

Dramamine® Launches Educational Resource for Travelers After Recent Survey Reveals Confusion About Preventing and Treating Motion Sickness

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RoadWarriorAlliance.com Provides Expert Advice and Offers Chance for Free Product Samples

TARRYTOWN, N.Y., July 1, 2013 /PRNewswire/ -- Summer is officially here, and for many Americans that means loading up the car and taking a road trip. Unfortunately, for many, spending time in the car can lead to motion sickness, a common condition that affects millions of people and results in nausea, vomiting, dizziness and fatigue. In a recent survey conducted by Dramamine®, more than half of respondents (54 percent) said they suffer from motion sickness at least sometimes, with three out of five (60 percent) indicating that they most often suffer while riding as a passenger in a car. Although most – 86 percent – agree that motion sickness is an unpleasant condition that can spoil travel plans, nearly half (46 percent) admit that they have no idea how to prevent it.

To help ensure worry-free travel this summer and beyond, Dramamine® has launched the Road Warrior Alliance at www.roadwarrioralliance.com, an aggregation of educational information and expert advice, where consumers can also request a free sample of Dramamine®.

The Dramamine® Road Warrior Alliance features two leading experts – Mark Savant, M.D., of Savant Wellness, a San Francisco-based concierge medical practice focused on personal care and prevention, and Colleen Lanin, travel expert, author and founder of TravelMamas.com.

"Motion sickness is very common, but most people don't do anything to prevent or treat it, or treat it with ineffective methods," said Dr. Savant. "Many sufferers wait until it starts, but the key in avoiding motion sickness is to prevent it by taking an over-the-counter motion sickness relief product like Dramamine® 30 minutes to an hour before travel."

Lanin adds that preparation, whether taking a day trip to an amusement park, a weekend at the beach or a cross-country journey, is an important part of a successful trip.

"Packing smart before heading out on the road can help make a trip run smoothly, especially when traveling with children," said Lanin. "When I'm heading out on vacation with my family, I make sure to bring games for the kids, snacks for everyone and grape-flavored chewable Dramamine® for Kids so that my little ones don't have to suffer with motion sickness on the road."

For more information on motion sickness and travel and to request a free sample of Dramamine®, please visit www.RoadWarriorAlliance.com.

**While supplies last.*

About Dramamine

Dramamine® is the leading over-the-counter brand of motion sickness relief for adults and children ages 2 to 12. Dramamine® offers a range of effective motion sickness relief products – Dramamine® Original Formula, Dramamine® Less Drowsy, Dramamine® Chewable, and grape-flavored dye-free chewable Dramamine® for Kids – that help prevent and treat symptoms including nausea, vomiting and dizziness.

About Prestige Brands Holdings, Inc.

Prestige Brands Holdings, Inc. markets and distributes brand name over-the-counter and household cleaning products throughout the U.S. and Canada, and in certain international healthcare markets. Core brands include Chloraseptic® sore throat treatments, Clear Eyes® eye care products, Compound W® wart treatments, The Doctor's® NightGuard® dental protector, the Little Remedies® and PediaCare® lines of pediatric over-the-counter products, Efferdent® denture care products, Luden's® throat drops, Dramamine® motion sickness treatment, BC® and Goody's® pain relievers, Beano® gas prevention, Debrox® earwax remover, and Gaviscon® antacid in Canada.

SOURCE Prestige Brands Holdings, Inc.

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