



## Vademecum: The original whitener

Vademecum oral hygiene products have been marketed in the United States for over fifty years through various distribution organizations including a wholly-owned subsidiary of the Swedish parent company. However, since July, 1984, the distribution has been directed by Dermatone Laboratories, Inc. of Suffield, Connecticut.

The present product line includes Vademecum brand regular (non-fluoride) toothpaste, anti-cavity fluoride toothpaste, mouthwash and gargle concentrate, and anti-plaque toothbrushes. All but one of these products have as their source the Barnängen factory in Sweden; the toothbrushes are manufactured by Barnängen in Austria.

The Vademecum brand pioneered the "whitening" product concept in the early 1960s in the Minneapolis market area, and achieved a market share in excess of ten percent, which was a remarkable success in view of the dominant major brand competition. The "Swedish whitener" approach was expanded geographically, and soon Colgate responded with the national launch of Ultra Brite. Colgate's promotional resources won out, and by 1966, sales in the United States exceeded \$35 million. However, the Swedish Vademecum

whitener was able to maintain its niche in the highly competitive U. S. market.

Vademecum toothpastes contain no phosphates (which are well-known water pollutants) and use only natural flavoring. The Vademecum regular toothpaste is the mainstay of the line, and it also contains no fluoride. There are some geographic areas where the water supplies have a naturally high level of fluoride. Excess fluoride can result in fluorosis, which causes staining and pitting of the teeth.

The mouthwash/gargle concentrate has a core of loyal consumers who appreciate the multitude of uses for this unique product. In Sweden, the concentrate is used undiluted to provide fast relief for insect bites, canker sores, and itching. In the United States, the only uses that can be noted on the package are related to mouthwash and gargle. This product is in reality a "medicine chest in a bottle." When diluted, as directed for use as a mouthwash, the product is 99.8% alcohol-free.

Vademecum's anti-plaque toothbrushes pioneered the curved handle and rounded bristles for optimal effectiveness.

Dermatone Laboratories, Inc., distributor of Vademecum products in

the United States, was founded by Ric Nelson in 1981. In the mid-1960s, Nelson was the managing director for Colgate Palmolive's Swedish and Finnish companies, where he met the former and present directors of Barnängen. When Dermatone Laboratories, Inc. was formed, Nobel Consumer Goods, the parent company of Barnängen, selected Dermatone as their Vademecum distributor in the United States.

Dermatone pioneered the introduction of water-free cold weather skin protection products in the United States using a Swedish formulation which was purchased in Stockholm. The line has been expanded and now consists of over fifteen items distributed through 3,400 sport retailers. It has been introduced in Canada, New Zealand, Australia, and England. In 1994, it will be introduced in Sweden, Norway, Finland, and Denmark.

*Advertisement (see page 18)*

### "Swedish Weekly Sweepstakes" OFFICIAL RULES

1. NO PURCHASE NECESSARY. To enter, complete the Official Entry Form and mail to the address indicated on the Entry Form. Sweepstakes ends and all entries must be received by February 28, 1994. Mechanically reproduced entries are not eligible. Sponsor is not responsible for lost, late or misdirected mail.

2. The winner will be selected in an independent, random drawing. By entering this sweepstakes each entrant accepts and agrees to be bound by these rules and the decisions of the judges which shall be final. Winner's acceptance of any prize constitutes permission to use the winner's name, photograph or other likeness for the purpose of advertising and promotion without further compensation to the winner. Odds of winning depend on the number of eligible entries received.

3. Winner will be notified by mail and will be required to complete and return an Affidavit of Eligibility and Release within 14 days of date on notification. Failure to comply within 14 days will result in loss of eligibility and an alternate winner will be chosen. No substitution or transfer of prize. Travel is subject to availability, departure schedules, and must be completed by February 28, 1995. The sponsor and its agencies are not responsible for any injuries and damages resulting from the trip. Prize is guaranteed to be awarded.

4. Prize: First Prize: (1) a 6 night, 7 day trip to Stockholm, Sweden for two including roundtrip air transportation by SAS, from the following gateway cities: Newark, NJ; Chicago, IL; Los Angeles, CA; Seattle, WA, hotel accommodations at Grand Hotel including full Scandinavian breakfast. The Key of Honor Card providing free access to all major tourist attractions. A boat trip to Birka, The Island of the Vikings, and an overnight excursion on board of Baltic Star through the Stockholm archipelago to Mariehamn. Approximate retail value: \$4,000. Prize winner is responsible for roundtrip transportation from winner's home-gateway city airport of departure. Second Prize: (1) "Residence" a crystal Bowl from Galleri Kosta Boda Orrefors. Approximate retail value: \$150. Third Prize: (5) Travel Wallet, Collection XII, made of calf skin. Approximate retail value: \$80.

5. Sweepstakes open to those temporarily residing in (or residents of) the United States who are 18 years of age or older at time of entry. Employees and their families of any division of Swedish News, Inc., their affiliates, subsidiaries, retailers, advertising agencies are not eligible. All Federal, State, and local laws and regulations apply. Void where prohibited by law. Taxes are the sole responsibility of winner.

6. For name of winner, available after February 28, 1994, send a self-addressed, stamped envelope to be received by April 15, 1994 to: Swedish News Inc., 123 West 44th Street, #12C, New York, NY 10036.