**What to do for specials, and tru value products:**

R1.1:

TruValue:: splash page that explains the idea: high 'value' -index. Compare to CVS branded vitamins, overthecoutnermedicines? same active ingredients: much more reasonable price because no National TV advertising program. Tell people to look for TruValue products within each category. They are the ones where the color block is TM blue not gray. Insert [ Try ] icon onto product pages of Tru-Value products also.

Featured Products: treat it like a top-level category. If a dozen products that change rapidly. More? if so do we need to categorize them within the 8 top level categories? Some price comparison vs X?

R1.0 :

Remove the block that refers to them until until (i) finalize the approach, (ii) develop the content: e.g., in TruValue: the text/images for the splash page.