

FOR IMMEDIATE RELEASE

New Website from vH essentials offers Vaginal Health Information

Visitors can quickly learn about the most common infections and a full array of helpful new products

Jackson, Wis. – vH essentials, a rapidly-expanding brand in the feminine hygiene aisle, recently launched a new Website, which provides a variety of helpful vaginal health information for those looking to learn more about Bacterial Vaginosis (BV) and other common forms of vaginitis. The new site also makes it easy for women to select the appropriate product from vH essentials, so they can quickly treat any painful or potentially-embarrassing symptoms from home and get back to feeling like themselves again. In total, there are now five affordable and effective items in the vH essentials family of products, including the first over-the-counter treatment option for BV widely available at retail. To learn more, please visit the new site at www.vHessentials.com.

“Recognizing that most women turn to the Internet as their primary source of vaginal health information, we wanted to make sure that our new site serves as a destination for information on the most common types of vaginitis,” said Mike Kermendy, vice president of marketing for Lake Consumer Products. “Women seeking vaginal health information will find our online ‘*Learning Center*’ and ‘*Frequently Asked Question*’ sections to be particularly helpful. Of course, we also provide links to a variety of outside educational resources, including the Centers for Disease Control, WebMD, and the Mayo Clinic.”

The new vH essentials Website incorporates bright, welcoming colors and features a straightforward and intuitive design. An easy-to-use Retail Locator is also available to help women quickly learn where they can purchase the new products.

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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