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FOR IMMEDIATE RELEASE

Newly Expanded Product Line Dedicated to Vaginal Health

vH essentials brand now serves as a 'one-stop' resource for women looking to restore or maintain balance

Jackson, Wis. – While it may not be a common topic of discussion, vaginal health is a priority for every woman. Fortunately, maintaining a healthy balance just got significantly easier thanks to vH essentials™, a newly expanded brand that can be found in the feminine hygiene aisle at major drug chains, including CVS, Rite Aid and Walgreens. The complete vH essentials line now encompasses five unique products that assist women with a variety of vaginal issues, including the identification and treatment of bacterial vaginosis (BV), which is the most common vaginal infection among women between the ages of 18 and 50. For additional information, interested women are encouraged to call **1-800-635-3696** or visit **vHessentials.com**. When visiting the Web site for the new brand, women will find a variety of helpful vaginal health resources as well as more specifics about each of the five affordable and effective items in the vH essentials family of products.

The expanded line includes:

1. ***Homeopathic BV Treatment Time Release Vaginal Insert*** – This insert is the first BV treatment option to be widely available over-the-counter. The all-natural, homeopathic vaginal tablet provides quick relief from the odor, discharge and discomfort often associated with BV.
2. ***Rapid Screening Test*** – This easy-to-use screening test allows women to check for elevated pH levels at home so they can quickly and accurately differentiate between the most prevalent vaginal infections – yeast infection and bacterial vaginosis (BV) or trichomoniasis.
3. ***Prebiotic Vaginal Suppositories*** – These suppositories deliver prebiotic nourishment directly to the vaginal flora to support the healthy bacteria, which help balance the vaginal environment. The product can be used daily to promote vaginal freshness, health, and long-lasting odor protection.

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ADD ONE: vH essentials/Dedicated to Vaginal Health

4. ***Homeopathic BV Treatment Capsules*** – These innovative capsules treat the symptoms associated with BV, including odor, discharge and discomfort. They do not indiscriminately kill good vaginal bacteria, but rather work with a woman’s body to help naturally restore healthy vaginal balance.

5. ***Povidone-Iodine Medicated Douche Concentrate*** – This easy-to-use, fragrance-free douche provides relief from minor itching and irritation. It is also an effective way to cleanse and deodorize the vagina.

“We launched the vH essentials brand to offer women an easy-to-find and comprehensive resource for their vaginal health needs,” said Mike Kermendy, vice president of marketing for Lake Consumer Products, the manufacturer of vH essentials. “And, we’re pleased that the line now includes a beneficial assortment of products, which are not available from any other female health company. We anticipate women everywhere will continue to respond favorably to the expanded vH essentials line because these products truly help women deal with a variety of vaginal issues quickly, yet responsibly, so they can get back to feeling like themselves again.”

About Lake Consumer Products:

vH essentials is the newest brand from Lake Consumer Products Inc., a leader in the feminine hygiene and family planning categories. The company markets and distributes a variety of health and personal care products for women including *Vagi-Gard*[®], *Yeast-Gard*[®], *Yeast-Gard Advanced*[®], *Me Again*[™] and *vH essentials*[™].

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Editor’s Note: If you’re seeking a vaginal health resource, or if you’re interested in securing product samples or photography, please contact Bill Bussler at 262-789-7630, ext: 131 or billb@celticinc.com.