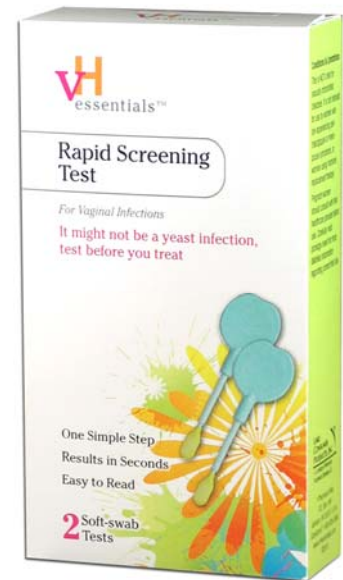


FOR IMMEDIATE RELEASE

New Test Helps Women Accurately Identify Vaginal Infection at Home

Rapid Screening Test from vH essentials is a low cost and effective way for women to differentiate between common vaginal infections

Jackson, Wis. – When a vaginal infection strikes, today’s busy women don’t want to waste time or money treating the wrong condition. They want to deal with the infection quickly, yet responsibly, and then get back to their normal daily routines. But, in order to determine the appropriate next steps, women first need to be able to identify what vaginal infection they’re dealing with – enter the **Rapid Screening Test from vH essentials**. This easy-to-use and cost-effective 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. Women can then avoid potential mistreatment with an over-the-counter antifungal medicine if yeast infection is ruled out. The new test sells for just \$17.99 and is currently available at select major drug chains nationwide, including Rite Aid. For additional details, please visit vHessentials.com.



“Without question, our new test is the easiest and most effective way for women to help identify a vaginal infection within the comfort and convenience of their own home,” said Mike Kermendy, vice president of marketing for Lake Consumer Products, manufacturer of the new vH essentials Rapid Screening Test. “Armed with this information, women are then well positioned to determine the appropriate next steps – whether that entails a doctor’s visit or an over-the-counter solution.”

The Rapid Screening Test from vH essentials is a proprietary, FDA-registered test that represents a significant advancement in at-home vaginal screening. The unique new test provides easy-to-read ‘yes/no’ results and, unlike with competitive products, there’s no need to compare results under special lighting using a confusing color chart.

-more-

ADD ONE: New Rapid Screening Test Now Available

After utilizing the Rapid Screening Test, women will know at a glance whether their vaginal pH is normal or elevated. A normal pH indicates symptoms likely stem from yeast infection, while an elevated pH points towards probable BV and follow up with a healthcare provider.

To make the test more comfortable for women, it incorporates a soft swab, which is specially designed for sensitive vaginal tissue. Other tests utilize hard plastic paddles, which can be painful for some women to use when suffering from an infection. Plus, results obtained with the Rapid Screening Test don't fade within minutes, but remain stable for up to 48 hours for future reference.

“This test is the ideal way for women to differentiate between vaginal infection symptoms,” Kermendy added. “Our test helps women to quickly and accurately assess the likely cause of their symptoms so they can pursue the most appropriate treatment. Plus, they can avoid purchasing an over-the-counter antifungal product if yeast infection is ruled out – to save both time and money.”

For additional details about the new Rapid Screening Test from vH essentials, interested women are encouraged to call **1-800-635-3696** or visit **vHessentials.com**. When visiting the new brand Web site, women will find a Learning Center loaded with helpful vaginal health information. Special promotions will also be offered on the site throughout the year.

About Lake Consumer Products:

vH essentials is an all-new 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*[™].

###

*For high-resolution photography or product samples,
please contact Bill Bussler at 262-789-7630, ext: 131 or billb@celticinc.com.*