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FOR IMMEDIATE RELEASE

SIMILASAN LAUNCHES NATURALLY SAFE AND EFFECITVE KIDS COUGH SYRUPS

Highlands Ranch, CO (October 16, 2009) – Cough is one of the most common symptoms of childhood illness. A cough can be unpleasant, however it is not life threatening. In fact, coughing is a healthy way to keep the airways in the throat and chest clear. There are nearly 62 million colds annually in the United States, and children contract 6 – 10 colds per year.

Now that the kids are back in school and cough/cold season is gearing up, it is more important than ever that parents have somewhere to turn for natural solutions. In 2008, the FDA issued a Public Health Advisory recommending parents not give over-the-counter (OTC) cough and cold products to children under the age of two and warned parents about OTC medications that contained any of these eight active ingredients: phenylephrine, diphenhydramine, pseudoephedrine, chlorpheniramine, brompheniramine, dextromethorphan, guaifensin, and doxylamine. Since then, many parents are looking for alternatives to relieve their child's symptoms. Homeopathic medicines are the perfect alternative. They have been used for over 200 years, have no known side effects or drug interactions, and are safe for children.

Similasan, the maker of *Pink Eye Relief*[™] eye drops and *Earache Relief*[™] ear drops, introduces two new Kids Cough Syrups. Similasan[®] *Kids Cough Relief*[™] cough syrup and *Kids Cold & Mucus Relief*[™] cough expectorant syrup, which contains 100% natural active ingredients, are safe, effective, and chemical free.

“Homeopathic cough syrups are the perfect alternative for parents who want to relieve their child's symptoms”, says Melissa Mursch, Product Manager. “Parents can feel confident knowing that they are giving their children something that will relieve their symptoms and is safe.”

Similasan *Kids Cough Relief*[™] cough syrup stimulates the body's natural ability to relieve the symptoms of a dry, hacking cough. It soothes the cough reflex in the throat and lungs so mucus or irritations no longer trigger coughing.

Similasan *Kids Cold & Mucus Relief*[™] cough expectorant syrup stimulates the body's natural ability to relieve symptoms of the common cold such as: cough, fever, chest and head congestion, and loosens mucus. This multi-symptom formula makes it easier for your child to cough up mucus with less irritation.

For over 25 years, our Original Swiss Formulas – made with 100% Natural Active Ingredients – have been providing families with remedies that are naturally effective and safe and have no known side effects or drug interactions.

At Similasan, our unending commitment is to help people feel better.

For more information about Similasan[®] *Kids Cough Relief*[™] and *Kids Cold & Mucus Relief*[™] cough syrups and all other Similasan[®] products, visit www.SimilasanUSA.com or call 800-426-1644.