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## Did you know?

What does LexisNexis have in common with candy, nail polish and soap?

Each are products launched during downturn in business and, against the odds, became a success story. Historical data has shown it's often during economic slump when innovator makes the decision to push forward, rather than pull back, and introduces an enduring product.

One of those innovations is Lexis<sup>®</sup>, our [legal research service](#). It was introduced during the 1973 oil crisis that pushed the United States into a steep economic decline. Today, this web-based service is used in more than 100 countries.

Here are eight other products that were born during a downturn and, thus, share LexisNexis' place in history. You may be familiar with a few...



**1896**

The Panic of 1893 sparked a four-year depression. Herman Hollerith founded the Tabulating Machine Company which eventually became IBM.



**1907**

The 1907 Bankers' Panic sent stocks down 50 percent. During the uproar, a small American chocolate company debuted their new product – Hershey's Kisses.



**1932**

Two brothers and a chemist, in the midst of the Great Depression, launched a cosmetics company. Within six years, Revlon was one of the top cosmetics brands in the world.



**1973**

Dawn soap came to market as the Dow fell 45 percent through 1974 and as an oil embargo sent prices through the roof; sparking a crisis that lasted until 1975.



**1990**

Not only did Bill Gates launch Microsoft Office, one of the company's landmark products, at the tail end of an economic downturn in the late 1980s, but he created the company itself in the recession of 1975.

**1991**



Named after his father, Gary Erickson debuted the Clif Bar near the end of the U.S. Savings and Loan Crisis and brought in \$700,000 in its first year of sales.



**2001**

Apple introduced the first generation iPod during the post-9/11 recession. Since then, more than 170 million have been sold worldwide.



**2001**

Soap company Method had just \$16 in the bank when it produced its first soap product during the 2001-2001 recession. Today, the company is worth \$100 million.

**Editor's Note:** This article is excerpted from "[9 Killer Brands Born During Downturns](#)" by Nathaniel Cahners Hindman and Nicole Hardesty.

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*Do you have a question – or a piece of trivia you want to share – about the company's history, our products or solutions? Please send us [your questions, trivia, or historical facts about LexisNexis](#) and we'll share the information in future articles.*

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