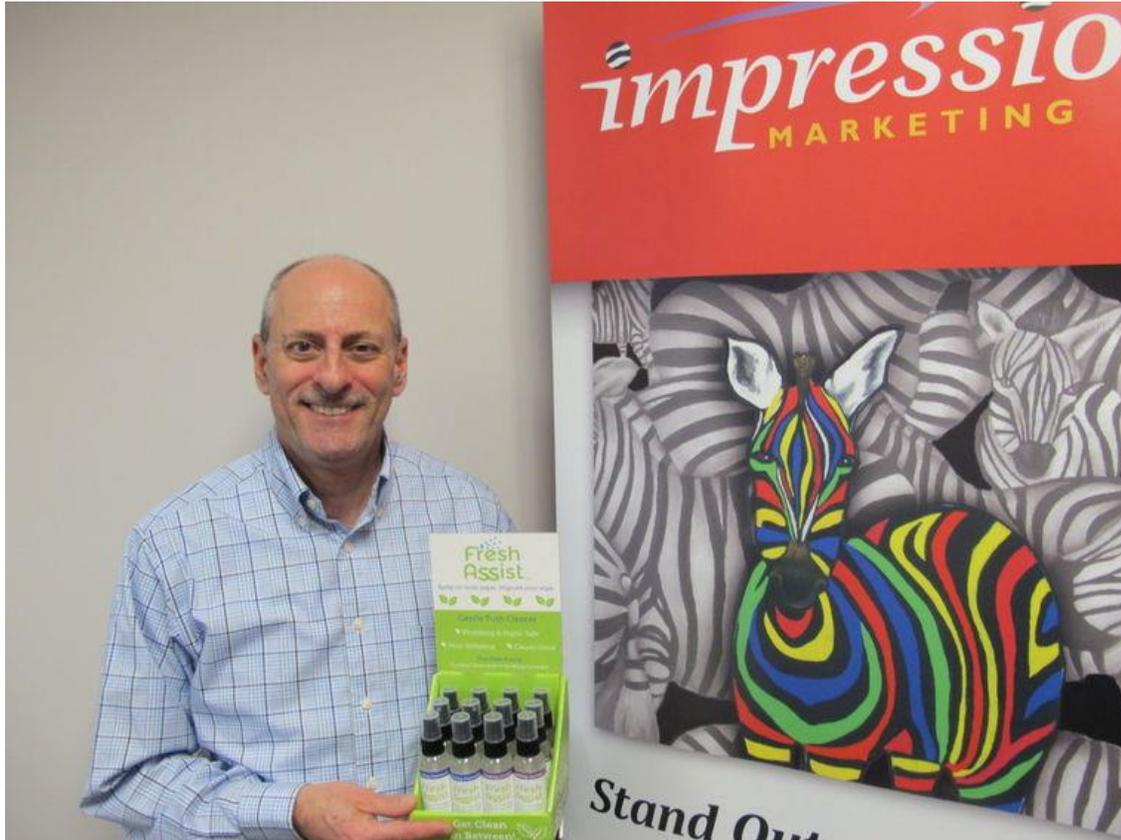




Get Clean In Between™

BY RANDY HALLMAN Richmond Times-Dispatch | Posted: Sunday, January 10, 2016 10:30 pm

http://www.richmond.com/business/local/article_5d6422d5-f816-5cb6-bf0c-d161e2633b43.html



Howard Deskin, CEO and internet marketing manager for Impression Marketing in Midlothian holds some of his new product, Fresh Assist.

OK, let's get right down to it.

Local marketing executive Howard Deskin has started a side business selling Fresh Assist, a spray that's applied to toilet paper "to improve your wipe."

Deskin, CEO and Internet marketing manager at Impression Marketing in Chesterfield County, said he worked for years to come up with the formula for Fresh Assist. (Do not try hand sanitizer, he cautioned.)

Eventually, he came up with a water-based formula. Just after Christmas, Amazon.com began selling the spray in two scents — Soothing Lavender and



Get Clean In Between™

Cooling Chamomile — in a 2-ounce bottle that isn't much bigger than a hot dog and will last about a month for a regular user.

It goes for \$15.99 for a two-pack, \$8.99 for singles. It's very early days yet, he said. By Thursday, Amazon had fielded orders from about 20 customers.

You also can pick up Fresh Assist at Titan Auto & Tire shops (owned by a friend of Deskin's) at 16429 Jefferson Davis Highway or 17211 Hull Street Road. Deskin said he's hoping to get the product on the shelves of area grocers that emphasize natural, eco-friendly products.

He ordered 10,000 bottles — the minimum — from the Georgia-based manufacturer producing Fresh Assist. Deskin said he and a few investors have put up about \$50,000 to get this far. "It's a risk," he said.

The product, with packaging that encourages the consumer to "get clean in between," is an alternative to wet wipes, which Deskin said can be irritating.

"Just spray on toilet paper, wipe away and you'll feel a whole lot cleaner and fresher than just using conventional toilet paper alone," according to the marketing materials.

He also pointed out that in New York, some officials are calling for a ban on wet wipes because they are clogging screens at the city's wastewater-treatment plants and causing other problems.

Deskin is business partner with Anne Moss Rogers at their eight-employee Impression Marketing firm, which includes Oyster Consulting, St. Joseph's Villa and The Memory Center among its clients. Fresh Assist Inc. is also a client, and marketing will determine its success, Deskin said.

Impression Marketing's specialty is digital marketing, so the big push is on social media.

That includes some lighthearted YouTube videos, one starring a lab technician played by his actor-comedian brother Eric Deskin, who has episodes of "Elementary" and "Law and Order" on his résumé.