

Coastal Carolina Closeup Wounded Warrior Ointment

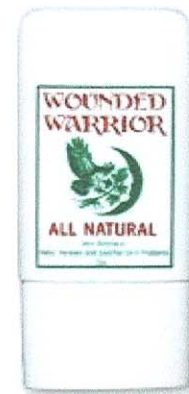
Aug 9, 2006 05:25 PM EDT

Sun burn, bug bites, poison ivy, cuts and scratches. They are all things many of us wind up trying to treat, especially this time of year.

A local woman says her family's business may have the cure-all you've wanted for those ailments.

It's a built-in reward for living in our area: sunny days at the beach. The downside, if you're not careful is sunburn.

So what would you give for something to take away the pain of a sunburn? Amy MacKay says the answer is Wounded Warrior Ointment.



MacKay said, "It's an aloe-vera gel, and it has a mixture of herbs in it. And it's an antibacterial, antifungal and an anti-inflammatory."

It all started about 20 years ago when a fisherman asked MacKay's father, a bulk herb salesman, if he had anything to treat cuts he got from fishing barbs.

Four years later, Red Alderman started giving away and then selling Wounded Warrior.

MacKay says the ointment's popularity was fueled by word of mouth.

"People were basically rabid fans, is what I say. We have a big fan base," MacKay said.

That fan base has grown over the years, fueled by sales in local health stores and online.

A few years ago, MacKay took over the business from her dad, running the company out of her Wilmington home.

With little business experience, this wife and mother says she learned from lots of trial and error.

"Different things we've tried, and it's worked. Certainly had some failures, but most of all a lot of good successes," MacKay said.

MacKay says Wounded Warrior treats all sorts of things, from cuts and rashes to surgical wounds and even jellyfish stings. And because it's all natural, MacKay says it's safe for pets.

So what does the future hold?

"My father has great formulas in his brain that one day will hopefully come to fruition, and we'll make the products," MacKay said.

MacKay says her family has sold hundreds of thousands of bottles of Wounded Warrior.

If you'd like more information about this hometown product visit
<http://www.woundedwarriorointment.com/>.