

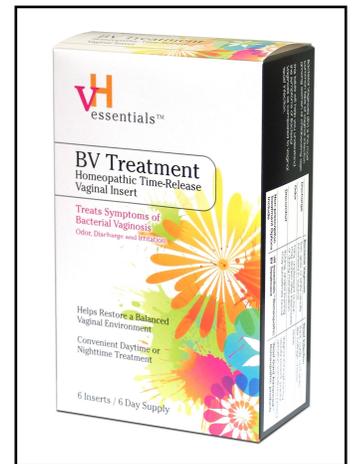
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FOR IMMEDIATE RELEASE

Women Now Have an Over-the-Counter, Homeopathic Treatment for Bacterial Vaginosis

Jackson, Wis. – Bacterial Vaginosis, more commonly known as BV, is a highly-prevalent infection. In fact, it’s the single most common vaginal infection among women of childbearing age – even more prevalent than yeast infections. Fortunately, help has finally arrived for women everywhere in the form of *vH essentials BV Treatment*, an all-natural, homeopathic vaginal tablet that provides relief from the odor, discharge and discomfort often associated with Bacterial Vaginosis. Unlike antibiotics, vH essentials BV Treatment does not indiscriminately kill healthy bacteria residing in the vagina and intestines. Rather, it treats BV symptoms by working with the body to help restore balance to the vaginal environment.



vH essentials BV Treatment is the first over-the-counter BV symptom treatment product to be widely available at retail. It comes in a box containing six coated vaginal tablets and six individually-wrapped applicators and carries a suggested retail price of \$24.99. The easy to use, no-mess tablets utilize patented time-release technology to deliver convenient daytime or nighttime treatment, based on a woman’s preference.

“We’re very excited about our new BV Treatment because – in many ways – we’re leading the charge in offering women easy and affordable access to treatment and prevention of the symptoms of this highly prevalent, but often lesser-known condition,” said Mike Kermendy, vice president of marketing for Lake Consumer Products, the manufacturer of vH essentials. “While women’s awareness of yeast infections is often greater due to the vast assortment of over-the-counter treatments available to them, BV is actually estimated to be twice as common. Of course, we realize that educating women about BV and how it typically differs from a yeast infection is an important step.”

-more-

ADD ONE: New BV Treatment Offers Natural, Homeopathic Solution

Once a doctor has diagnosed BV, previously-diagnosed women can easily discern the symptoms. The easiest way for a woman to differentiate BV from yeast infection is the presence or lack of vaginal odor. BV infections typically produce an unpleasant, potentially embarrassing odor while yeast infections are usually odor free. Yeast infections are also more likely to be accompanied by painful itch and burning, while BV usually presents itself with very little or no burning or itch. Finally, BV often produces a much thinner, gray discharge as compared to the typically white, lumpy discharge associated with yeast infection.

“Once a physician has made an initial diagnosis of BV, it’s usually pretty easy for women to make a self assessment if the symptoms reoccur,” Kermendy added. “And, these women now have an all-natural way to eradicate the bothersome and potentially embarrassing symptoms associated with BV. We anticipate strong response to our vH essentials BV Treatment and, based on the overwhelmingly positive feedback already received, believe countless women have been waiting for this type of product to be available at retail.”

Interested women are encouraged to keep an eye open for the new homeopathic BV Treatment Vaginal Insert from vH essentials at leading chain drug stores nationwide, including CVS and Rite-Aid. For additional details about this important BV symptom treatment product for women, please call **1-800-635-3696** or visit **lakeconsumer.com**.

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 *Beyond Fresh Intimates*[™], *Vagi-Gard*[®], *Yeast-Gard*[®], *Yeast-Gard Advanced*[®], *Me Again*[™] and *vH essentials*[™].

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*For high-resolution photography or product samples,
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