

## WHAT'S YOUR TYPE?

Entertainment based on vampires, products incorporating the word "blood," and products based on consumers' blood types are gaining popularity. Movies, books, and websites based on vampires, blood vessel dilating technology, blood type profiling, and blood orange variants in consumer packaged goods are a few recent examples.

Apparently vampires never go out of style. From vampire movies such as **Twilight**, based on **Stephanie Meyer's books**, to **HBO's** show **True Blood**, to **Catherine Karp's Suburban Vampire blog** (<http://suburbanvampire.blogspot.com/>) the general public is obsessed and can't seem to get enough. These vampire movies have even influenced fashion...look at **Wildfox Couture's Love Bites** collection.

Are fat lips more appealing than vampires? Check out lip plumpers using blood vessel dilating technology. Examples include: **The Balm** "formulated with a special combination of folic acid, menthol, and vitamin C, to increase blood flow to the lips," **Too Faced Lip Injection** "a patented formula based on medically-proven blood vessel dilating technology," and **Urban Decay Big Fatty Lip Plumper** "created with African chili, jasmine, and hyacinth, to dilate blood vessels, which increases circulation and blood flow to the lips."

Is your blood type A, B, AB, or O? Visit **Dr. Peter D'Adamo's** website (<http://www.4yourtype.com/>) that features vitamins, supplements, and food products based on consumers' "biochemical individuality." Dr. Peter D'Adamo is best known for "The Blood Type diet" and offers products such as **Sip Right 4 Your Type Tea** and the **UniBar**, "an energizing snack designed for all blood types — including secretor and nonsecretor." It is available in two flavors - Chocolate Cherry and Blueberry Almond, with "14-15 grams of blood-type friendly protein." Think this is a US phenomenon? Think again. "**Ketsuekigata**, is a Japanese blood type profiling lifestyle." Like a horoscope, Ketsuekigata is associated with specific character traits and behaviors based on an individual's blood type. Diets and exercise programs are designed to help individuals live a healthy lifestyle. In Thailand, **The Union Frozen Products Company** created a line of prepared meals specifically formulated for Thai consumers' blood types A, B, AB, and O.

Too dark for you? Blood Orange is the fragrance and flavor industry's interpretation of this trend. In beauty, **Bliss** offers a **Blood Orange + White Pepper** range available in bath & shower gel, body butter, and sugar scrub while **Pacifica** features a **Tuscan Blood Orange** line in a body butter, candle, and solid perfume. In flavor, it's Blood Orange drinks. **Rubyy Blood Orange Energy drink**, **Italian Organics' (IO) Organic Sicilian Blood Orange Juice** and **Deluxe Honeydrop's Bee Alive juice** and **tea** are a few illustrations.

If this isn't enough, you can always fall back on **Etat Libre d'Orange's Magnificent Secretions** fragrance, which claims to blend "the aroma of blood, sweat, sperm, saliva, myrrh and bergamot."

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