Clear Eyes® Introduces Preservative-free Eye Drops, Clear Eyes® Pure Relief™

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The Preservative-free, Multi-dose Bottle Hits Shelves in the US with Ads Featuring Spokesperson Vanessa Williams

TARRYTOWN, N.Y., April 25, 2016 /PRNewswire/ -- Clear Eyes®, the #1 selling brand of eye drops[1], has just introduced its newest innovation, Clear Eyes® Pure Relief™. This is the first preservative-free eye drop in a multi-dose bottle to hit shelves in the U.S. Clear Eyes® Pure Relief™ will also be the focus of a new television advertisement with the voiceover of Vanessa Williams, long-time Clear Eyes spokesperson.

Clear Eyes® Pure Relief™ introduces revolutionary technology in the eye-care category, with a built-in purifying filter in the tip of bottle to block bacteria so there is no need for preservatives in the formula. The filter is gas-permeable, allowing air into the bottle only to ensure the one-way flow of fluid during dispensing. The technology is fully microbiologically tested and there is no compromise in stability.

"Preservatives help keep bacteria out of an eye drop formula when in it's in the bottle, but don't serve any purpose when actually in the eye. For individuals with sensitive or reactive eyes, preservatives can potentially cause irritation with extended use – yet single-use vials are the only preservative-free option available today," said Craig Rudner, Senior Brand Manager. "We are really excited to offer Clear Eyes® Pure Relief™ to our consumers, as there is currently an unmet need for preservative-free eye drops in multi-dose bottles."

Clear Eyes® Pure Relief™ will be available in two varieties:

- **Clear Eyes® Pure Relief™ for Dry Eyes** contains glycerin as the active ingredient to lubricate dry eyes, but is also formulated with sodium hyaluronate, a form of hyaluronic acid, for advanced comfort. Clear Eyes® Pure Relief™ for Dry Eyes is a lubricant drop, also known as artificial tears, and does not contain any redness relievers. As with any artificial tears or lubricant drops, Clear Eyes® Pure Relief™ for Dry Eyes can be used as often as needed to moisturize dry eyes and relieve associated irritations. (0.33 oz., over 240 drops)
- **Clear Eyes® Pure Relief™ Multi-Symptom** delivers seven-symptom relief, for burning, itchy, dry, irritated, gritty, watery eyes, and most notably for redness as the product has an active redness reliever ingredient. As a result, it is directed to be used only up to 4 times daily. (0.33 oz., over 220 drops)

Clear Eyes® will support the launch through social, digital, and HCP engagement. Additionally, Clear Eyes® has released new television spots featuring Pure Relief™ and highlighting the voice of longtime spokesperson, actress, singer, author and entrepreneur, Vanessa Williams.

"As an advocate for eye health I have always encouraged people to take simple steps to protect and take care of their eyes," said Vanessa Williams. "There are clear benefits to using preservative-free eye drops, but I've always found the single-use vials to be inconvenient for me. I love that there is

now a preservative-free eye drop option in a multi-use bottle, and an option specifically designed to relieve dry eyes."

As with all other existing Clear Eyes® products, Clear Eyes® Pure Relief™ delivers up to 12 hours of soothing comfort, and is available over the counter at drug, grocery, mass and retail stores nationwide beginning spring 2016. Each bottle has two year expiration. For more information, please visit clearеyes.com/purerelief or www.facebook.com/cleareyes.

About Eye Irritation

Eye irritation can be caused by a variety of factors. Daily activities, such as computer usage, and environmental conditions, such as pollutants, dry indoor air, or the weather, can all result in irritation.

Many people suffer also from chronic dry eyes as they age and their eyes produce fewer tears. For each of these conditions, there is a Clear Eyes® product specially designed to provide the relief that is needed.

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. The Company's brands include Monistat® women's health products, BC® and Goody's® pain relievers, Clear Eyes® eye care products, DenTek® specialty oral care products, Dramamine® motion sickness treatments, Chloraseptic® sore throat treatments, Compound W® wart treatments, Little Remedies® pediatric over-the-counter products, The Doctor's® NightGuard® dental protector, Efferdent® denture care products, Luden's® throat drops, Beano® gas prevention, Debrox® earwax remover, Gaviscon® antacid in Canada, and Hydralyte® rehydration products and the Fess® line of nasal and sinus care products in Australia. Visit the Company's website at www.prestigebrands.com.

[1] Based on units sold per IRI MULO+C-Store

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