



## **Prestige Brands Adds Little Fevers(R) to Its Little Remedies(R) Line of Pediatric OTCs**

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IRVINGTON, N.Y., Aug 10, 2010 (BUSINESS WIRE) --

Prestige Brands (NYSE: PBH) today announced the introduction of Little Fevers(R) Fever/Pain Reliever, concentrated infant drops with acetaminophen. It is the 25th product in the Little Remedies(R) line of products for infants, toddlers and children. Like all Little Remedies(R) products, Little Fevers(R) contains no artificial flavors or colors, no alcohol, saccharin or gluten, offering infants and young children everything they need and nothing they don't.

According to Jean Boyko, Ph.D., Sr. V.P. Science & Technology for Prestige Brands, "The recent recalls of certain children's analgesic products have left a void in available over-the-counter treatments for fever and minor pain relief. Little Fevers(R) is now available nationally to provide parents with the active ingredient they need in a trusted brand name. And it's always good advice to check with a health care professional if parents or caregivers have questions about specific treatment options," she said.

Little Fevers(R) is indicated for the treatment of temporary fever and minor aches and pains which may be associated with the common cold, flu, headache, sore throat or toothache. The product is specially formulated to provide small concentrated doses for easier administration.

Little Fevers(R) and the Little Remedies(R) line of OTC products is marketed by Prestige Brands, Inc., Irvington, NY. The company markets and distributes other well-known brands including Chloraseptic(R) sore throat treatment, Clear Eyes(R) eye care products, Compound W(R) wart remover, The Doctor's(R) NightGuard(R) dental protector, New Skin(R) liquid bandage, and Comet(R) and Spic and Span(R) household cleaners.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6392040&lang=en>

SOURCE: Prestige Brands

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