

RAVE REVIEWS

By Jennifer Blechman

MAXIM HYGIENE PRODUCTS

Helping the Environment
can be so Effortless!

Maxim Organic and Natural products give your most intimate personal care products, the most intimate care by using the most Natural, Soft and Safe materials, while at the same time preserving our values for the environment. Maxim Tampons, Pantliners and Cotton Balls, Rounds and Swabs are made with 100% Certified Organic Cotton. Maxim Sanitary pads are made with 100% Natural Cotton and are uniquely Cellulose Fluff Pulp Free. Cellulose fluff pulp comes from trees and is the main ingredient of all sanitary pads, EXCEPT ours; we use natural cotton instead to help prevent deforestation to obtain cellulose fluff pulp. Our cotton is disinfected with hydrogen peroxide instead of chlorine to avoid any release of the harmful chemical byproduct dioxin. We steer clear of using irritating additives like petrochemicals, viscose/rayon, plastics and perfume. These qualities combined, make all of our products biodegradable, hypoallergenic and better for your body, earth and health.



MOSCOT EYEWEAR

Tips for Eyeglass-Wearing Athletes

If you wear glasses but have an active lifestyle, then it's time to step up your game! Glasses fall off, fog up, get wet when you sweat, provide no peripheral vision and are unsafe to wear while playing contact sports. Dr. Harvey Moscot, President of Eyecare at the New York City institution, MOSCOT Eyewear and Eyecare (designers of MOSCOT Originals eyewear worn by Amy Sedaris, Lance Armstrong and more) says new SoftLens® Daily Disposables contacts are much better than glasses for sports. You can throw your contacts in before the big game and throw them out as you're running off the court victorious. SoftLens® Daily Disposables have an enhanced optical design called aspheric optics that offer sharper night vision, less distortion and finer details. Availability: MOSCOT Eyewear and Eyecare locations, www.moscot.com. Free trial offer with an eye exam at MOSCOT Eyewear and Eyecare; \$130 for 90 pairs.



SMARTWATER FROM GLACEAU

The Water with all of the Answers

Have you ever thought really hard about our white, puffy, troposphere-dwelling friends, the clouds? Did you know these bulbous lil' things are made up of billions of water droplets (a.k.a. vapor) and microscopic water crystals? We at Glacéau have thought long and hard about our friends, the clouds, and would like to give them the recognition they deserve as Mother Nature's purest source of water. We've decided to copy off our friends, the clouds, and create Smartwater. Smartwater is made by vapor distillation, the purification process that simulates the way water is cleansed in nature—the hydrologic cycle. Our process separates and purifies the water molecules to their most pristine state. We then one-up the clouds and add a unique and purposeful combination of electrolytes (calcium, magnesium and potassium) for hydration, helping your body to perform at its very best. This unique combination of vapor distillation + electrolytes results in a water that works harder for you, making it a "smart" choice. Smartwater is available in four sizes: 20oz available in single serve (\$1.29) and 6-pack (\$5.99), 750ml sport bottle (srp \$1.49), 1liter (srp \$1.79) and 1.5 liter (srp \$1.99). For more information, please visit www.vitaminwater.com.



VITAMINWATER

Delivers your Daily Dose of
Vitamins & Nutrients

While most beverages are just about flavor and refreshment, Vitaminwater® is about much more...simply put, it works! In addition to providing a perfect complement to everyone's less-than-perfect diet, each of the 15 functional varieties has a unique combination of nutrients with specific benefits to help you through those "shine" on the gods-have-forsaken-you days, yada yada conference calls, wind-sucking workouts and chasers-are-for-weenies nights. Vitaminwater can provide a step toward better health by giving people an easy and convenient way to get more of the nutrients they need each day. All 15 Vitaminwater varieties are available in a 20-ounce bottle at a suggested retail price of \$1.39. 20-packs are available nationwide at a suggested retail price of \$17.99. For more information, please visit www.vitaminwater.com.



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