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Hold your nose! Stink Blasters coming to town



By NATALIE PONA, STAFF REPORTER

Move over Pepe Le Pew -- new smelly characters Rotten Egg Reggie and Dog Breath Danny are coming to town. Parents beware, the Stink Blaster collection -- which includes 24 characters such as Sweat Sox Sammy, Tony Anchovy, Cow Pie Pete, Broccoli Bill and Burpin' Buddy -- is reeking its way to Winnipeg toy stores, said Susie Adelson, spokeswoman for Spin Master Toys, the Toronto-based company in charge of distributing the smelly playthings.

The price will be between \$8 and \$9. Kids can also collect character playing cards, she said.

Adelson said the characters are a "humongous success," selling out throughout the U.S. after their launch in Chicago last August.

Why are they so popular?

"Parents hate them. It's an updated stink bomb," Adelson said.

RELEASE THE SMELL

The revolting aroma is caused by a scented cotton swab inside the toy.

Adelson said scientists worked to make the characters emit smells as gross as their namesakes.

Squeeze a blaster's head to release the smell, she said, adding each character has a 20,000-stink capacity.

The toys come with a "stink containment unit" in which to house the foul figurines, Adelson said.

Ray England, owner of Toad Hall toys, said he doesn't think Stink Blasters will smell up many Winnipeg homes.

"I think it stinks," he said. "I can't quite envisage the mentality it appeals to."

Adelson said males of all ages adore the noxious playthings. Blame the gross-out factor.

"Girls aren't going to like these," she said.

But unpleasant memories of an ex-boyfriend might be kindled for women by characters such as Lizard Lips Lenny and Garlic Gus, Adelson said, with a chuckle.

The company will soon unveil the Master Blaster gun, designed to fire the stink six metres. The gun will be available this fall, Adelson said.
