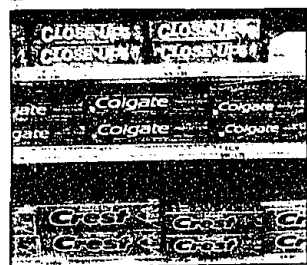


MALLS & MAINSTREETS

MONDAY, MARCH 4, 1996

5A(F)



Toothpaste test: Choosing the best

BY LINDA ANN CHOMIN
STAFF WRITER

On a recent toothpaste shopping trip to Rite-Aid in Farmington Hills, I found myself deluged with gels and pastes in formulas aimed at controlling every type of dental danger from tartar to gum disease. Questions raced through my head like, "Will the toothpaste without fluoride prevent cavities? Will the one with it cause cancer?"

Contrary to the belief of ancient Roman doctors that the tooth worm spread decay, today everyone knows that plaque due to bacteria build-up causes cavities. Toothpaste contains agents to help carry away loosened plaque and food debris. But how do you choose one that's right for you when dozens of cleaners tout claims of preventing decay and brightening your smile?

In Roman times, physicians like Celsus (50 B.C.) recommended cleaning teeth with a variety of abrasive substances, including ground bones and eggshells. A phone call to my dentist, Dr. Gregory Franklin of Mount Clemens, supported the thinking of ancient specialists and guided me closer to an answer.

Dr. Franklin's recommendation was for a toothpaste containing baking soda like Mentadent or Crest Tartar Control because the abrasive ingredients clean and remove plaque.

"All toothpastes are pretty much the same," he said. "They're all approved by the FDA. Brushing technique is more important than paste: proper angulation, not scrubbing the roots below the gums, and brushing hard to reach plaques."

He went on to say that people should use a soft brush to clean their teeth, and brush as often as possible — at least twice a day.

Stannous fluoride
One of the newest products on the shelves is Crest Gum Care with stannous fluoride. According to Procter & Gamble spokesperson Julie Leigh and a recent report in the *Journal of Clinical Dentistry*, it's the first toothpaste that is clinically proven to help reduce gingivitis, an early stage of gum disease that is caused by the build up of plaque along the gumline.

Symptoms of this common condition (experienced by nearly 8 out of 10 Americans) include red, swollen and bleeding gums. Stannous fluoride is not new. Crest's staple in home medicine chests since 1955, used in their original fluoride formula. Unable to stabilize it at that time, researchers only recently came up with a solution to make it viable in eliminating gingivitis.

At Healthways in Plymouth the majority of natural toothpastes, formulated for people with health concerns or different philosophies, do not contain fluoride. "Toma of Maine or Nature's Gate have a calcium carbonate base (commonly known as chalk) which is what George Washington used to clean his teeth! A big plus in my book is none of these products were tested on animals or contain animal ingredients. They do contain substances ranging from tea tree oil (known for its soothing anti-bacterial properties) from the Australian outback to Peelu powder made from the branches of Peelu trees."

"There's a school of thought that fluoride does cause cancer. I've read and seen the reports and I still use toothpaste with fluoride," said Healthways manager Sue Wade. "Many of the people who buy these have been to an allergist and can't use anything with dyes. Others can't have sugars and artificial sweeteners."

Michelle Cribboli of Livonia says she's studied the debate about fluoride. But, as recently prepared for a trip to Jamaica, she purchased Colgate at Kmart for \$1.99 "simply because it came with a free toothbrush."

"There's something in everything," she reasoned. "Even though I'm into holistic health, I still buy toothpaste with fluoride like Colgate or Crest," she said.

Expect to pay a little more if you have sensitive teeth (Bensodine \$5.97 a tube) or need a tube of cosmetic cleaning agent (Rembrandt \$7.27 a tube). You can call me old-fashioned and cheap — I decided to keep brushing with Peppodent (99-cents at Kmart) and followed with a paste of baking soda and hydrogen peroxide.

LOOKING AHEAD

What to watch for in Malls & Mainstreets next week:

- A retail expert talks about doing business in the 21st century.
- Nordstrom discusses grand opening plans.

Firm maps out retail moves

■ Using ZIP codes, census data, field research and experience, a Southfield firm plots retail courses for expanding companies.

BY SUSAN DEMAGGIO
STAFF WRITER

Retailers can write a book about you from one five digit number — your ZIP code.

That's why before your sale is rung up, inquiring retail minds want to know — What's your ZIP code? A visit to The Strategic Edge, an 8-year-old planning and consulting company based in Southfield, reveals why your ZIP is so important to a retailer.

"Lifestyles," said Joan Primo, principal consultant. "Retailers want to know where their customers come from, and which of 60-some demographic categories, shoppers fit into."

By entering a ZIP code into a computer program known as Geographic Information Systems, The Strategic Edge screens markets for clients on local, regional and national levels. Trade areas are defined for stores and then hundreds of demographic and lifestyle characteristics are compiled.

The database is analyzed to identify key variables in predicting success. These markets can then be prioritized for expansion efforts or eliminated from consideration.

Primo of Bloomfield Hills and partner Jay Wedeven of Dearborn, are using their ZIP codes into a scientific approach to market analysis based on U.S. census data, Nielsen interviews, and geographical demographics. Their client list includes Saks Fifth Avenue, Schostak Brothers, The Taubman Company, Dayton Hudson Corporation, ABC Appliance, and Ameritech Advertising Services. They are currently working with Ameritech to develop new phone book boundaries.

"We advise companies on where to put new stores as well as which older stores need to be closed," Primo said. "And although we're located in Southfield, we work internationally, analyzing markets in Brazil, Mexico, Canada and Eastern Europe for clients."

When Saks Fifth Avenue decided to open its first international store in Mexico City, The Strategic Edge was hired to develop an entry strategy. Plans were aborted with the fall of the peso.



Dealing with demographics: Joan Primo and Jay Wedeven of The Strategic Edge, pose before their map of metro zipcodes which represent an area's buying power and lifestyle directions.

"The rampant inflation in many countries poses economic risks that many retailers won't take," said Wedeven. But then, he pointed out, the domestic retail scene has had its own economic upheavals in the past five years.

"We're witnessing the battle of the big box users, the consolidation of department store chains, the closing of smaller chain stores that often leave several vacancies in the same mall when they go under, and the expansion of healthier chains into new markets. It's an ever-changing business," he said.

On the home front, Primo and Wedeven agreed that battle of the big box users continues to heat up in metro Detroit in two important lifestyle categories: sporting goods and entertainment/electronics.

Dick's Sporting Goods is about to arrive on the scene with six locations to compete with Sports & Rec, The Sports Authority, M.C. Sporting Goods, Gander Mountain, and Durham's. Dick's Sporting Goods will open in Westland, Rochester Hills, Novi, Utica, Roseville, and Taylor.

Circuit City plans three metro stores to sell appliances and electronic equipment in Waterford, Troy and Novi.

And Incredible Universe, a division of Tandy which also owns Computer City and Radio Shack) is building two gigantic Michigan stores at 1-275 and Seven Mile in Livonia, and M-59

and M-59 in Utica. Larger than most warehouses, Incredible Universe sells high technology toys and entertainment systems with interactive displays that delight customers.

The Strategic Edge gave a thumbs up to the Somerset North shopping project, pointing out that the zipcode demographics around Big Beaver and

Coolidge virtually guarantee the success of the center.

"Those residents are certainly not parochial in their shopping patterns," Primo pointed out. "Many are already loyal Nordstrom shoppers from visiting Nordstrom's Chicago and New York stores."

See PLANNERS, 9A

Local malls host jails for the lock up benefit

BY SUSAN DEMAGGIO
STAFF WRITER

Soon, you can put someone behind bars for a good cause.

The 11th Annual Great American Lock Up to benefit the American Cancer Society is set for March 19, 20, 21 and 22, at Laurel Park Place in Livonia, Southland Mall in Taylor, Meadowbrook Village Mall in Rochester Hills, Orchard Mall in West Bloomfield, Summit Place in Waterford, Northland Mall in Southfield, Universal Mall in Warren, and Macomb Mall in Roseville.

Lock Up director Karen Murphy said last year 1,500 people were arrested during the four-day bust, resulting in \$700,000 in pledges for the

American Cancer Society. The money will be used "for cancer patients and their families," according to Murphy.

"We came up with this program in 1978 and it's so wonderful it's been copied by other organizations and renamed," she explained. "But the concept is the same; with a \$25, tax-deductible gift, volunteers from the American Cancer Society will arrest your boss, spouse, best friend or co-worker, transport them to a nearby jail site where the prisoner must raise bail set by a judge by phoning friends for donations."

To book an arrest, call 1-800-543-JAIL. An operator will ask you where to find the prisoner, and what date

See JAILS, 9A

ADDED ATTRACTIONS

PETITES SEMINAR

Select Hudson's petites departments host Liz Claiborne's spring line, 7 p.m. Repeated at Oakland Mall store on March 8 at 1 p.m. At Summit Place store March 9 at 8:30 a.m. Complimentary. Twelve Oaks, 12 Mile/Novi. Novi. (810) 344-6800.

FACIAL & PSYCHIC READING

Saks Fifth Avenue and Princess Marcelle Borghese Cosmetics present mid-spa facials, spring make-up application and just-for-fun psychic reading by Sorpions through March 9, by appointment. Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-3317.

ART OF FASHION

Heenan Marcus and Harper's Bazaar present a runway show of spring's best designs to benefit the Karmanos Cancer Institute. Tickets \$30. Show begins at 6:30 p.m. followed by a cocktail reception. Repeated on March 8 at 11 a.m. Seating limited. Reservations required. Somerset Collection, Big Beaver/Coolidge, Troy. (810) 643-3300.

FRIDAY, MARCH 8

MAN'S TRUNK SHOW

Marshall hosts a Taka and Cable & Co. trunk show through March 9 with representative Howard Gold-man showing suits, sportcoats, shoes and trousers for spring. Marshall, 118 North Woodward, Birmingham. (810) 642-1965.

SATURDAY, MARCH 9

MAGIC WORKSHOP

The Amazing Ronnie Cee performs magic tricks from around the world and discusses the origins of favorite tricks. 1 p.m. Center Court. Tel-Twelve Mile, 12 Mile/Telegraph, Southfield. (810) 353-4111.

KIDS STORY HOUR

Borders hosts Deena Vanetta and Sue Cresson, tel-

ing tales for ages 3-7, 11 a.m. Southfield/13 Mile, Birmingham. (810) 644-1515.

SUNDAY, MARCH 10

NUTRITION INFORMATION

Sponsored by the American Heart Association, noon to 4:30 p.m. "Ask the Nutrition Expert." Tel-Twelve Mile, 12 Mile/Telegraph, Southfield. (810) 353-4111.

TEACHER'S NIGHT

Borders hosts mid-winter activity for educators 5-9 p.m. featuring discounts, prizes, John Mitchell of Sun-tions Bay, author of "Michigan: An illustrated history for children," 30 percent off on purchases for classroom use. Advanced registration enters you in raffle. Southfield/13 Mile, Birmingham. (810) 644-1515.

MONDAY, MARCH 11

HEALTH TEST

St. Mary's Hospital offers free blood pressure screenings from 8-10 a.m. near the Information Booth. Woodward Mall, Plymouth/Middlebelt, Livonia. (313) 522-4100.

FASHION SHOW BENEFIT

Hudson's presents fashions to benefit Lighthouse of Oakland County, 7th annual show and luncheon. Reception begins at 1:30 a.m. Special guest is portrait artist Patricia Hill Burnett. Tickets are \$38 for guests, \$60 for patrons. Call Joyce Russell for tickets. Troy/Marriott, 200 Big Beaver. (810) 335-2482.

HOME FASHION SHOW

French Rags Knitwear hosts a week-long trunk show in representative's homes for custom colors and patterns through March 16. Appointments only. Birmingham/Bloomfield area. (810) 645-2047.

DINNER FASHION SHOW

6-9 p.m. \$20 per person. Presented by Nicole Christ of Nicole's Revival Resale Shop and Robin Smith of Born To Shop, for Michigan Professional Women's Network. Reservations required. Public is invited. Private shopping follows spring wardrobe seminar. Birmingham Community House, Merit/Bates. (810) 685-0545.