Dramamine® Launches #KeepMoving: An Influencer-Led Campaign That Celebrates Summer Travel And Proves Motion Sickness Doesn't Have To Get In The Way Of Fun Adventures

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America's Number One Over-the-Counter Treatment for Motion Sickness is Sending Three Influencers and Their Families on the Trip of a Lifetime this Summer

TARRYTOWN, N.Y., June 21, 2017 /PRNewswire/ -- Dramamine®, America's number one over-the-counter brand for the treatment of motion sickness, launches #KeepMoving—a campaign led by three influencer families that encourages families to embark on summer adventures without the fear of motion sickness and the unwanted drowsy side effects, thanks to Dramamine® Non-Drowsy Naturals.

The first adventure will take Denise Bovee (@denisebovee) and her family on an Alaskan cruise this July where they'll be able to enjoy activities such as whale watching, glacier "flightseeing" and dogsledding. Dramamine® Non-Drowsy Naturals, the first non-drowsy solution for motion sickness made with natural ginger, allows Denise and her family to #KeepMoving during their entire adventure without suffering from motion sickness.

"As the number one over-the-counter treatment for motion sickness, we understand the fear and anxiety of motion sickness and the disappointment that comes when it disrupts plans, especially in the summer months," said Catherine Badillo, Dramamine® Brand Manager. "#KeepMoving is about enjoying summer adventures and creating amazing memories that don't include motion sickness and we're excited to partner with Denise Bovee for the first leg of the campaign, since she understands first-hand how motion sickness can interrupt a day of fun and memory-making!"

"I'm so excited to be partnering with Dramamine® to help me and my kids keep moving this summer," said Denise Bovee. "Dramamine® is a brand that encourages a life of movement without anything holding you back and that's definitely something I'm excited to put to the test with my two girls!"

The three influencer partners who will participate in #KeepMoving were chosen because of their active family lifestyle and affinity for adventure and will embark on domestic and international trips with their families. The influencers and their families will be provided with a supply of Dramamine® Non-Drowsy Naturals, so they can #KeepMoving all summer – without the drowsy side effects. They will share their experiences on their social channels, encouraging their fans and followers to follow along with their adventures on their own social channels, as well as Dramamine's social channels, and try Dramamine® Non-Drowsy Naturals on their own summer excursions to avoid any unwanted motion sickness.

Share How You #KeepMoving With Dramamine® Non-Drowsy Naturals
Families are encouraged to share their summer adventures with friends and family using #KeepMoving and visit Dramamine.com to learn more about Non-Drowsy Naturals. Those who share their #KeepMoving moments will also have a chance to be reposted on Dramamine's social media channels. #KeepMoving will run from June through August 2017.

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 this condition.

Dramamine® comes in five formulas, including Dramamine® Original Formula, Dramamine® All Day 24hr Less Drowsy, Dramamine® for Kids, Dramamine® Chewable and the latest, Dramamine® Non-Drowsy Naturals, and is available at most mass merchandisers, drug stores, and grocery stores throughout the United States. Visit Dramamine.com, on Facebook at @DramamineEscape or on Instagram at @DramamineBrand to learn more.

About Prestige Brands Holdings, Inc. (NYSE: PBH)
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® and Summer's Eve® 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.

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