Mason Pearson products for over 50 years. In addition, we trade under our own proprietary brand name "Naturally...by Kingsley" in personal care, bath, body and beauty accessories, men's shave and bath accessories, and children's' bath accessories. Our product brochure features more than 450 items with suggested retail prices from \$.75 to \$253.00. We are a primary resource for private label and ASI products in our categories, and have international sourcing capabilities for specialty and OEM products.

Currently, we enjoy vertical, direct distribution in every major and secondary market in the United States, as well as distribution through buying groups and cooperatives. Our customer list includes most of the independent pharmacies, apothecaries, independent and chain grocery, e-commerce, direct response/catalog, gift shops, bed and bath shops, beauty supply and salons, day spas, and variety stores in this country.

[www.harrydkoenig.com](http://www.harrydkoenig.com)

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## America's Favorite Snacks Delivered Right To your Door

Frito-Lay's Snacks To You Program is Fast and Easy! Offer your customers the Frito-Lay products they know and love and satisfy your customers with the great variety of new products that Frito-Lay offers.

Single unit ordering allows you to order just the quantities you need, and your order will be delivered to you FREE via UPS within 2-3 business days.

### How It Works:

- Call Toll Free 1-888-600-6620 or log on to [www.fls2u.com](http://www.fls2u.com) and place your order.
- Order as often as you need product.
- Maximize your profit margin by paying only for the product you need.
- Minimum \$25 order
- Payment is easy when you use your American Express, MasterCard, Visa or Check Debit for product purchase. Pay for your products when they are shipped.

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800-935-2362, x677



## ZarBee's A Safer and More Effective Solution

Practicing pediatrician Dr. Zak Zarbock created ZarBee's Cough Syrup as a way to provide relief to his young patients with coughs, and sore throats. Dr. Zarbock noticed that the question mothers were asking him the most was "what can I give my child that has a sore throat?"



As a father of 4 young boys, Dr. Zarbock knew there had to be a safer, more effective solution for parents with children suffering from coughs and sore throats. Dr. Zarbock drew from a recent study conducted at Penn State that determined that dark honey when compared to typical OTC cough syrup and a placebo syrup was significantly superior when administered to children ages 2-18.

ZarBee's Cough Syrup is an all-natural, blend of dark honeys that have been proven to bring relief to coughs and sore throats in children. What makes ZarBee's an even better cough syrup is that it is drug-free, alcohol-free and safe for children 1 year and older.

ZarBee's is the answer to the question so many parents are asking and the recommendation doctors and pharmacists are making!

[www.zarbees.com](http://www.zarbees.com)

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SUPERIOR PAIN RELIEF.....  
NATURALLY!

With the Topricin® Family of Pain Relief and Healing Creams

*"Some of my patients...swear by the benefits of a homeopathic cream called Topricin."  
-Andrew Weil, MD*

Pain sufferers across the country are embracing the Topricin family of natural pain relief and healing creams from Topical BioMedics, Inc., the leader in topical regulated natural medicines for pain relief.



**Topricin® Pain Relief and Healing Cream** brings together 11 homeopathic medicines that work synergistically to relieve pain associated with a wide range of ailments and injuries, including: fibromyalgia, arthritis, lower back and shoulder pain, sciatica, Carpal Tunnel Syndrome, and trauma and sports injuries. The greaseless, odorless

formula is paraben and petroleum free, and its medicines work naturally to stimulate the body's natural healing process--without any known side effects, drug interactions, or contraindications--for completely safe, effective, rapid healing.

**Topricin® Foot Therapy Cream** is specially formulated to address foot and ankle pain. It's perfect for sports injuries, including plantar fasciitis, Achilles tendonitis, leg cramps, shin splints, impact injuries, bruising, sprains and strains. Safe for diabetics, its soothing formula offers relief for swelling, soreness, heel pain and heel spurs, gouty arthritis, peripheral neuropathic pain and neuroma, and treats skin conditions of the feet.



Specially formulated for kids, pediatrician-recommended **Topricin® Junior** has become that parent's top choice for treating their children's pain. It's perfect for muscle sprains and strains, eczema, back, heel and knee pain, and growing pains, and is an ideal multi-purpose healing cream for everyday bruising, scrapes, scratches, minor burns and insect bites. The gentle formula does not contain any of the hazardous active ingredients found in many OTC oral pain medications, so parents take comfort in knowing that they are using a safe, natural, and effective pain relief treatment on their little ones. *5% gross sales are donated to children's health charities.*

[www.topricin.com](http://www.topricin.com)

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Store Brand Increases in Popularity!

The July 19<sup>th</sup> issue of Chain Drug Review highlights the popularity Store Brand has experienced in the past year. There have been numerous discussions on the increase of store brand due to the recession, consumer awareness and overall affect of saving the everyday penny. Store Brands have hit their all time high in market share!

To highlight a few of the key successes, here is a comparison between store brand and national brand.

	Store Brand	National Brand
Units Sold in 2009	+1.8 billion	-2.1 billion
Dollar Sales in 2009	+2.7 billion	+1.6 billion
Market Share FDM	+6.4%	+0.8%
Dollar Share FDM	+2.9%	-0.2%
Drug Store Unit Sales	+4%	-3.9%
Drug Store Revenue	+8.8%	+1.2%

PLMA reported, "The total value of store brand sales in drug chains was \$6.1 billion, while dollar market share hit 14.1%. Both figures are the highest they have ever been in the trade class".

From NCA Smart Brief, Now Trending...

**Marketers turn coupons into online events**

Digital coupon events were up 84% in the first half of 2010 compared with the same period a year earlier, according to Kantar Media. "As more manufacturers distribute more digital coupons, it becomes increasingly critical to understand competitive digital promotion tactics to ensure that events break through the clutter to deliver the right offer to the right consumer," said Mark Nesbitt, president of Kantar Media Intelligence. [Progressive Grocer](#) 7/25

**New buying trends at a recent shopper insight conference**

NCA's Larry Wilson attended the [Shopper Insights in Action Conference](#) in Chicago. One of many sessions highlighted Generation Y's (born mid 1970's to early 2000) takeover of the consumer population. At 83 million shoppers strong, Generation Y now exceeds baby boomers in buying power. Another session focused on scent marketing and how aromas can have up to 70% influence on buying behaviors.

# WELCOME CDMA'S NEW MEMBERS!

## Retail Members

<p><b><u>Mellor's Drug Store</u></b> Brooklyn, NY 1 Store</p> <p><b><u>Yanceyville Drug Co., Inc.</u></b> Yanceyville, NC 1 Store <a href="http://www.yanceyvilledrug.com">www.yanceyvilledrug.com</a></p> <p><b><u>Galaxy Drug Store</u></b> Guttenberg, NJ 1 Store</p>	<p><b><u>Vernak Farm Country Store</u></b> Skaneateles, NY 1 Store</p> <p><b><u>Rustburg Family Pharmacy</u></b> Rustburg, VA 1 Store</p> <p><b><u>Park Plaza Pharmacy</u></b> Matawan, NJ 1 Store <a href="http://www.parkplazarx.com">www.parkplazarx.com</a></p>	<p><b><u>Pharmacy Care Initiatives, Inc.</u></b> Metter GA 1 Store <a href="http://www.ihsrx.com">www.ihsrx.com</a></p> <p><b><u>Innovative Health Systems, Inc.</u></b> Metter GA 3 Stores <a href="http://www.ihsrx.com">www.ihsrx.com</a></p>
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## Associate Members

<p><b><u>Chef 'N Corporation</u></b> Housewares: Kitchen Gadgets <a href="http://www.chefn.com">www.chefn.com</a></p> <p><b><u>CMR Home Entertainment</u></b> Home Entertainment <a href="http://www.cinemaisonroyale.com/home.html">www.cinemaisonroyale.com/home.html</a></p> <p><b><u>Cupecoy Home Fashion</u></b> Photo Frames, Wall Clocks <a href="http://www.cupecoyhome.com">www.cupecoyhome.com</a></p> <p><b><u>FLAVORx, Inc.</u></b> Flavorx, Flavorx Vet, Pill Glide, Fillmaster <a href="http://www.flavorx.com">www.flavorx.com</a></p> <p><b><u>Ganeden Biotech, Inc.</u></b> Digestive Advantage and Clearly Confident - Digestives, Lactose Intolerance and Irritable Bowel Syndrome, Footcare <a href="http://www.ganedenbiotech.com">www.ganedenbiotech.com</a></p> <p><b><u>Greenerways Organic</u></b> Organic Insect Repellent <a href="http://www.greenerways.com">www.greenerways.com</a></p>	<p><b><u>Grill Daddy Brush Company</u></b> <i>The amazing new Grill Daddy &amp; Grill Daddy Pro Barbecue cleaning tools clean dirty grills in minutes with the power of steam</i> <a href="http://www.grilldaddy.com">www.grilldaddy.com</a></p> <p><b><u>I Give A Dime</u></b> Stationary, Impulse Items <a href="http://www.igiveadime.com">www.igiveadime.com</a></p> <p><b><u>Joseph Enterprises, Inc.</u></b> Chia Cat, Grass Planter, Chia, Fire Starter, The Clapper, The Ove Glove, The Creosote Sweeping Log, Ignite-O, As Seen On TV <a href="http://www.chia.com">www.chia.com</a></p> <p><b><u>JRS Ventures, Inc.</u></b> Photographic Imaging Products, Batteries, Cameras <a href="http://www.jrsventures.com">www.jrsventures.com</a></p> <p><b><u>Kramer Laboratories, Inc.</u></b> Fungi Nail, Halfprin, Safe Tussin <a href="http://www.kramerlabs.com">www.kramerlabs.com</a></p> <p><b><u>Nordic Care, LLC</u></b> Foot Care Cream, Skin Conditioner, Sea Salt Scrub,</p>	<p><i>Mineral Mask, Foot Spray, Hand Cream, Bath Crystals</i> <a href="http://www.nordiccare.com">www.nordiccare.com</a></p> <p><b><u>Pennsylvania Dutch Candies</u></b> Chocolate Candy, Nostalgic Candy, Snacks, Souvenir Programs <a href="http://www.padutchcandies.com">www.padutchcandies.com</a></p> <p><b><u>Perfecta Products, Inc.</u></b> Zim's Crack Crème, Max-Freeze, Matura-Care <a href="http://www.perfectaproducts.com">www.perfectaproducts.com</a></p> <p><b><u>Pioneer Photo Albums, Inc.</u></b> Photo Albums, Scrapbooks, Advanced Photo System Products, Glue Sticks, Gel Pens, Photo Corners, Sticker Mounts and other Photo Album and Scrapboooking Accessories <a href="http://www.pioneerphotoalbums.com">www.pioneerphotoalbums.com</a></p> <p><b><u>Prescription Supply, Inc.</u></b> Sundry Items &amp; General Merchandise. Magnetic Jewelry, Eye Glasses, As Seen On TV, Umbrellas, Watches, Batteries, Clocks</p>	<p><a href="http://www.prescriptionsupply.com">www.prescriptionsupply.com</a></p> <p><b><u>Sarpes Beverages</u></b> Dream Water <a href="http://www.drinkdreamwater.com">www.drinkdreamwater.com</a></p> <p><b><u>ShedRain Corporation</u></b> Umbrellas, Rain Gear <a href="http://www.shedrain.com">www.shedrain.com</a></p> <p><b><u>Solax USA</u></b> Massage Therapy Products <a href="http://www.solaxusa.com">www.solaxusa.com</a></p> <p><b><u>Sony Electronics</u></b> Sony PictureStation Digital Photofinishing Kiosk <a href="http://www.sony.com/digitalphotofinishing">www.sony.com/digitalphotofinishing</a></p> <p><b><u>Topical BioMedics, Inc.</u></b> Topricin, Topricin Foot Therapy Cream, and Topricin Junior <a href="http://www.topricin.com">www.topricin.com</a></p> <p><b><u>U.S. Cotton, LLC</u></b> Full line of cotton products called Swisspers (Classic and Organic) including cotton balls, make-up pads, Q-Tips <a href="http://www.uscotton.com">www.uscotton.com</a></p>
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# CDMA Employee Spotlights



**Regina Feygelson** joined the CDMA IT Department in the beginning of June as an application developer for our new website software. What does Regina like most about her job responsibilities? "I have always liked to solve puzzles. The new online ordering is a complex system and I have to solve many puzzles in order to complete tasks."

In her free time, Regina doesn't just sit on the couch; she likes to travel and see new places! Swimming, boating, biking, ice skating and cross country skiing are also activities that she enjoys.

Regina can be reached at [feygelson@chaindrug.com](mailto:feygelson@chaindrug.com) or 800-935-2362, x817.

**Christin Penley** started at CDMA on June 7 as the Administrative Assistant to Jaime Zaguroli. Providing customer service for health, beauty, consumables and monthly ads are her main responsibilities. Christin also processes paperwork for new members as well as creates new supplier introductions and special offer sheets. Working with such great people is one of the things she enjoys the most about working at CDMA.



When she's not on the lake enjoying the weather with her family, Christin spends her leisure time doing photography, traveling and playing with her two adorable nieces.

Christin can be reached at [penley@chaindrug.com](mailto:penley@chaindrug.com) or 800-935-2362, x668.

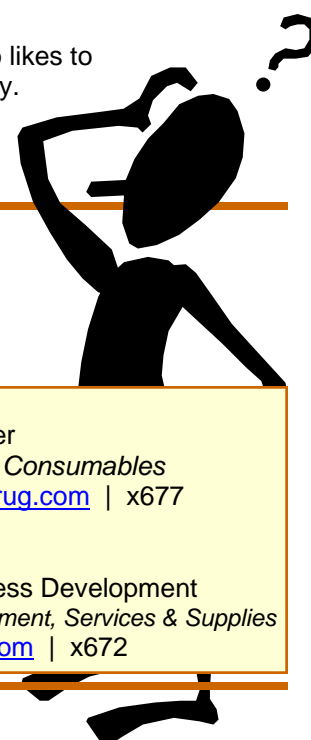


**Marie Reed** is the newest addition to the CDMA team as the Assistant Category Manager to Mike Horka. Even though she just began working at CDMA on June 28, Marie is already busy creating order guides, sell sheets and responding to member inquiries. Marie is looking forward to increasing her responsibilities as she becomes more familiar with CDMA and the membership needs.

The variety of work isn't the only thing that Marie loves about being at CDMA...it's the people! *"...the people I am surrounded by are so talented and hardworking; I have been touched by their warm welcome and the effort they have put forth to 'show me the ropes.'"*

Marie's favorite activities include reading, golfing, boating and trying new recipes. She also likes to spend time with family and friends and work on personal projects that enhance her creativity.

Marie can be reached at [reed@chaindrug.com](mailto:reed@chaindrug.com) or 800-935-2362, x669.



## Have a Question? Call us at 800-935-CDMA

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