

JORDAN WHITNEY'S TOP CATEGORIES

JORDAN WHITNEY'S TOP INFOMERCIAL CATEGORIES FOR JULY 2012



FITNESS

RANK	SPOT NAME	PRODUCT	PRICE/OFFER	DISTRIBUTOR
1	Treadclimber	Exerciser	Lead-generating	Bowflex
2	Street Strider	Indoor/outdoor elliptical	Lead-generating	Street Strider
3	Turbo Sprinter	Cardio exerciser	\$14.99 trial	Ontel
4	Chair Gym	Exercise chair	\$14.95 trial	Nobile Global Products
5	Booty Slide	Fitness sliding system	\$19.95	Harvest Direct



HOUSEWARES

RANK	SHOW NAME	PRODUCT	PRICE	DISTRIBUTOR
1	NuWave Cooktop	Cooktop	\$119.85	Hearthware, Inc.
2	My Pillow	Pillow	Lead-generating	My Pillow
3	Windtunnel Air	Vacuum	\$199.96	Hoover
4	Navigator	Vacuum	\$159.80	Euro-Pro
5	Nutribullet	Personal blender	\$119.94	Nutribullet

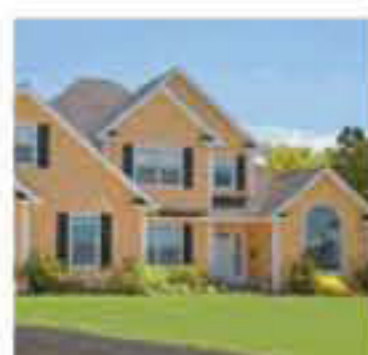


PERSONAL CARE

RANK	SHOW NAME	PRODUCT	PRICE	DISTRIBUTOR
1	Nopalea	Nutritional drink	Free bottle for S&H	TriVita
2	Teeter Hangups	Inversion therapy table	\$14.95 trial	Teeter
3	Supple	Liquid pain relief supplement	Lead-generating	Supple
4	Tommie Copper	Compression wear	\$24.50	Tristar Products
5	TriVerex	Male enhancement supplement	Lead-generating	Triverex

Source: The Jordan Whitney "Greensheet," published by Jordan Whitney Inc., Tustin, Calif. For information about the "Greensheet," Jordan Whitney's consulting, tape library or category specific research reports, contact Clare Kogler at Jordan Whitney Inc. Voice: (714) 832-3353; fax: (714) 832-4422; email: greensheet@cox.net or visit our website: jwgreensheet.com. ©Jordan Whitney Inc. 2012

JORDAN WHITNEY'S TOP TRADITIONAL SHORT-FORM CATEGORIES FOR JULY 2012



HOUSEWARES

RANK	SPOT NAME	PRODUCT	PRICE/OFFER	DISTRIBUTOR
1	Perfect Tortilla Pan	Pan for cooking tortillas	\$10	APG
2	Stretch Genie	Shoe stretching kit	\$12.99	Hampton Direct
3	Olde Brooklyn Lantern	Vintage-style LED lantern	\$12.99	Telebrands
4	Flex Seal	Rubber spray sealant	\$19.99	Swift Direct
5	Schticky	Lint roller set	\$19.95	Square One/Emson



BEAUTY

RANK	SPOT NAME	PRODUCT	PRICE/OFFER	DISTRIBUTOR
1	no!no!	Hair removal	Lead-generating	Radiancy
2	Proactiv Solution	Acne treatment	\$19.95	Guthy-Renker
3	Gray Away	Root concealer spray	\$19.99	QB Labs
4	bareMinerals	Makeup	Lead-generating	Bare Escentuals
5	Genie Bra	Seamless fabric bra	\$19.99	Tristar Products



FITNESS

RANK	SHOW NAME	PRODUCT	PRICE	DISTRIBUTOR
1	Insanity	Exercise program	\$119.85	Beachbody
2	Tapout	Fitness DVDs	\$119.85	T Fit
3	Total Gym	Home gym	\$49.95 trial	Total Gym Fitness
4	Zumba	Fitness DVDs	\$89.85	Zumba Fitness
5	Tummy Tuck Belt	Slimming belt	\$59.97	Savvier

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