

Little Remedies® Launches New Colic Relief Product For Infants

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TARRYTOWN, N.Y., Sept. 17, 2015 /PRNewswire/ -- Fussy, colicky infants can be extremely stressful for new parents. To combat this issue, the Little Remedies® children's medicine brand has added a new product to their infant healthcare line, designed specifically to help parents with colicky babies soothe their little ones. The Little Remedies® Advanced Colic Relief drops are precisely formulated with a unique mix of herbs to provide gentle relief.



Created with little tummies in mind, Little Remedies® Advanced Colic Relief drops come in a 4-oz bottle with an oral syringe for easy and accurate dosing, and, like all Little Remedies® products, contain no artificial flavors, colors or dyes. Recent studies have shown that chamomile herbal blends can reduce crying by 60%*†, and the Little Remedies® Advanced Colic Relief drops also utilize fennel seed extract and lemon balm to provide gentle relief.

To help educate caregivers about the new Little Remedies® Advanced Colic Relief drops and offer tips about caring for children with tummy issues and colic, Little Remedies® has partnered with mother and pediatrician Dr. Sue Hubbard to develop an informational video series. To view Dr. Sue's video tips, visit the Little Remedies® website: www.littleremedies.com

"As a pediatrician, I always recommend new parents be on the lookout for unnecessary ingredients in products they give their children," says Dr. Hubbard. "I'm very excited about the new Little Remedies® Advanced Colic Relief Drops, as it's a chamomile herbal blend with fennel seed extract and lemon balm which is great for colicky babies. This is a product parents can feel good about giving their little ones."

The Little Remedies® Advanced Colic Relief drops are available in stores now, at CVS Pharmacy, Target, BabiesRUs, and Amazon.com and retail for \$14.00-\$18.99.

Little Remedies® was created by a father and pharmacist who grew tired of searching for helpful products for his children that were also made with ingredients he could feel good about. The brand provides parents with effective products to support the wellness of their child, ranging from natural remedies to medicine-based items, all of which feature only the necessary ingredients—that means no artificial flavors, artificial colors, saccharin or dyes.

For more information on Little Remedies® and the full line of products, visit www.littleremedies.com. Little Remedies® is a brand of Prestige Brands Holdings, Inc. (NYSE-PBH), which markets and distributes brand name over-the-counter and household products throughout the U.S., Canada, and certain international markets.

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, Dramamine® motion sickness treatment, Debrox® ear wax remover, Beano® digestive aid, Gaviscon® antacid in Canada, and BC® and Goody's® headache powders.

*These statements have not been evaluated by the Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure or prevent any disease.

†Chamomile herbal blend shown to reduce crying by 60% in as little as 1 week.

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