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**FOR IMMEDIATE RELEASE**

**Lake Consumer Products Acquires License to Bring  
vH essentials PMS Relief Product to Market**

**Jackson, Wis. (July 10, 2014)** – Lake Consumer Products, a subsidiary of Wisconsin Pharmacal Company LLC, has acquired the exclusive North American rights to a clinically tested, over-the-counter product that addresses many of the key symptoms associated with Premenstrual Syndrome (PMS). Lake Consumer Products acquired the license from Back Bay Scientific, Cambridge, Mass., a research-oriented company that develops and commercializes functional food products addressing mass-appeal health needs.

Lake Consumer Products plans to launch the product, previously known as PMS Escape<sup>®</sup>, under the trade name vH essentials<sup>®</sup> PMS Relief Formula.

“Lake Consumer Products is excited about bringing this proven technology to market,” said Jody Currie, director of innovation and business development at Wisconsin Pharmacal Company. “We believe this formula has the potential to positively impact the health and well-being of millions of women.”

The PMS Relief Formula that will be marketed under the vH essentials brand consists of complex carbohydrates that work naturally with the body to increase, indirectly, the synthesis and activity of the neurotransmitter, serotonin. Reduced levels of brain serotonin have been linked with mood disturbances such as anxiety, anger, poor impulse control, an inability to concentrate and appetite changes, disturbances that are associated with PMS.

In two clinical trials, the product improved typical PMS symptoms such as anger, tension and confusion for about three hours after consumption of the product. In addition, self-reported cravings for sweet and starchy foods were also significantly diminished.

The product’s developer, Dr. Judith Wurtman, has directed a program in women’s health at the MIT Clinical Research Center, founded a weight management center at a Harvard University Hospital and has published several books on nutrition and weight loss. Recently she published *The Serotonin Power Diet* and a book to help children eat better, *Simon Loses His Tummy*. She is a weekly contributor to the online *Psychology Today* and has a weekly radio segment on an NPR affiliate.

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### **ADD ONE: Lake Consumer Products Acquires License**

The licensing agreement between Wisconsin Pharmacal Company and Back Bay Scientific was facilitated by IP TechEx, Tampa, Fla., a business intelligence services company focused on technology partnering, licensing and analysis.

For more information about vH essentials and its new PMS Relief Formula, contact Lake Consumer Products at 1-800-635-3696. Information about vH essentials and its complete line of products can be found online at [www.vhessentials.com](http://www.vhessentials.com).

### **About Lake Consumer Products**

Lake Consumer Products, a subsidiary of Wisconsin Pharmacal Company, markets and distributes a wide variety of over-the-counter personal care products to help achieve total wellness under its brands, which include vH essentials®, YeastGard Advanced® and MG217®. Lake Consumer Products is committed to meeting the needs of today's consumer, creating quality personal and health care products that can be used with confidence during every stage of life, and bringing continued innovation to all of its brands and products. For more information about Lake Consumer Products, visit [www.lakeconsumer.com](http://www.lakeconsumer.com). For more information about Wisconsin Pharmacal Company, visit [www.pharmacalway.com](http://www.pharmacalway.com).

### **About Back Bay Scientific, Inc.**

Back Bay Scientific is a research-oriented company that develops and commercializes innovative functional food products that address mass-appeal health needs. These products seek to improve the quality of life and help people to enjoy longer, healthier and more productive lives. Back Bay Scientific's products are based on naturally-occurring compounds and have all undergone rigorous testing to confirm their efficacy. For more information, visit [www.backbayscientific.com](http://www.backbayscientific.com).

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