



## **In Time for Flu Season 2009-10, Chloraseptic(R) Improves Sore Throat Lozenge Line with New Soothing Liquid Centers**

November 2, 2009

Brand Continues To Be #1 Most Recommended by Pharmacists for Sore Throat Relief

IRVINGTON, N.Y.--(BUSINESS WIRE)--Nov. 2, 2009-- Chloraseptic, a brand name synonymous with sore throat relief since 1957, has improved its entire line of fast-acting lozenges to include benzocaine and menthol liquid centers as an added benefit to consumers. Benzocaine is a proven ingredient to relieve sore throat pain on contact, while menthol soothes the throat and cools the nasal passages.

Chloraseptic is the only line of sore throat relief lozenges with soothing liquid centers. The lozenges are now available in seven varieties, including four flavors-- Cherry, Citrus, Honey Lemon, and Green Tea with Honey, plus Chloraseptic® Total Multi-Symptom for cough and sore throat relief in regular and sugar-free varieties, and Chloraseptic® Max, with the maximum dosage of benzocaine available without a prescription.

"Millions of adult Americans are expected to experience a sore throat at least twice during the winter season. Kids up to age 15 might expect up to five sore throats during the cold and flu months. Sore throat is one of most common symptoms of cold and flu, yet is a major contributor to misery of these conditions. We are pleased to offer our consumers a variety of products to help alleviate this symptom," said Jocelyn Yuan, Senior Brand Manager for Chloraseptic.

"Consumers have told us how much they appreciate the added benefit liquid center technology has over conventional lozenges to soothe sore throats. Of course, we continue to market the popular Chloraseptic sprays in a variety of flavors," she said.

Chloraseptic continues to be the #1 most recommended brand by pharmacists for the treatment of sore throat, according to Pharmacy Times magazine, which awarded Chloraseptic its prestigious 2009 OTC Master's Circle Award. The Master's Circle is an elite group of 52 OTC products that earned at least 50% of pharmacists' recommendations in the 2009 Pharmacy Times OTC Recommendations Survey.

Prestige Brands markets and distributes brand name over-the-counter healthcare, personal care and household cleaning products throughout the U.S., Canada, and certain international markets. Key brands include Chloraseptic® sore throat treatment, Compound W® wart treatment, Clear Eyes® and Murine® eye and ear care products, Little Remedies® pediatric over-the-counter healthcare products, The Doctor's® NightGuard™ dental protector, Cutex® nail polish remover, Comet® and Spic and Span® household cleaners, and other well recognized brands.

For more information, please visit [www.chloraseptic.com](http://www.chloraseptic.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6089609&=/en>

Source: Prestige Brands

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