

HALLOWEEN HINTS

Popular Treat That Won't Cause Cavities

(NAPSA)—This Halloween, parents are helping trick-or-treaters avoid ruining their teeth by giving out sticky treats that kids *don't* eat.

A safe, healthy and fun alternative to candy, that trick-or-treaters will be pleased to get in their goody bags, are stickers and temporary tattoos.

This year, you can even get special Halloween packages of nine stickers or eight tattoos, individually boxed. They come in six popular themes: The Powerpuff Girls, Digimon, Clifford the Big Red Dog, Unicorn, Retro and X-treme Sport designs.

"Parents can dress their kids in reflective clothing, plan their route and equip them with a cell phone, but they still worry about the health effects of all that candy," said Margaret Vergeyle, vice president of marketing for Mello Smello, the company that created the Halloween packs.

The stickers and temporary tattoos were developed in direct response to feedback from parents who were looking for alternatives to candy for Halloween. There is



A great idea for Halloween is to give away stickers and temporary tattoos instead of candy.

no need to worry about excess sugar on stickers and tattoos.

"Parents like stickers because it's one less piece of candy for their kids to devour. Kids love stickers—getting and trading them as well as collecting and decorating with them," said Vergeyle.

Mello Smello creates about five million stickers a day. In fact, if placed end to end, the firm's sticker packets would reach halfway to the moon.

Where on Earth can you see these products? The Halloween stickers and tattoos can be found at major retailers nationwide.

You can learn more online at www.mellosmello.com.