

FOR IMMEDIATE RELEASE

Most Women Misdiagnose Vaginal Infections...Until Now

*New at-home screening test arms women with the same detection tool utilized by doctors***

Jackson, Wis. – Here’s a little known women’s health fact...two out of three women think they have a yeast infection when, in reality, it’s something completely different*. It’s true. In fact, nearly half of all women with bacterial vaginosis (or BV) – the most common vaginal infection among women of childbearing age – incorrectly turn to an over-the-counter yeast infection medication*. Fortunately, women everywhere can now more easily and accurately differentiate between the most common vaginal infections in the comfort of their own homes – using the same test utilized by doctors**. The new **Rapid Screening Test from vH essentials** is currently available for just \$17.99 at select major drug chains nationwide, including Rite Aid. For additional details, please visit **vHessentials.com**.

“Without question, our new test is an easy and accurate way for women to help identify a vaginal infection within the comfort and convenience of their own home.” said Mike Kermendy, vice president of marketing for Lake Consumer Products, manufacturer of the new vH essentials Rapid Screening Test.

“Our test helps women to quickly assess the likely cause of their symptoms so they can pursue the most appropriate treatment. Plus, they can avoid purchasing an over-the-counter antifungal product if yeast infection is ruled out, saving valuable time and money.”

The new Rapid Screening Test from vH essentials is a proprietary, FDA-registered test that represents a significant advancement in at-home vaginal infection screening. The unique test provides easy-to-read ‘yes/no’ color results and, unlike with competitive products, there’s no need to compare results under special lighting using a confusing color chart.

To make the test as comfortable as possible, it incorporates soft-swab test pads, which are specially designed for sensitive vaginal tissue. Other tests utilize hard plastic paddles, which can be painful for some women to use when suffering from an infection. Plus, results obtained with the Rapid Screening Test don’t fade within minutes, but remain stable for up to 48 hours for future reference.

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ADD ONE: New Rapid Screening Test Helps Women Identify Vaginal Infections

“After using our new Rapid Screening Test, women will know at a glance whether their vaginal pH is normal or elevated,” Kermendy added. “A normal pH indicates symptoms likely stem from a yeast infection, while an elevated pH points towards probable BV and follow up with a healthcare provider.”

For additional details about the new Rapid Screening Test from vH essentials, those interested are encouraged to call **1-800-635-3696** or visit **vHessentials.com**. When visiting the new brand Web site, women will find a Learning Center loaded with helpful vaginal health information. Special promotions will also be offered on the site throughout the year.

About Lake Consumer Products:

vH essentials is a new and rapidly-expanding brand from Lake Consumer Products Inc., a leader in the feminine hygiene and family planning categories. The company markets and distributes a variety of health and personal care products for women including *Vagi-Gard*[®], *Yeast-Gard*[®], *Yeast-Gard Advanced*[™], *Me Again*[™] and *vH essentials*[™].

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* *Subir R et al. Improving appropriate use of antifungal medication: the role of an over-the-counter vaginal pH self-test device. Infect Dis Obstet Gynecol 2003; 11: 209-216.*

** *VS-Sense*[™] *Rapid Acidity Test for Evaluation of Vaginitis*