

Skin Facts & Figures

How A Skin Care Star First Got Its Start

(NAPSA)—A skin care remedy known and trusted by generations first got its start in the dusty little town of Plantersville, Texas.

A Rising Star

Drugstore owner Dr. Adolf Gottlieb originally created Blue Star Ointment for farmers and ranchers for their ailments and the ailments of their animals.

No one knows what the significance of the name is but some speculate that it may have had something to do with living in the Lone Star State.

Good for Man and Beast

During the Great Depression, a traveling salesman, Jim Bourland, overheard a rancher raving about a product that was producing amazing results for him, his ranch hands and his animals.

Bourland added Blue Star Ointment to his sales kit and his business skyrocketed.

As early as 1932, the Texas salesman started running ads in the Houston newspapers, offering a money-back guarantee if the product didn't stop an itch in five minutes.

All in the Family

In the early '60s, Robert Whitehead bought the formula and rights for \$200. Son of a cattle broker, Whitehead used skills he learned from his father to grow a little-known local brand into a national household name.

Whitehead developed a powerful, effective and economical way to market Blue Star Ointment



One anti-itch product has gone from a dusty Texas town to drug and grocery stores and mass merchandisers across the country.

through the use of 10-second television spots crammed with copy.

He was soon able to get the ointment in most major drugstore chains by advertising in the area where each chain dominated. Today Blue Star commercials can be seen nationwide.

Staying Power

According to health and beauty market experts, the ointment is on the "must-have" list of products that a drugstore must always have on the shelf. It is used to treat ringworm, jock itch, psoriasis, athlete's foot, and scalp itch.

"It's quite a record for a family-owned company located in Laredo, Texas," said Gail Whitehead, Blue Star Ointment vice president.

Now ranked among the top 10 anti-itch products in America, the ointment is sold in all 50 states and in several foreign countries. For more information, call the Blue Star Ointment Hotline at 1-800-469-2249.