



LAKE CONSUMER PRODUCTS, INC

a Subsidiary of Wisconsin Pharmacal Company, LLC

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FOR IMMEDIATE RELEASE

Three Product Additions Strengthen New Feminine Hygiene Brand

vH essentials now serves as a 'one-stop' resource for women looking to restore or maintain vaginal balance

Jackson, Wis. – vH essentials™, a new brand in the feminine hygiene isle, has become even stronger with the addition of three new products – *Prebiotic Vaginal Suppositories*, *Homeopathic BV Treatment Capsules*, and *Povidone-Iodine Medicated Douche Concentrate*. The complete vH essentials line now encompasses five unique products that assist women with a variety of vaginal issues, including the identification and treatment of bacterial vaginosis (BV), which is the most common vaginal infection among women between the ages of 18 and 50. For additional information, please call **1-800-635-3696** or visit **vHessentials.com**.

“When we launched the vH essentials brand in late 2009 with the first over-the-counter treatment option widely available for BV, our goal was to eventually offer women a very comprehensive and easy-to-find resource for their vaginal health needs,” said Mike Kermendy, vice president of marketing for Lake Consumer Products, the manufacturer of vH essentials. “And, we’re pleased that the line now includes a beneficial assortment of products, which are not available from any other female health company. We anticipate women everywhere will continue to respond favorably to the expanded vH essentials line because these products truly help women deal with a variety of vaginal issues quickly, yet responsibly, so they can get back to feeling like themselves again.”

Here’s a brief overview of each of the three new products within the vH essentials line:

1. *Prebiotic Vaginal Suppositories* – These suppositories deliver prebiotic nourishment directly to the vaginal flora to support the healthy bacteria, which help balance the vaginal environment. The product can be used daily to promote vaginal freshness, health, and long-lasting odor protection.

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ADD ONE: Three New Products/vH essentials

2. ***Homeopathic BV Treatment Capsules*** – These innovative capsules treat the symptoms associated with BV. They will not indiscriminately kill good vaginal bacteria, but rather work with a woman’s body to help naturally restore healthy vaginal balance.
3. ***Povidone-Iodine Medicated Douche Concentrate*** – This easy-to-use, fragrance-free douche provides relief from minor itching and irritation. It is also an effective way to cleanse and deodorize the vagina.

These new products join the two previously-introduced vH essentials products, ***Homeopathic BV Treatment Time Release Vaginal Insert*** and the ***Rapid Screening Test***. The BV Treatment is an all-natural, homeopathic vaginal tablet that provides relief from the odor, discharge and discomfort often associated with bacterial vaginosis. The Rapid Screening Test is an easy-to-use, at-home test that allows women to check for elevated pH levels so they can quickly and accurately differentiate between the most prevalent vaginal infections – yeast infection and bacterial vaginosis (BV) or trichomoniasis.

About Lake Consumer Products:

vH essentials is the newest 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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Editor’s Note: If you’re seeking a vaginal health resource, or if you’re interested in securing product samples or photography, please contact Bill Bussler at 262-789-7630, ext: 131 or billb@celticinc.com.