

FOR IMMEDIATE RELEASE

Lansinoh[®] Acquires Soothies[®] Gel Pad Line for Breastfeeding Moms

Addition of cooling pads that soothe sore nipples advance company's agenda to further expand product line to meet every need of breastfeeding mothers

ALEXANDRIA, Va.—January 22, 2009—Today [Lansinoh Laboratories, Inc.](#) announced the acquisition of [Soothies](#) Gel Pads distributed by Puronyx. This is the latest move in the company's strategy to expand their product line to meet all the needs of breastfeeding mothers. Soothies are the natural feeding segment's best-selling gel pads, and are used by breastfeeding mothers to cool, soothe, and treat sore nipples that can result from breastfeeding. Soothies Gel Pads will be folded into the Lansinoh portfolio of products and sold nationally as "Soothies by Lansinoh Gel Pads." In 2008, the breast therapies segment, which includes gel pads and topical ointments, contributed nearly 12 percent to nursing accessories which is valued at over \$83 million, according to Information Resources, Inc. (IRI).

The Soothies transaction extends Lansinoh's strategy to expand its product line through acquisition and internal product development efforts addressing the growing market for breastfeeding products and accessories. In the U.S., this market has grown 40 percent since 2005, according to IRI. The birth rate in the U.S. has increased to 4.3 million in 2007, up 4 percent since 2003, according to the Centers for Disease Control (CDC). Fully 77 percent of mothers now initiate breastfeeding, according to the CDC, the highest initiation rate the U.S. has achieved to date. Soothies[®] by Lansinoh[®] Gel Pads will join Lansinoh's full product line which is available in over 25,000 retailers nationwide, including [Walgreen's](#), [CVS](#) and [Rite Aid](#) stores; and thousands of other drug and specialty stores. Soothies by Lansinoh Gel Pads will be

available at the manufacturer's suggested retail price of \$12.99.

“We will continue to expand our product line through selective acquisitions and internal development to make certain we have a best-in-class product in every category for breastfeeding mothers,” says Gary R. Downing, CEO of Lansinoh. “Every breastfeeding mother has her own individual needs and preferences. Some mothers will prefer our Lansinoh HPA[®] Lanolin ointment; some will prefer our Soothies Gel Pads. Other moms will prefer to use our gel pads in conjunction with our HPA Lanolin. Whatever their preference, they'll be able to satisfy it with Lansinoh products.”

Nursing mothers experiencing nipple pain or discomfort apply Soothies by peeling off the adhesive backing, and placing the three-inch circular hydrogel pad directly over the affected nipple. Soothies' hydrogel technology and the science of moist wound healing provide instant cooling relief, and soothes sore, cracked, chapped, or chafed nipples. Soothies are also the only gel pad that features fabric backing that reduces or eliminates friction against nursing bras or shirts. Soothies' unique design ensures that the gel pads fit discreetly into a nursing bra, and offers an extra layer of protection between the breast and bra.

“There are many breastfeeding gel pads in the marketplace, but only one with the superior features and quality that must go into any product that carries the Lansinoh[®] name: Soothies[®],” says Gina Ciagne, CLC, Director of Breastfeeding and Consumer Relations at Lansinoh. “Lansinoh is best known for our Lansinoh HPA[®] Lanolin, the number one topical ointment for breastfeeding mothers to soothe, heal, and treat sore nipples, and the only topical treatment in the U.S. endorsed by [La Leche League International](#). Soothies are the most popular

gel pads for breastfeeding moms. Now these two top-tier products, both of which represent the industry standards and which enjoy incredible brand loyalty, are together under the Lansinoh brand.”

Soothies by Lansinoh Gel Pads will join an extensive lineup of products designed exclusively by and for breastfeeding mothers. These include:

- [Lansinoh HPA Lanolin](#), the purest topical ointment for breastfeeding moms and the only topical treatment endorsed in the U.S. by La Leche League International.
- [Lansinoh Double Electric Breast Pump](#), which includes a patented system that prevents milk back-up in the tubing and pump. Breastmilk backing up into the tubing and getting into the mechanical system is a common issue with other leading breast pumps. This is a nuisance and a sanitary issue, since mold spores can get into the pumped breastmilk and into the breast pump system.
- [Lansinoh Diaper Rash Ointment](#), the only hypoallergenic, preservative and fragrance-free ointment that offers three active ingredients—Lansinoh HPA Lanolin, microfine zinc oxide, and dimethicone. This ointment goes on white, but rubs in clear. Baby, mom, and dad can benefit from a clean, pure treatment that protects against and soothes diaper rash.
- [Lansinoh LatchAssist™](#), a simple and easy to use device that gently everts temporarily flattened nipples due to engorgement or swelling so a breastfeeding baby can more easily latch on.
- [Lansinoh Manual Breast Pump](#), which is designed for occasional use to help a mom continue to provide her baby with breastmilk even when they have to be apart.

- Lansinoh[®] offers other breastfeeding accessories, including disposable and washable nursing pads, Clean and Condition Cloth Baby Wipes, and breastmilk storage bags and storage bottles.

For more information about Lansinoh and their product line, visit www.lansinoh.com or call 1-800-292-4794. Lansinoh also sponsors an online community moderated by mothers and lactation experts. The community provides peer support, knowledge, education, and advice to breastfeeding moms. It is located at www.lansinohmoms.com.

ABOUT LANSINOH LABORATORIES, INC.

Founded in 1984 by a breastfeeding mother, [Lansinoh Laboratories, Inc.](http://www.lansinoh.com), Alexandria, Va., is a global leader of premium products by and for breastfeeding mothers. The company's expanding product line is available in over 25,000 retail stores nationwide. The company is committed to developing new products that support mothers, babies, and personal health through internal product development and selective acquisitions.

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