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# Impressing Healthy Candy Empire

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Alina Morse, inventor of candy that cleans your teeth, may have already appeared on the cover of Entrepreneur Magazine and given the #1 spot as the fastest growing candy company in America by INC Magazine, but Wednesday it was the compliments bestowed upon her during her appearance on "The Dr. Oz Show" that left her nearly speechless.

"I most treasure the fact that you are building something that is good for America," said Oz, cardiothoracic surgeon, health expert & bestselling author. "I'm most impressed that you use beet root & turmeric for the coloring [in your candies]. They don't have to use synthetic materials. You're good at marketing, a great salesman, have great packaging, and great development," said Corcoran, a 'shark' investor on ABC's Shark Tank. "Alina, I'm going to hire you to run my business. I don't think you need any help whatsoever. You could probably take another business on. This lady [Alina] does not need advice. She could advise me."

At age seven, while researching ways to create healthy candy she could have all the time, Morse invented Zollipops®, the clean teeth lollipops, and hit shelves in 2014 at age nine. Her Zolli® Candy line (Zollipops, Zolli Drops, Zaffi® Taffy, Zolli Caramelz, Zolli Gumeez, Zolli Ball Popz) is now sold at over 20,000 retailers, including America's largest, including the #1 retailer, Walmart, the #1 grocer, Kroger, the #1 drug chain, CVS, and the #1 online, Amazon. She also exports to China, Korea and France, while committing 10 percent of profits to support an increase in oral health education in schools by giving 4-MM products through her "Million Smiles Initiative" to help fight America's most chronic childhood disease - tooth decay.

Earlier this week, DreamWorks Animation (NBC-Universal) announced it had partnered with Morse's company for its new film, The Boss Baby: Family Business, to launch limited-edition packaging of Zolli Candy featuring new and returning Boss Baby characters. The new limited-edition healthy candy products feature two beloved characters from the upcoming film - serving as this season's must-have movie & lunch-box snack for Boss Baby fans to enjoy. The specially marked bags will be available at retailers nationwide for \$5.99 beginning this month. The Boss Baby sequel will hit theaters on September 17, 2021.