

Sensory Bath Sensations

It is no longer enough that a bath product foams or smells nice or relaxes you. Today's marketers of in-bath products are challenged to create "bath experiences" with multiple sensory triggers. The ability to create unique combinations of visual, olfactory, tactile and, even auditory bath sensations is a core strength of COUGHLAN PRODUCTS, a pioneer in the manufacturing of effervescent and foaming bath products.

To create a first impression, the on-shelf appeal of the product in the package must be visual and textural. The addition of herbs and botanicals to add flecks of color and texture throughout a powder, salt or scrub is one approach. The use of different crystal shapes or gradients of color, within a single package can create a desire in the shopper to pick up the product. "If you can get them to pick it up to take a closer look, they'll open it, if possible, to smell it. Your chances of making a sale have just increased exponentially," says Coughlan President Randy Reynolds.

COUGHLAN PRODUCTS develops and manufactures a wide range of products for the bath. The core of the bath line is effervescence. "The popularity of effervescent products is increasing due to the 'action' it delivers in the bath," says Reynolds. The moment of truth is the in-bath experience. When the product hits the water something has to happen. If you drop an effervescent tablet, or sprinkle effervescent granules, into still bathwater and listen, you can hear the fizzing. The bubbles excite the senses with a sparkling action that increases fragrance lift, tickles the skin and stimulates circulation. Against the background of rich foam, the visual and auditory impact of the effervescence is enhanced.

"We see a definite trend toward making the bathing experience more fun," reports Reynolds. "A popular visual effect with particular customers is tinting the water blue, green or almost any color," Reynolds says, "or to the creamy white of a milk or soy protein bath." The impact of this visual effect is further enhanced by the strength and character of the fragrance in the water and the air.

"What customers expect, today, is a home bath experience that replicates that of some of the best Resort Spas," says Dr. Laura Spaulding, Vice President of Research and Development at Coughlan. "To complement the visual and olfactory effects, we build in tactile benefits that include water softening and moisturization to make the skin feel silky smooth." Positioned for "wellness," vitamins, minerals and botanicals work along with other additives to deliver nutrition for the skin, relaxation for muscles, aromatherapy and healing benefits that turn an ordinary bathtub into a home Spa.

Reynolds says, “The recent addition of new manufacturing lines at Coughlan creates additional high speed production, filling, induction sealing, labeling and packaging capacity for an expanding range of non-aqueous products including bath powders, salts and tablets as well as salt and sugar-based scrubs. By concentrating in this specialized area of technology, COUGHLAN PRODUCTS has become a leader in innovation and product development.”

Creating Bath & Body Products - From Concept To Customer.



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