

PRODUCT ALERT
Naples, NY

SEMI-MONTHLY 500

FEB 23, 2004



M33548

LUCE PRESS CLIPPINGS

335. MOMINTS BOLD LIQUID MINTS

Cinnamon and Winter Burst are new flavors of MoMints Bold Liquid Mints. They are said to be sugar free and to have zero calories and zero carbohydrates. Made in France, packaged in Canada, and distributed in the U.S. by Westfield, NJ-based Yoshal Enterprises, Inc., they are each



sold in a 36-count plastic dispenser identified as an "E-Z Slide(tm) into packs & pockets." The resealable dispensers are packaged in rack display blister packs and have a suggested retail price of \$1.69. Each variety is also sold in a plastic vial tube with a suggested retail price of 50 cents.

Supermodel Giselle is said to favor these breath mints.