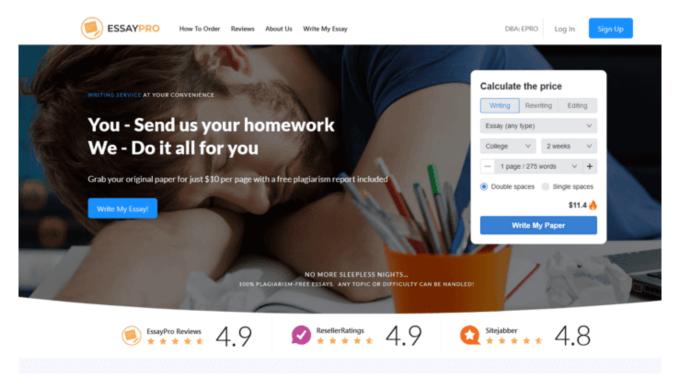
New Consumer Products



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New Consumer Products

Every day companies compete by inventing by inventing a new product. Some of these things are very useful and we don't know how we would live without them. Many of these products don't have much impact on society and fade out throughout the years.

Most of us can think of many examples such as: Crystal Pepsi, slap bracelets, pogs, and backpack purses. As we look back at the products invented in the last 25 years, we wonder what type of new products we will invented in the next 25 years. Of all the new <u>consumer</u> products invented every year, many succeed and many fail, but it's great looking in from the outside on the new ideas for our future.

Who comes up with these ideas! I remember in the late eighties someone invented a torture tool for women, the more I think about it I'm sure a man invented it. It was made for hair removal; I guess you could use it anywhere on the body with hair. It was a mechanical device that yanked hairs from the roots and this supposedly prevented the hair from growing back as fast. Well, I'm here to tell you this thing was a painful mistake in the inventors' world. Just five seconds of using this mechanism (and a lot of pain) I decided I

would let my legs get as hairy as I could stand. I didn't need the pain of this root-pulling tool. Needless to say, I wasn't the only consumer with this opinion; this product took a nosedive into history. This didn't stop companies; every few months there was a new "tool" for fast, effective hair removal. Of course, none of these have worked so far. To this day the companies are still trying to promote these products.

The companies that gave up the hair removal products started the evolution of pore <u>cleansing</u> strips. Little strips of gluey paper you wet and press on your face. This supposedly removes dirt and oil from the pores in your face. One company put these in stores, and now every company that sells make-up or facial cleansing products has their own version. Thos <u>invention</u> won't last long because many consumers have realized tape is a faster, cheaper and more effective. While this isn't painful like the torturous hair removal creation it's just another product the world can live without.

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