



## COMPANY BACKGROUND

<b>Brand Name:</b>	Odor-Eaters®
<b>Company Name:</b>	Blistex® Inc.
<b>Corporate Offices:</b>	Oak Brook, Illinois
<b>Description:</b>	Odor-Eaters, the #1 brand for foot odor and wetness, delivers high quality products to help consumers combat foot odor. Odor-Eaters offers a full line of products that include a variety of insoles, powders and sprays, all with uniquely effective formulas.
<b>Development:</b>	The Odor-Eaters brand was launched in 1974 by Combe Inc. Over the years, the Odor-Eaters insole line was expanded to include foot powders and sprays. In 2010, Blistex Inc. acquired the brand.  Blistex Inc., founded in 1947 as a family-run business, manufactures and distributes high quality lip care, foot care, skin care, oral care and first aid products in over 75 countries. In addition to Odor-Eaters, its products include the widely popular Blistex lip care line, Stridex® acne treatments, Ivarest® poison ivy treatments, and Kank-A® oral analgesics, as well as Glysomed® skin moisturizers in Canada.
<b>Satisfaction Guaranteed:</b>	Consumer satisfaction is guaranteed by the Blistex team of specialists, which continuously tests raw materials and finished products throughout the year for quality assurance.
<b>Key Contacts:</b>	LeShelle Burton Blistex Inc. (630) 586-3216 <a href="mailto:lburton@blistex.com">lburton@blistex.com</a>

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