



FOUL PLAYTHINGS

EWV! GROSS-OUT TOYS SET FOR A REVOLTING REVIVAL

By **SUZANNE KAPNER**

If your kid likes to yuck it up with disgusting and gooey toys, he's in luck this year: The gross goodies, are making a comeback after falling out of favor the past few seasons.

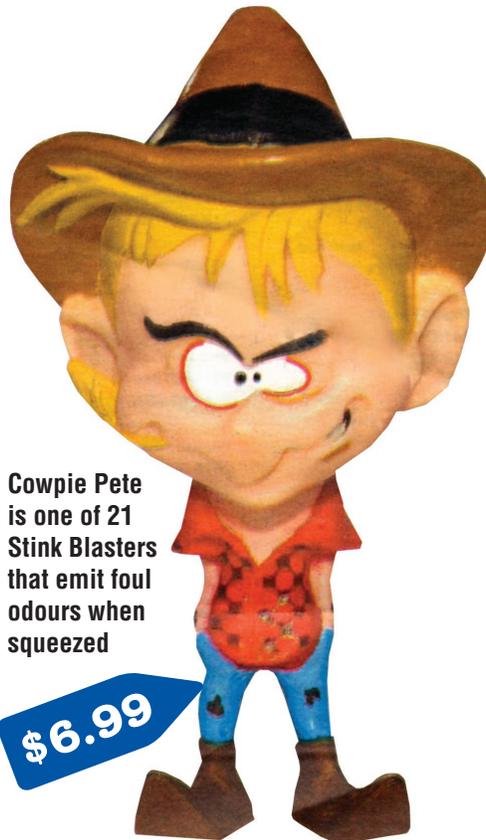
A slew of revolting toys will be on display this week at the American International Toy Fair, including a gun that shoots boogers, squeezable dolls that smell like rotten eggs and a flea that emits disgusting body odors.

The mid-1990s was the last time gross toys sought to grab the attention of little boys in a big way, analysts said.

Topping the list back then was the Disgustinator, a gun that made detestable noises, and Gooley Louie, a game whose object was to pull giant, green boogers out of Louie's nose.

"We're starting to see manufacturers target gross toys again," said Chris Byrne, an industry consultant.

Jakks Pacific of Malibu, Calif., is introducing a whole line of toys this year, including the Snot Shot, a gun that shoots green, gooey slime. Then there's the Gut Busting Flea, based on the character from the "Mucha Lucha!" cartoon airing on the WB Network who defeats his wrestling opponents by passing gas. Squeeze



Cowpie Pete is one of 21 Stink Blasters that emit foul odours when squeezed

Toronto, Canada, is introducing Stink Blasters, dolls that discharge foul odors when squeezed. There's Dog Breath Danny, Rotten Egg Reggie and Tony Anchovy, among 21 dolls that each sell for \$6.99.

"Parents are going to hate this toy, but kids are going to love them," said Harold Chizick, Spin Master's director of marketing.

So as not to be 'too mom-unfriendly, each Stink Blaster, also comes with a containment suit that neutralizes odors when worn.

Even Gooley Louie is making a comeback. First introduced in 1995, the game by Pressman Toy Corp. of New Brunswick, N.J., went off the market in 1998. A newfangled, talking version is now back in stores for \$19.99.

The aim of the game is to pull boogers from Louie's nose, all, except for a super-long booger. Should that one get yanked, Louie's brain pops out of his head. The new talking Louie maintains a running commentary throughout the game, such as the following apt appraisal:

"This is totally gross!"

the doll's stomach, and he says, "I'm gonna blow," before letting one rip.

If that's not disgusting enough, there's also the Van Helsing Gross Dissection Lab, based on the upcoming Universal Studios movie, which lets kids conduct a mock dissection of a monster's brain, complete with oozing slime and guts. All three toys sell for \$19.99.

Not to be outdone. Spin Master of