

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 11, 2007

PRESTIGE BRANDS HOLDINGS, INC.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-32433
(Commission File Number)

20-1297589
(IRS Employer
Identification No.)

& #160;
90 North Broadway, Irvington, New York 10533
(Address of principal executive offices, including Zip Code)

(914) 524-6810
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure.

On October 11, 2007, Prestige Brands Holdings, Inc. (the “Registrant”) issued a press release in which it announced that it would join other providers of Over-the-Counter Oral Infant Cough and Cold medicated products by voluntarily recalling two of its Little Colds® products. A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

The information in this Form 8-K and Exhibit 99.1 attached hereto shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, unless the Registrant specifically states that the information is to be considered “filed” under the Securities Exchange Act of 1934 or incorporates it by reference into a filing under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit	Description
99.1	Press Release dated October 11, 2007 (furnished only).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 11, 2007

PRESTIGE BRANDS HOLDINGS, INC.

By: /s/ Charles N. Jolly
Name: Charles N. Jolly
Title: General Counsel and Secretary

EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated October 11, 2007 (furnished only).

Prestige Brands Holdings, Inc. Joins Makers of OTC Oral Infant Cough and Cold Medicated Products in Voluntary Withdrawal of Two Little Colds® Products

Parents Can Turn To Non-Medicated Alternatives from Little Remedies®

Irvington, NY, October 11, 2007—Prestige Brands Holdings, Inc (NYSE-PBH) today announced a voluntary market withdrawal of its two medicated over-the-counter infant oral cough and cold products as part of an industry-wide effort to improve labeling and encourage proper use of these products in children. The move by Prestige and the entire industry is a cautionary step to address reports of misuse of oral cough and cold products in infants. Industry recommendations on permanent actions have been submitted to the Food and Drug Administration in preparation for an upcoming joint Advisory Committee meeting on October 18-19th.

Little Colds® Decongestant Plus Cough and Little Colds® Multi-Symptom Cold Formula will be voluntarily withdrawn from the market. These products are and will continue to be safe and effective when taken as directed, and have been used by parents for decades to help relieve their children's cold symptoms.

The two Little Colds® products being voluntarily withdrawn represent approximately 1% of the Company's net sales. They are part of the Little Remedies® line of pediatric over-the-counter healthcare products, a pioneer in children's products specially formulated without dyes, alcohol or saccharin. These two items and the entire Little Remedies® line have an excellent record of safe use.

Little Remedies® Alternatives Available

Parents seeking alternative treatments to medicated cough and cold products for their young children should look to the Little Remedies® non-medicated products for cough and cold symptoms. These include Little Noses® Saline Spray Drops for relief of dry or stuffy noses, Little Noses® Stuffy Nose Kit which contains saline spray/drops and a nasal aspirator, and Little Colds® Baby Rub Soothing Ointment, an externally applied ointment which is comforting and soothing.

Consumers seeking additional information on the Little Colds® voluntary withdrawal or on the line of Little Remedies® non-medicated products for coughs and colds may contact the Consumer Affairs Department of Prestige Brands at 1-800-7-LITTLE (1-800-754-8853).

Located in Irvington, New York, Prestige Brands Holdings, Inc. is a marketer and distributor of brand name over-the-counter health care, personal care and household cleaning products sold throughout the U.S., Canada, and in certain international markets. Key brands include Compound W(R) wart remover, Chloraseptic(R) sore throat treatment, New-Skin(R) liquid bandage, Clear Eyes(R) and Murine(R) eye care products, Little Remedies(R) pediatric over-the-counter products, The Doctor's (R) Night Guard(TM) dental protector, Cutex(R) nail polish remover, Comet(R) and Spic and Span(R) household cleaners, and other well-known brands.