



New Little Colds Honey Elixir Hits Sweet Spot for Cough and Sore Throat

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IRVINGTON, N.Y., Dec 09, 2010 (BUSINESS WIRE) -- Little Colds(R) Honey Elixir, a non-medicated treatment for cough and sore throat, is the newest addition to the Little Remedies(R) line of pediatric over-the-counter products from Prestige Brands, Inc. This new product brings the benefits of natural honey to children one to four years of age, the group most often advised against taking medicated products for coughs or sore throat.

Many pediatricians are now recommending honey for their patients, following a published study which concluded that it may be a preferred treatment for the cough and resulting sleep difficulty associated with upper respiratory tract infection. Little Colds Honey Elixir contains honey and other ingredients for a pleasant, sweet taste that makes taking the elixir easier for kids who don't like the taste of most medications. A teaspoon is recommended every two to four hours using the measuring cup provided with the product. Honey Elixir may also be used by children over age four in a dosage of two teaspoons.

According to Jean Boyko, Ph.D., Senior Vice President, Science and Technology for Prestige Brands, "The incidence of cough is already higher this year than last among children under five according to the Flu data reports in November. Little Colds Honey Elixir is on store shelves now, just in time for the cough and cold season, ready to fill the unmet need for children ages one to four who are advised not to take medicated products. Of course, it's always good advice to check with your pediatrician or health care professional," she said.

The Little Remedies line now offers four products for the treatment of cough and cold symptoms in children age four and under. These include Little Colds(R) Safety Pops for sore throat irritation, Little Noses(R) Saline for nasal congestion, Little Fevers(R) for fever and pain relief, and new Little Colds(R) Honey Elixir (not for use in children less than one year old).

The Little Remedies line of pediatric over-the-counter products is marketed by Prestige Brands, Inc. (NYSE-PBH). Other key brands from Prestige include Chloraseptic(R) sore throat relief, Clear Eyes(R) eye care products, Compound W(R) wart treatments, The Doctor's(R) NightGuard(R) dental protector, New Skin(R) liquid bandages, and Comet(R) and Spic and Span(R) household cleaners. The Company's products are sold throughout the U.S. and Canada, and in certain international markets.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6540753&lang=en>

SOURCE: Prestige Brands, Inc.

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