

marketbuzz

WAKE UP WITH THE FRESHEST BREATH

Use Dentiste' Nighttime toothpaste to combat morning breath. Formulated with 14 natural extracts, xylitol and vitamin C, the toothpaste helps inhibit and control oral bacteria.

What causes bad breath

Saliva is high in oxygen and integral in killing anaerobic bacteria. When we sleep, less saliva is produced and bacteria increases, producing a smelly sulphur compound.

Prevention is key

Keep your mouth clean and free of plaque and food. Dentiste' Nighttime toothpaste

is made from natural ingredients to inhibit bacteria. It also creates an alkaline environment in your mouth as bacteria thrives in acidic conditions.

Promotion

Buy two tubes of Dentiste' Nighttime toothpaste and get one tube free. You'll also receive a free stainless-steel dr'Tung's Tongue Cleaner to remove bacteria and debris on your tongue. Use both products for fresh breath in the morning.

Dentiste' Nighttime toothpaste is also available in sensitive and premium



whitening formulas.

It is available at Guardian, Watsons, Giant, Robinsons, John Little, OG and Unity stores. For details, visit www.confirmtrading.com.



GIFTS GALORE

Visit the Singapore Gifts Show — Singapore's largest international gifts trade event — for unique items and a wide selection of corporate gift ideas.

Look out for the latest products and services from over 120 leading gift suppliers from Singapore, Thailand, Malaysia and India. There will also be free marketing talks, create-your-own-art activities, wellness sessions and hourly giveaways.

In addition, check out creations by Singapore's young design talents and art community, including design students from Nanyang Polytechnic, upcoming artists from ARTPLUS, as well as hand-made collections by Social Innovation Park's less-advantaged entrepreneurs.

The Singapore Gifts Show is held at Suntec Singapore, Hall 401-403, till tomorrow, from 11am-7pm. For details, visit www.singaporegiftsshow.com.

RUN IN COLOUR

The Color Run is a unique 5km race that celebrates health, happiness, individuality and giving back to the community.

Although it is not a timed event, the race offers an exciting run for participants as they get doused in vivid colours at each kilometre of the race.

In addition, The Color Run will donate S\$1 from the race entry to Project Happy Feet — a Singapore-based not-for-profit organisation that supports the education and training of underprivileged youths and children in developing countries.



The Color Run is on Aug 17-18, 5pm, at Sentosa, Beach Station open-air car park. Visit www.thecolorrun.com.sg for details.



CANON'S 11TH PHOTOMARATHON

Last Saturday, 2,518 shutterbugs gathered at Suntec City International Convention and Exhibition Centre for Canon's 11th Photomathon — the biggest photography competition in the region.

During the competition, participants had to create images based on the assigned themes. They only had a few hours to photograph and submit their best interpretation of the theme before the next one was revealed. This challenges the contestants to push the boundaries of creativity and think on the spot.

Kok Hou Cheng (open category) and Zhou Tian Qu (student category) won the Best of Show awards and took home attractive prizes, including a photo clinic to Kansai island, Japan, while winners from the individual themes won prizes that included a Canon EOS camera and PIXMA printer.



SEED CLEARLY

Try the new SEED contact lenses from Japan. Designed specifically for Asian eyes, the contact lenses offer a better fit and are comfortable to wear for hours.

The secret lies in SEED's proprietary SEED Ionic Bond (SIB) technology, which increases moisture exchange between your eyes and the lenses. It also allows more oxygen to be transmitted to the eyes while keeping out dirt.

SEED 1dayPure moisture daily disposable soft contact lenses are priced at S\$60 per box and SEED 2weekPure bi-weekly disposable soft contact lenses are priced at S\$48 per box.

They are available at Paris Miki, Tampines Optical, Mee Mee Eyecare, Pediaoptix International, Ngee Ann Polytechnic and Universal Optical.

UNDER ONE ROOF

The Marketing Institute of Singapore (MIS) celebrates its 40th anniversary with a new address. It has relocated its MIS (which comprises the membership and executive development



business) and MIS Training Centre (MISTC) to MIS Main Campus, a new building on 410 North Bridge Road.

Directly opposite the National Library, the new campus is conveniently located for students to conduct research. The MIS Main Campus will have more classrooms and facilities for students as well as a new state-of-the-art executive lounge where popular networking events, such as Marketer's Night and Marketing Guru Talks, will be held.

Mr Tok Lim Hoe, President of MIS, said: "Housing both MIS and MISTC under one roof creates the opportunities for marketers and students to meet, learn and share ideas."

For details, visit www.mis.org.sg.



CARE FOR YOUR SKIN

Dermal Therapy's range of products helps relieve common skin problems in various areas, including the lips, feet and nails. Safe and gentle, Dermal Therapy products are developed with advanced active technology and formulated with skin-nourishing ingredients like shea butter, aloe vera and tea tree oil.

- **Heel Magic (S\$15.50):** Boasting a non-greasy formula, it intensely hydrates and repairs cracked heels and feet.
- **Nail Magic (S\$15.50):** It has a triple-action gel formula that penetrates quickly to help whiten discoloured nails and strengthen dry, brittle nails.
- **Hand Balm (S\$7.90):** For those with dry, itchy and scaly skin, this



hand balm contains 10 per cent urea to improve hydration and enhance skin's water-binding ability. It is also enriched with vitamin E to prevent skin damage from free radicals.

The Dermal Therapy range of products is available at Guardian, Watsons, Unity and Sasa outlets.