



GNPD News Release - November 2003

What was new last month?

Recent non-food highlights from Mintel's *gnpd*(Global New Products Database) include moisturising tights and 3-in-1 handwash & air freshener

3-in-1 handwash & air freshener

Earlier this year, we reported on the novel North American launch of a 2-in-1 liquid soap with a block air freshener incorporated on the bottom of the packaging. The product was introduced by Canadian Naturals under the Tropical Pacifica brand. This idea has now moved a step further with the UK launch of Freshorize, a 3-in-1 hand wash with incorporated air freshener. This time, the liquid soap not only combines a solid constant fragrant gel, but it also gives a burst of air freshener each time the liquid soap is released. A three-pronged action allows the atomised air freshener to be triggered when the handwash is dispensed. The product was created by London-based inventor Aziz Patel.