

New PediaCare® Smooth Melts™ Offers Great-Tasting, Chewable Fever Relief for Kids

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Taste Ranks as the No. 1 Reason Kids Do Not Take Medicine

TARRYTOWN, N.Y.--(BUSINESS WIRE)--Oct. 2, 2014-- PediaCare® recognizes that it is often a struggle to get kids to take their medicine. The number one reason most kids don't like taking their medicine is the taste. Children's taste buds are noted for having higher sensitivity to often bitter-tasting medicines.



New PediaCare Smooth Melts (Photo: Business Wire)

throughout the U.S., Canada, and certain international markets. For more information on PediaCare® and the full line of products, visit PediaCare.com, or join us on Facebook at [Facebook.com/PediaCare](https://www.facebook.com/PediaCare) and [@PediaCare](https://twitter.com/PediaCare) on Twitter for updates.

About Prestige Brands Holdings, Inc.

The Company markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, and certain international 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 and Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.

To make the process easier and allow for a better experience for both the parent and child, PediaCare® developed its newest product, PediaCare® Smooth Melts™. These chewable, cherry tablets contain acetaminophen to help reduce fevers and offer pain relief to kids, all with an unbeatable taste.

PediaCare® Smooth Melts™ are simple for children to take and caregivers can easily determine the proper dosage of the pre-scored tablets by reviewing the dosing chart on the package.

Essential to the creation and success of PediaCare® Smooth Melts™ is its taste. The sweet cherry flavor of this product is appealing to kids. Scientist and Director of Product Development Mark Warrington said, "We continue to work tirelessly to improve our product portfolio by sourcing the best-tasting ingredients we can find and investigating unique forms and flavors."

Dr. David L. Hill, a father and pediatrician, has partnered with PediaCare® to raise awareness of children's need for medicine that is both effective and flavorful. To see a video of Dr. Hill discussing kids' sense of taste, visit the official [PediaCare® YouTube page](#).

"Not only do children have more taste buds than adults, they are also extremely sensitive to bitter flavors often found in many medications," said Dr. David L. Hill. "Kids are often fearful of taking medicine, because of the taste. PediaCare® Smooth Melts™ is great-tasting and effective, so there will be less resistance to getting a child to take the medicine he or she needs to receive relief. This means less stress for both the child and caregiver."

PediaCare® Smooth Melts™ are currently available at Rite Aid locations nationwide and on Amazon.com. Each bottle of PediaCare® Smooth Melts™ contains 24 chewable tablets, which are designed to help make getting better easier. Caregivers simply determine proper dosage of the pre-scored tablets by reviewing the dosing chart on the package. And by having a convenient bottle, the caregiver can easily store any extra half tablets (if necessary).

PediaCare® is celebrating its 30th anniversary of developing effective and great-tasting medicine for infants and children. PediaCare® has dedicated scientists who work to develop fast-acting and safe formulas that also have great-tasting ingredients.

PediaCare® is a product of Prestige Brands Holdings, Inc. (NYSE:PBH), which markets and distributes brand name over-the-counter and household products

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141002006160/en/>

Source: Prestige Brands Holdings, Inc.

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