

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

MATRIXX INITIATIVES INC  
Form SC 13G  
February 06, 2007

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

-----  
OMB APPROVAL  
-----  
OMB Number 3235-0145  
-----  
Expires: February 28, 2009  
-----  
Estimated average burden  
hours per response . . . 11

INITIAL SCHEDULE 13G

Under the Securities Exchange Act of 1934

Matrixx Initiatives, Inc.

-----  
(Name of Issuer)

Common Stock

-----  
(Title of Class of Securities)

5768L105

-----  
(CUSIP Number)

December 31, 2006

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

PAGE 1 OF 8 PAGES

-----  
CUSIP No. 5768L105  
-----

13G

-----  
Page 2 of 8 Pages  
-----

-----  
1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (entities only).  
  
Manulife Financial Corporation  
-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)  |   
N/A (b)  |   
-----

3 SEC USE ONLY  
-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Canada  
-----

5 SOLE VOTING POWER

-0-  
-----

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person  
With

6 SHARED VOTING POWER

-0-  
-----

7 SOLE DISPOSITIVE POWER

-0-  
-----

8 SHARED DISPOSITIVE POWER

-0-  
-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

None, except through its indirect, wholly-owned subsidiaries, John Hancock Advisers, LLC and MFC Global Investment Management (U.S.), LLC  
-----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*  
  
N/A  
-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
-----

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

See line 9, above.

12 TYPE OF REPORTING PERSON\*  
HC

\*SEE INSTRUCTIONS BEFORE FILLING OUT!  
PAGE 2 OF 8 PAGES

CUSIP No. 5768L105

13G

Page 3 of 8 Pages

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (entities only).  
John Hancock Advisers, LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)  |  
N/A (b)  |

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
Delaware

5 SOLE VOTING POWER  
-0-

Number of Shares Beneficially Owned by Each Reporting Person With  
6 SHARED VOTING POWER  
448,724

7 SOLE DISPOSITIVE POWER  
-0-

8 SHARED DISPOSITIVE POWER  
448,724

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
448,724

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*  
N/A

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

4.54%

12 TYPE OF REPORTING PERSON\*

IA

\*SEE INSTRUCTIONS BEFORE FILLING OUT!  
PAGE 3 OF 8 PAGES

CUSIP No. 5768L105

13G

Page 4 of 8 Pages

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (entities only).

MFC Global Investment Management (U.S.), LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)   
(b)   
N/A

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

112,010

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person  
With

6 SHARED VOTING POWER

448,724

7 SOLE DISPOSITIVE POWER

112,010

8 SHARED DISPOSITIVE POWER

448,724

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

560,734

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

N/A

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.68%

12 TYPE OF REPORTING PERSON\*

IA

\*SEE INSTRUCTIONS BEFORE FILLING OUT!  
PAGE 4 OF 8 PAGES

Attention: Intentional misstatements or omissions of fact constitute Federal criminal violations (See 18 U.S.C. 1001)

Item 1(a) Name of Issuer:  
Matrixx Initiatives, Inc.

Item 1(b) Address of Issuer's Principal Executive Offices:  
4742 N. 24th Street, Suite 455  
Phoenix, AZ 85016

Item 2(a) Name of Person Filing:  
This filing is made on behalf of Manulife Financial Corporation ("MFC"), and MFC's indirect, wholly-owned subsidiaries, John Hancock Advisers, LLC ("JHA") and MFC Global Investment Management (U.S.), LLC ("MFC Global (U.S.)").

Item 2(b) Address of the Principal Offices:  
The principal business offices of MFC are located at 200 Bloor Street, East, Toronto, Ontario, Canada, M4W 1E5. The principal business offices of JHA are located at 601 Congress Street, Boston, Massachusetts 02210. The principal business offices of MFC Global (U.S.) are located at 101 Huntington Street, Boston, Massachusetts 02199.

Item 2(c) Citizenship:  
MFC is organized and exists under the laws of Canada. JHA and MFC Global (U.S.) are organized and exist under the laws of the State of Delaware.

Item 2(d) Title of Class of Securities:  
Common Stock

Item 2(e) CUSIP Number:  
5768L105

Item 3 If the Statement is being filed pursuant to Rule 13d-1(b), or 13d-2(b), check whether the person filing is a:

MFC: (g) (X) Parent Holding Company, in accordance with ss.240.13d-1(b) (ii) (G).

JHA: (e) (X) Investment Adviser registered under ss.203 of the Investment Advisers Act of 1940.

MFC Global (U.S.): (e) (X) Investment Adviser registered under ss.203 of the Investment Advisers Act of 1940.

## Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

- Item 4            Ownership:
- (a) Amount Beneficially Owned: JHA has beneficial ownership of 448,724 shares and MFC Global (U.S.) has beneficial ownership of 560,734 shares of Common Stock. Through its parent-subsidary relationship to JHA and MFC Global (U.S.), MFC may be deemed to have beneficial ownership of these same shares.
- PAGE 5 OF 8 PAGES
- (b) Percent of Class: Of the 9,873,806 shares outstanding as of October 20, 2006, according to the issuer's quarterly report on form 10-Q for the period ended September 30, 2006, JHA held 4.54% and MFC Global (U.S.) held 5.68%. The aggregate percentage held as of December 31, 2006 (after eliminating double counting as a result of shared investment or voting discretion) by all reporting persons was 5.68%.
- (c) Number of shares as to which the person has:
- (i) sole power to vote or to direct the vote:  
MFC Global (U.S.) has sole power to vote or to direct the voting of 112,010 shares of Common Stock it beneficially owns.
- (ii) shared power to vote or to direct the vote:  
JHA has shared power to vote or to direct the voting of the shares of Common Stock it beneficially owns. MFC Global (U.S.) has shared power to vote or to direct the voting of 448,724 shares it beneficially owns.
- (iii) sole power to dispose or to direct the disposition of:  
MFC Global (U.S.) has sole power to dispose or to direct the disposition of 112,010 shares of Common Stock it beneficially owns.
- (iv) shared power to dispose or to direct the disposition of:  
JHA has shared power to dispose or to direct the disposition of the shares of Common Stock it beneficially owns. MFC Global (U.S.) has shared power to dispose or to direct the disposition of 448,724 shares of Common Stock it beneficially owns.
- Item 5            Ownership of Five Percent or Less of a Class:  
Not applicable.
- Item 6            Ownership of More than Five Percent on Behalf of Another Person:  
Not applicable.
- Item 7            Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company:  
See Items 3 and 4 above.
- Item 8            Identification and Classification of Members of the Group:  
Not applicable.
- Item 9            Notice of Dissolution of a Group:  
Not applicable.

Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

Item 10

Certification:

By signing below the undersigned certifies that, to the best of its knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

PAGE 6 OF 8 PAGES

SIGNATURE

After reasonable inquiry and to the best of its knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Manulife Financial Corporation

Dated: February 6, 2007  
By: /s/ Scott A. Lively  
Name: Scott A. Lively  
Title: Attorney in Fact\*

John Hancock Advisers, LLC

Dated: February 6, 2007  
By: /s/ Francis V. Knox Jr.  
Name: Francis V. Knox Jr.  
Title: Vice President and Chief Compliance Officer

MFC Global Investment Management (U.S.), LLC

Dated: February 6, 2007  
By: /s/ Francis V. Knox Jr.  
Name: Francis V. Knox Jr.  
Title: Vice President and Chief Compliance Officer

\* Signed pursuant to a Power of Attorney dated January 31, 2007 included as an Exhibit to Schedule 13G filed with the Securities and Exchange Commission by Manulife Financial Corporation on February 1, 2007.

PAGE 7 OF 8 PAGES

EXHIBIT A

JOINT FILING AGREEMENT

-----  
Manulife Financial Corporation, John Hancock Advisers, LLC and MFC Global Investment Management (U.S.), LLC, agree that the Initial Schedule 13G to which

## Edgar Filing: MATRIXX INITIATIVES INC - Form SC 13G

this Agreement is attached, relating to the Common Stock of Matrixx Initiatives, Inc., is filed on behalf of each of them.

Manulife Financial Corporation

Dated: February 6, 2007  
By: /s/ Scott A. Lively  
Name: Scott A. Lively  
Title: Attorney in Fact\*

John Hancock Advisers, LLC

Dated: February 6, 2007  
By: /s/ Francis V. Knox Jr.  
Name: Francis V. Knox Jr.  
Title: Vice President and Chief Compliance Officer

MFC Global Investment Management (U.S.), LLC

Dated: February 6, 2007  
By: /s/ Francis V. Knox Jr.  
Name: Francis V. Knox Jr.  
Title: Vice President and Chief Compliance Officer

\* Signed pursuant to a Power of Attorney dated January 31, 2007 included as an Exhibit to Schedule 13G filed with the Securities and Exchange Commission by Manulife Financial Corporation on February 1, 2007.

PAGE 8 OF 8 PAGES