Summer's Eve® Introduces Innovative New Line For The Minimal Millennial

May 23, 2017

Personal Care Leader Creates Range to Meet Beauty Preferences of Millennial Women

TARRYTOWN, N.Y., May 23, 2017 /PRNewswire/ -- When it comes to beauty, sometimes less is more. With a growing trend toward minimalism and simplicity in everything from food to beauty care, millennial women are choosing products that feature fewer, simpler ingredients that still have proven effectiveness. Combined with a growing interest in products that contribute to general health and well-being, young modern women are asking brands to not only make them feel good, but to make it simple to do so. Trusted feminine care leader, Summer's Eve®, is answering the call with its newest innovation – Simply Summer's Eve™.

The Simply Summer's Eve™ collection features a new premium product form, botanically-based fragrances, and new formulas which are free-from harsh chemicals, parabens, and dyes, all while helping stop odor before it starts. Included in the line-up are a Gentle Foaming Wash – an innovative new form that instantly lathers to an ultra-soft, luxurious foam – and Cleansing Cloths for at-home or on-the-go use. Both products help maintain a natural pH and are available in two new nature-inspired scents – Coconut Water and Mandarin Blossom.

"As a trusted leader in the category, we wanted to create a line that features simple ingredients that deliver on what the millennial woman wants when it comes to her personal care needs," said Marketing Director of Women's Health at Prestige Brands, Domenick Tiziano. "We're excited to offer our consumers the Simply Summer's Eve™ range – a line that truly embodies a new look and feel for the brand that's simplified, free-from harsh ingredients, and nature-inspired."

From all-day meetings at the office to happy hour with friends, or a morning hot yoga session followed by pre-school drop off, the Simply Summer's Eve's™ family of products makes it easy to stay simply fresh. The soap-free products have also been clinically and gynecologist-tested for safety and are alcohol-free and hypoallergenic.

Simply Summer's Eve™ will be available at leading mass, drug, and food retailers across the U.S. this spring. The Simply Summer's Eve™ Gentle Foaming Wash has a $4.99 suggested retail price and Simply Summer's Eve™ Cleansing Cloths has a $2.99 suggested retail price for the individually-wrapped cloths or $4.99 for the soft pack cloths. The new line will be supported by PR activations, sampling initiatives, social media, TV and on-line advertising.

For more details, visit www.SummersEve.com.

About Summer's Eve®
Summer's Eve® has focused on feminine freshness since 1972. As the trusted leader in feminine care, the brand is known for developing personal care products that are gynecologist and dermatologist-tested for safety and help women feel fresh every day. As the needs of women around the world change, Summer's Eve® is dedicated to evolving and offering products that fit perfectly within a woman's life. Learn more at www.summerseve.com.

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® 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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