

KOSHER CARE: MAKING GETTING BETTER STRICTLY KOSHER

Don't pity the kosher consumer. There are not too many things left that are not kosher and if one judges by the record number of exhibitors at Kosherfest '99 this year, the world's only and largest kosher food trade show, there are so many new kosher products and such a large diversity of kosher available that keeping dietary laws no longer means depriving oneself of much.

KosherCare- a new line of top- quality over the counter medications manufactured by Hi-Tech Pharmacal, are certified kosher by the Orthodox Union. It came as a revelation to most of those who stopped by the KosherCare booth that the Pain Relief medication we gave our children had non-kosher ingredients. Who would have thought that the allergy relief or cough suppressants we dispensed to our families or took ourselves had components that we would never tolerate in the food we eat and serve? "We gave away thousands of dollars in samples at the show," said David Seltzer, President of Hi-Tech Pharmacal, "which just points up how strong an interest there is out there in these products. "

The medications are liquid and run the gamut from Pain Relief for Children to Allergy Relief Medication to DM Cough Suppressant. The products are now available in stores.

"There is no reason why the kosher consumer who is so stringent about what they consume, and who go the extra mile to make sure that their food meets the highest quality kosher standards, should have to tolerate non-kosher ingredients in the medicines they commonly take," says Menachem Lubinsky, the leading authority today in the kosher food market.

The company producing the Kosher Care line-Health Care Products, a division of Hi-Tech Pharmacal- has established itself as a leader in the industry through their extensive line of prescription, over-the-counter and nutritional products under various brand names such as H-T, and Rx Choice, as well as a broad line of branded products-Diabetic Tussin, DiabetiDerm, DiabetiSweet and Nasal Ease-designed for the diabetic and general health marketplace. These products are sold in liquid and semi-solid (creams, ointments, suppositories and gels) dosage forms and distributed across the country in major drug chains, independent drug chains, independent drug stores, supermarkets and mass merchandisers.

The company is also a manufacturer of sterile ophthalmic, otic and inhalation products.