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Cleaning up with Boogie Wipes

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Acquaintances still ask Julie Pickens and Mindee Doney how their "little business" is doing. But Little Busy Bodies, the company that the two friends founded around their innovative saline nose wipes product, was little for only a few months.

Research and development for Boogie Wipes, intended to soothe as well as clean kids' runny noses, began in the first half of 2007. That December, Pickens and Doney made their first sale.

Fred Meyer was Little Busy Bodies' first major account. "Julie pretty much jumped up and down on the buyer's desk until they paid attention to us," says Doney.

The product was unique, the packaging was well-received and the company was helped by the sudden opening up of drugstore shelves caused by manufacturers' voluntary recall of infant cough and cold medicines in 2007.

Rite Aid also picked up the product early on. That's when Pickens and Doney knew it was time to get some money behind Boogie Wipes. Little Busy Bodies completed its series A round of fund-

ing in August 2008 and landed Walmart as an account shortly after, followed by Toys "R" Us and Kroger.

Little Busy Bodies expects sales of

FINALIST

Development stage

more than \$3 million in 2009 and also to turn a profit by the end of the year. The company employs 12 full-time employees and a handful of part-time workers at its Beaverton location, which has 1,500 square feet of office space and a 5,500-square-foot warehouse.

Little Busy Bodies' seven saline nose wipe products are sold in 40,000 retail stores in North America, including Mexico and Canada. Pickens and Doney have received inquiries from numerous other international markets and are deliberating on which segment of the global market to tackle next.

Non-woven wipes is a \$6.1 billion industry. Little Busy Bodies' saline nose wipes filled an unrecognized niche within that market,



Pickens, top, and Doney

says Doney.

"We've really started our own category."

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