

WHAT
HAPPENED

In 1905, the Dr. G.H. Tichenor Antiseptic Co. was founded in New Orleans.

Dr. Tichenor's antiseptic has been used for everything from mosquito bites to “Colic, botts & footevil in horses and mules” as advertised at the turn of the 19th century.



It was also used by Dr. George Tichenor, a Confederate Army surgeon, to save his own leg during the Civil War. After the war, Tichenor practiced medicine in Baton Rouge and filed a patent for antiseptic that was registered in 1882. In 1905, Tichenor founded the Dr. G.H. Tichenor Antiseptic Co. in New Orleans where he began manufacturing his formula, which was, and still is 70 percent alcohol. Peppermint oil has been added to the original formula, which is now used in mouthwash as well as a topical antiseptic. A toothpaste has been manufactured in New London, Conn., since 1985.

More than 500 million bottles of Dr. Tichenor's have been sold since its creation, which for years was pitched by “Cajun Pete,” who promoted Dr. Tichenor: “Jus' wrench yo' mouth wif Tichenor's, you'll have the happiest feet in town.”

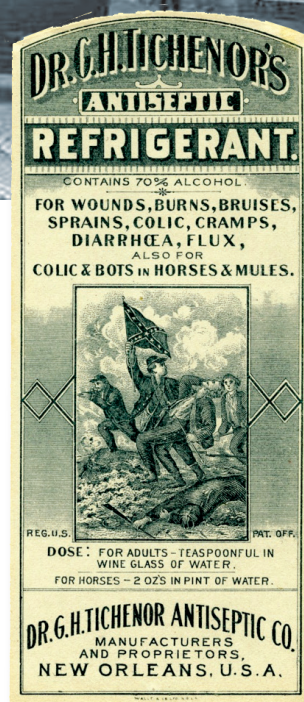
Dr. Tichenor's, though, isn't just a local product. Chicago was its largest market after a 1970s ad campaign featuring pro football player Gale Sayers. The current ad campaign features the slogan, “Not for the Faint of Tongue. Gargle. Wince. Repeat,” for the concentrated mouthwash that is to be diluted with five parts of water.



George H. Tichenor was a surgeon in Baton Rouge before opening his company in New Orleans.



Dr. Tichenor's was originally manufactured downtown off Canal Street where Harrah's now stands. It is now manufactured in eastern New Orleans.



Dr. Tichenor's antiseptic is also a mouthwash that must be diluted with five parts water.