



**COUGHLAN PRODUCTS CORP**

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## **Health before Beauty**

To look good, you have to feel good. Savvy marketers are increasingly recognizing, and capitalizing on, the popularity of products that do more than simply primp and pamper.

COUGHLAN PRODUCTS, a recognized leader in the formulation and manufacture of innovative personal care products, takes the challenge to deliver functional benefits seriously. Often, ingredients that deliver true therapeutic benefits carry their own issues that can interfere with the aesthetics of a formulation or present problems in use.

“One example,” says COUGHLAN VP of R&D, Dr. Laura Spaulding, “is that we can deliver the in-bath skin soothing, anti-itching benefits of oatmeal, in an even dispersal, without the clumps typical of traditional oatmeal baths.” COUGHLAN has met the challenge of successfully incorporating dried mustard, fruit powders, herbs and botanicals seamlessly into dry blend bath soaks and with tremendous success. Highly proficient in the art of fragrance and color stability on salts, sugars and other non-aqueous formulations, COUGHLAN specializes in effervescent products, tablets, powders, oil based exfoliating scrubs and massage oils. COUGHLAN can custom formulate and turnkey manufacture to meet the most demanding requirements.

As COUGHLAN President, Randy Reynolds, says, “many of our customers come to us, for the first time, at the eleventh hour. This happens through word of mouth, when a new product is failing stability, packaging compatibility or in-use testing, with launch dates approaching.” Success with these customers generally results in a customer for life. And COUGHLAN has the ability to create unique products to meet the specific

functional, textural and visual requirements to support each customer's brand image and target market.

Treatment Scrubs to rejuvenate and smooth calluses on feet and re-new skin all over the body; Sport Soaks to relax and help heal strained muscles; Mineral Baths to detoxify and hydrate skin; and Restorative Bath Powders to smooth, soothe and feed the skin are just a few of the successes in the COUGHLAN repertoire.

With the increasing in-home spa product trend, the growing popularity of mind and body benefits from aromatherapy, and the more recent addition of health related functional benefits, COUGHLAN is a powerful resource for marketers across all levels of the Health and Beauty Aid market.

**COUGHLAN PRODUCTS CORP IS A LEADING RESOURCE FOR INNOVATIVE, HIGH QUALITY CUSTOM MANUFACTURED BATH AND PERSONAL CARE PRODUCTS.**