

# DRUG STORE NEWS®

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The Business of Retail Pharmacy

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USA Drug to revamp greeting card section, dedicate more space to music cards (146).

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Brookshire Grocery remodels Louisiana store, moves pharmacy front and center (10).



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Walgreens listed among the top competitive companies by iRatings report (10). For more Walgreens news, 18, 84, 86, 96, 101, 128, 146, 148, 150.

## Walgreens offers new urban solution: Expanded grocery set for 'food deserts'

By JIM FREDERICK

DEERFIELD, Ill. — In such big urban centers as Chicago, the problem posed by a lack of full-fledged supermarkets and decent nutritional options to some lower-income neighborhoods has become so acute that those areas have their own designation — local politicians and community activists call them “food deserts.”

Walgreens has begun offering an oasis, of sorts, for those in-town residents. Responding to a clear need for



Walgreens has begun offering expanded food departments in parts of Chicago known as “food deserts.”

more grocery options in parts of Chicago largely barren of food store choices, the chain has developed a store-within-a-store concept to provide local residents with an expanded mix of groceries, including perishables, frozen foods and baked goods.

Walgreens took the wraps off its first expanded food concept on May 29 in a 2-year-old Walgreens drug store at the corner of Madison and Western avenues on Chicago's Near West Side. It marked the occasion

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## Walgreens taps retail vets for key merchandising spots

DEERFIELD, Ill. — Walgreens has announced several important new additions to its merchandising team.

Joining the company from Wal-mart are Shannon Petree and Eddie Frail, as DVP/general merchandising manager beauty and personal care,



Dave Van Howe

and DVP/GMM seasonal and general merchandise, respectively. In addition, 14-year Kraft Foods veteran Maurice “Moe” Alkemade, will assume the position of DVP/GMM private brands. Frail's position became

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## Technology looks good in Walmart's beauty dept.

By MIKE TROY

ROGERS, Ark. — Two Walmart stores in northwest Arkansas are experimenting with new technology that adds fun and excitement to the beauty department, along with the potential to increase sales.

Walmart stores in Rogers and Springdale now feature a technology called the “Virtual Mirror,” an IBM kiosk that runs an application from EZface that allows customers to try on cosmetics virtually. The three kiosks are integrated into the shelves where L'Oréal, Revlon and CoverGirl brands are located. Customers look into the digital mirror, which sits flush with the

shelf, and press a button to take a photo of themselves using a digital camera built into the display. They then scan in the bar code of the beauty product they are interested in, and the technology applies it virtually to their eyes, cheeks, lips or faces.



Walmart is featuring a “Virtual Mirror” in the beauty departments of two stores, allowing customers to try on cosmetics virtually.

The system measures skin tone, facial features and product color to produce a realistic simulation of a makeover, and has the capability to

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## CVS opens Beauty360 No. 3



RIDGEFIELD, Conn. — CVS Caremark opened its third Beauty360 department at an existing CVS store here on Main Street last month. The roughly 3,000-sq.-ft., high-end

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# 2009 HOT products Editor's Picks

## Aura Cacia eco air freshener 'naturalizes' odors

By MIKE DUFF

Air fresheners were conceived to counter unpleasant aromas, but in the age of aromatherapy, they have to do more for the sensitive consumer with demand shifting to products that offer healthier and more soothing home environments.

With the recession prompting consumers to do more around the house, products that make the domestic routine more pleasant have found favor, including such atmospheric enhancements as home air fresheners, which enjoyed a 2.6% lift in dollar sales over the past year

despite falling into the discretionary spending category at a time when many such products have sales declines.

Within the category, a discernable change is taking place toward air fresheners that address concerns beyond the basic one of making a bad smell go away. Odor-neutralizing products that kill bacteria as they work have enjoyed success, but a shift continues as such authoritative sources as the United States Environmental Protection Agency — which issued reports about fragrances from household products causing injury to marine life — and as popular as WebMD call into question the safety of synthetic fragrances.

Naturally, manufacturers have stepped in to provide consumers with air fresheners that calm chemical concerns, including Aura Cacia, which has launched its first all-natural essential oils electric air freshener.

The new Aura Cacia Electric Aromatherapy Air Fresheners line uses only

### Home air fresheners

BRAND	SALES*	% CHG
<b>CATEGORY TOTAL</b>	<b>\$145.6</b>	<b>2.6%</b>
GLADE PLUGS	21.7	3.9
AIRWICK BY WIZARD FRESHMATIC	13.9	-7.3
FEBREZE NOTICEABLES	10.2	-10.1
FEBREZE AIR EFFECTS	10.2	3.8
GLADE	7.6	7.3
LYSOL NEUTRA AIR	6.7	14.9
PRIVATE LABEL	6.6	72.2
AIRWICK BY WIZARD	6.0	-21.1
OUST	5.3	-19.6
RENUZIT LONGLAST	5.2	12.5

\* In millions  
Source: Information Resources Inc. for the 52 weeks ended April 19 across food, drug and mass (excluding Walmart)

100% pure essential oils to provide fragrance. Product packaging includes a full ingredient deck to assure consumers that only natural ingredients contribute to fragrance formulas. Aura Cacia oils come in four aromas — lavender, lime and grapefruit, bergamot and orange, and spices and clove.

