

Global Warming Expected To Raise the Severity of Poison Ivy; More (and Itchier) Seasons Predicted in Coming Years

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Dermoplast® Poison Ivy Treatment offers Relief Now With A Unique Single-Solution Dual-Action Formula

IRVINGTON, NY – May 30, 2006 – Concern about poison ivy may no longer be limited to campers, hikers and worried parents during the warm, summer months. According to a study published in this week's Proceedings of the National Academy of Sciences, scientists reported that increasing carbon dioxide levels in the atmosphere, considered a major contributor to global warming, would foster an environment conducive to widespread poison ivy growth by the year 2050.

A leading scientific expert predicts that under atmospheric carbon dioxide concentrations the planet will likely reach by the middle of this century, poison ivy will grow not only faster and bigger, but also more poisonous. Researchers from Duke University and Harvard reported that poison ivy exposed to higher carbon dioxide levels grew about three times larger and produced a more allergenic form of urushiol, the toxic oil that causes poison ivy rash.

As researchers predict tougher times ahead, poison ivy sufferers now have a new option to treat the problem. Medtech Products, Inc., a Prestige Brands Company, recently introduced Dermoplast Poison Ivy Treatment, the only over-the-counter product to combine both an active ingredient to stop itch and a non-irritating wash to lock up and remove the toxic oils that cause the poison ivy rash.

Dermoplast Poison Ivy Treatment is a unique product. The product's dual-action foaming lotion addresses both the root problem of poison ivy rash and the uncomfortable itch that often accompanies it. In many cases, just one application of Dermoplast Poison Ivy Treatment applied to the affected area will provide complete relief. The unique formula binds to the urushiol oils, the cause of the rash, and allows them to be washed away easily.

According to the American Academy of Dermatology (AAD), up to 50 million cases of poison ivy occur nationally each year. Poison ivy, oak, and sumac reactions are the most common allergic skin reaction in the United States. About Eighty-five percent of Americans exposed to urushiol oil in plants like poison ivy, poison oak and poison sumac will develop an allergic reaction. These toxic plants grow throughout the continental United States. Dermoplast Poison Ivy Treatment is also effective against poison oak and poison sumac.

Dermoplast Poison Ivy Treatment is available in 6, 1.5-ounce bottles per pack with a suggested retail price of \$27.00. It is packaged in 24 piece cases for retailers.

About Prestige Brands

Prestige Brands Holdings, through its wholly-owned subsidiaries, is a marketer and distributor of brand name over-the-counter drug, household cleaning, and personal care products sold throughout the United States and Canada. Key brands include Compound W® wart treatment, Chloraseptic® sore throat treatment, New-Skin® liquid bandage, Clear eyes® and Murine® eye care products, Little Remedies® pediatric over-the-counter products, Cutex® nail polish remover, Comet® and Spic and Span® household cleaning products, and other well-known brands. For more information, visit <http://www.prestigebrandsinc.com>.