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FOR IMMEDIATE RELEASE

## ***vH essentials* Continues to Grow**

*Strong consumer interest leads to addition of three new products to feminine hygiene brand*

**Jackson, Wis.** – vH essentials<sup>®</sup>, a popular new brand focusing on the maintenance and restoration of vaginal health, has become even stronger with the addition of three new products – ***Long-Lasting Vaginal Moisturizer, Medicated Disposable Douche, and Advanced Sensitive Medicated Cream.***

There are now a total of ten products available under the vH essentials name, which clearly positions the brand as among the most robust in the feminine hygiene category. For additional details about any of the helpful women's health products available from vH essentials – ranging from a urinary tract infection home test to the first widely available over-the-counter treatment for Bacterial Vaginosis – please call **1-800-635-3696** or visit **vHessentials.com**.

“Thanks to strong initial response, we’re well positioned to add new products to the vH essentials line,” said Mike Kermendy, vice president of marketing for Lake Consumer Products, the manufacturer of vH essentials. “In keeping with our long-term vision for the brand, vH essentials now truly serves as a one-stop-resource for any woman looking to restore or maintain vaginal health.”

Specific benefits of the three new products in the vH essentials line include the following:

1. ***Long-Lasting Vaginal Moisturizer*** – This product's patented liposomal delivery system helps ensure long-lasting hydration of vaginal tissue. It comes in eight pre-filled applicators and is clinically proven to help restore moisture while delivering soothing, immediate, and natural relief for vaginal discomfort.
2. ***Medicated Disposable Douche*** – This maximum-strength douche cleanses and deodorizes while also providing prompt, effective relief from minor vaginal itching and irritation. The product is convenient and easy-to-use, consisting of two pre-measured Povidone Iodine packets, two bottles of purified water, and two individually-wrapped nozzles.

**-more-**

**ADD ONE: vH essentials Continues to Grow/Three New Products**

- 3. *Advanced Sensitive Medicated Cream*** – This anesthetic/antibacterial formula, which contains benzocaine, provides soothing relief for vaginal discomfort. It is the only sensitive formula alternative to incorporate vitamin E, aloe, and odor-blocking technology.

Select vH essentials products are currently available at leading drug chains and other retailers nationwide, including CVS/pharmacy, Walgreens, Rite Aid, Duane Reade, and Shopko stores. For additional information, please call Lake Consumer Products at 1-800-635-3696.

**About Lake Consumer Products:**

Lake Consumer Products Inc. offers a fresh approach to women's health. The company markets and distributes a variety of health and personal care products under several brand names, including: *Yeast-Gard*<sup>®</sup>, *Yeast-Gard Advanced*<sup>™</sup>, *vH essentials*<sup>®</sup>, and *Me Again*<sup>™</sup>.

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**Editor's Note:** *For high-resolution photography, or product samples, please contact Bill Bussler at 262-789-7630, ext: 131 [billb@celticinc.com](mailto:billb@celticinc.com).*