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CONTACTS:

Sarah Melnitsky, smelnitsky@cronin-co.com

AnnMarie Kemp, akemp@cronin-co.com

Cronin and Company, LLC

(860) 659-0514

**NEW AZO PMS™ DELIVERS FAST, NATURAL RELIEF FROM SYMPTOMS
ASSOCIATED WITH PREMENSTRUAL SYNDROME**

***Number One Pharmacist Recommended Brand for Urinary Tract Health
Expands to Offer More Products Providing Feminine Relief***

CROMWELL, CONN., MAY 25, 2011 – Each month, millions of women suffer from symptoms associated with premenstrual syndrome (PMS). With the introduction of the all-new [AZO PMS™](#) – the only brand available to address both physiological and emotional symptoms – women can now get relief from PMS with a fast acting natural product.

PMS refers to a wide range of physical and emotional symptoms that typically occur five to 11 days before a woman starts her monthly menstrual cycle, and at least 85 percent of menstruating women have at least one PMS symptom as part of their monthly cycle.¹ While other products address the physical symptoms of PMS, only AZO PMS has the added benefit of also reducing the emotional changes caused by hormonal fluctuations associated with PMS.

“Women know and trust the AZO brand for providing products that deliver relief from a variety of feminine issues, and they can have that same confidence in the new AZO PMS,” said Steve Swenson, Senior Director of Marketing for Amerifit Brands, the makers of AZO. “No other product helps reduce *both* physical and emotional symptoms of premenstrual syndrome like AZO PMS, which helps reduce bloating, moodiness and irritability.”²

AZO PMS is unique because it is a natural formula that does not contain caffeine, like some other over-the-counter products and dietary supplements, as caffeine is known to irritate symptoms associated with premenstrual syndrome. AZO PMS is specially formulated to help reduce moodiness, irritability, and bloating with a variety of ingredients including high potency B-vitamins, along with calcium, magnesium, folic acid and two natural herbal blends.

AZO PMS is not a drug; it is a natural product that contains a variety of herbal ingredients and botanicals that women can take each month. An anti-bloating herbal diuretic features buchu leaf, cornsilk stylus, couch grass hydrangea root, juniper berry and uva ursi leaf, which combine to address physical symptoms such as bloating and water retention. A calming herbal blend of Chinese date fruit, white peony root extract, chasteberry fruit extract, ginger root extract, cramp bark and Magnolia bark extract works to address emotional symptoms such as moodiness and irritability.

AZO PMS can be taken as needed (episodically) and does not have to be taken daily to be effective. Additionally, the formula is fast-acting, affording women quick relief. [AZO PMS is currently available](#) at Wal-Mart, Rite-Aid and drugstore.com, and will roll out at additional retailers including Walgreens and CVS throughout the summer. The suggested retail price of AZO PMS is \$7.49 for 24 blister-sealed caplets.

AZO is the only brand with a full line of OTC and dietary supplement products addressing various aspects of feminine relief. For urinary tract infection pain relief, [AZO STANDARD®](#) is the #1 pharmacist recommended brand³ and additional products include [AZO STANDARD® Maximum Strength](#) (with more pain-relieving ingredient), [AZO TEST STRIPS®](#) (for at-home UTI diagnosis) and [AZO CRANBERRY®](#) (for maintaining urinary tract health). For relief from symptoms of yeast infections, [AZO YEAST®](#) is a homeopathic medicine that also prevents future occurrences when taken regularly. To relieve feminine itching, [AZO ITCH RELIEF Maximum Strength](#) is available in analgesic wipes and topical analgesic cream, and features skin-soothing ingredients free of alcohol, steroids and paraben preservatives.

AZO products are available in the pain relief or feminine care section of your favorite pharmacy, discount retailer or grocery store.

About Amerifit Brands

Amerifit Brands is a leading consumer health and wellness company and the parent company to AZO products. The company develops, markets, and distributes branded products that support wellness and provide various health benefits, including over the counter products for overall urinary tract health and vaginal care. For more information, please visit www.azoproducts.com.

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1. Source: The American College of Obstetricians and Gynecologists
2. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
3. Source: Pharmacy Times 2010 OTC Survey