

FOR IMMEDIATE RELEASE

vH essentials Partners with Rebecca Hulem

Feminine health expert to answer questions and provide guidance to interested women

Jackson, Wis. – vH essentials[®], a rapidly-expanding brand of personal care products for women, is pleased to announce a partnership with Rebecca Hulem. Hulem is a feminine health expert with more than 30 years of clinical experience as a registered nurse, Ob/Gyn nurse practitioner, and certified nurse midwife. In her new role with vH essentials, Hulem will be serving as a spokesperson for the brand – helping to answer questions and provide guidance to women regarding a variety of vaginal health issues. In the coming months, Hulem will be featured prominently on the vH essentials website, located at www.vHessentials.com.

Among other initiatives, Hulem will be maintaining a blog on the vH essentials website as well as posting educational videos, articles, and audio podcasts on a variety of feminine health topics, including Bacterial Vaginosis (BV) – the most common vaginal infection among women of childbearing age. She will also provide valuable insight into the bodily changes woman typically encounter throughout the aging process.

“We’re planning to integrate Rebecca into the vH essentials website in a number of ways because we want to make it as easy as possible for interested women to obtain her guidance,” said Mike Kermendy, vice president of marketing for Lake Consumer Products. “And, we anticipate strong response. After all, women everywhere now have online access to their very own vaginal health expert. That’s a valuable resource.”

The full vH essentials line now includes a variety of products for women suffering from BV as well as Urinary Tract Infections (UTI). Most notably, the brand offers the first BV symptom treatment to be widely available at retail. For more details, please visit www.vHessentials.com.

About Lake Consumer Products:

vH essentials is marketed and distributed by Lake Consumer Products Inc., a leader in the feminine hygiene and family planning categories. The company offers a wide array of health and personal care products for women including *Yeast-Gard*[®], *Yeast-Gard Advanced*[™], *Me Again*[™] and *vH essentials*[™].

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