

Summertime and the Living is Queasy: New Survey Shows Many Women Dread Summer Vacation Due to Motion Sickness

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The first non-drowsy natural solution for motion sickness helps women make the most of their summer vacations

TARRYTOWN, N.Y., May 21, 2015 /PRNewswire/ -- While the rest of the world is getting ready to head out of town for the weekend, scores of women are dreading the very things that make summer so great for the rest of us. The reason? Motion sickness. A new national survey from Dramamine finds that more than half of women with motion sickness are avoiding the highway for road trips (53 percent), skipping rides at amusement parks (51 percent), and staying home instead of going abroad for cruise vacations (50 percent).



Worse than missing out on the fun themselves, nearly half (46 percent) said they feel like their motion sickness is a drag for the people they're vacationing with.

While the majority of women surveyed (82 percent) said they don't want to miss moments of vacation due to motion sickness, nearly half (42 percent) would prefer a non-drowsy solution for preventing and treating their symptoms.

Now there's a way to prevent motion sickness and make the most of those precious summer moments without the drowsiness. Dramamine® Non-Drowsy Naturals is our first non-drowsy, offering! Unlike ginger ale, candies and gums that people frequently try, Dramamine® Non-Drowsy Naturals contains a clinically-tested dosage of ginger for preventing and treating motion sickness. It helps prevent and relieve symptoms like nausea and vomiting, which products like antacids and upset stomach relievers do not. And since it's made from natural ginger, it is safe to use any time you travel.

"Don't miss out on summer because of motion sickness," said Rich Tenore, Director of Product Development for Prestige Brands. "For people who have avoided treating their symptoms in the past, Dramamine® Non-Drowsy Naturals now provides an effective, non-drowsy solution. It stops symptoms before they start, so you won't miss a moment."

An effective way to prevent and treat motion sickness is with over-the-counter medicine. Dramamine®, America's number one over-the-counter product for treatment of motion sickness, offers a range of products – also including Dramamine® Less Drowsy and Dramamine® for Kids – that help prevent and relieve symptoms including nausea, dizziness, vomiting and fatigue.

For more information visit www.Dramamine.com, Facebook.com/Dramamineescape or Twitter.com/dramaminebrand

About the Survey

The online consumer survey was conducted between April 30, 2015 and May 5, 2015 among a national sample of 525 women over the age of 18 who

suffer from motion sickness. The survey was developed and sponsored by Dramamine® with fieldwork provided by Toluna Online using its national consumer panel.

About Dramamine®

Dramamine® is America's number one over-the-counter product for the treatment of motion sickness, helping to prevent and relieve nausea, dizziness and vomiting associated with the condition. It is the only leading brand for motion sickness formulated for children 2 years and over and adults.

Dramamine® comes in five formulas, including Dramamine® Less Drowsy, Dramamine® Original, Dramamine® for Kids, Dramamine® Chewable, and Dramamine® Non-Drowsy Naturals and is available at most mass merchandisers, drug stores and grocery stores throughout the United States and is available on line at www.drugstore.com and www.amazon.com.

Major retailers include: Select Walmart locations, Target, CVS, Walgreens, Rite Aid and Kroger. For a complete list please visit <http://www.dramamine.com/where-to-buy/>

About Prestige Brands Holdings, Inc.

The Company markets and distributes brand name over-the-counter and household cleaning products throughout the U.S. and Canada, Australia, and in certain other international markets. Core brands include Monistat® women's health products, Nix® lice treatment, 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. Visit the Company's website at www.prestigebrands.com.



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