



Introducing RepHresh Brilliant pH Tampons

Clinically shown to reduce the usual vaginal pH increase during a woman's period

Cedar Rapids, IA (September 15, 2010): Since their invention in 1929, tampons have had the same basic purpose. But, tampons just got smarter. The RepHresh Brilliant pH Tampon is a bold new innovation in feminine protection that actually reduces the usual vaginal pH increase during a woman's period.

"Traditional tampons simply absorb and retain fluids," said Dr. Lauren Streicher, Assistant Clinical Professor of Obstetrics and Gynecology at Northwestern University's medical school. "Menstrual fluids have an elevated pH compared to a woman's normal non-menstrual vaginal pH range. Tampons retain these fluids inside your body. RepHresh Brilliant is the first tampon designed to reduce this pH increase, while providing excellent leak protection and absorbency."

pH is a measure of the acidity of the vaginal environment. In healthy women, vaginal pH is typically 3.5 to 4.5. The pH of blood is 7.4, so during a woman's period, vaginal pH becomes elevated by menstrual fluids. While traditional tampons were designed for leak protection, comfort and convenience, they have done nothing to reduce this pH increase. Until now.

RepHresh Brilliant pH Tampons are clinically shown to reduce the usual feminine pH increase. After insertion, the pH tampon provides a rapid reduction of pH to within the normal range. Then, as the pH tampon absorbs more fluid, the pH-reducing Micro-Ribbons™ flow-release technology provides additional support as a woman's body needs it to maintain the pH reduction throughout the tampon usage period.

"The RepHresh Brilliant pH Tampon contains two active ingredients: Citric Acid and L-lactide", said Dr. Streicher. "These are natural, non-irritating ingredients that reduce the pH increase that occurs during menstruation. Citric Acid is a natural organic acid that occurs in the metabolism of virtually all living things. L-lactide is a special form of lactic acid. Lactic acid is naturally found within a healthy woman's vagina."

"Gynecologists have long been aware of the importance of maintaining a normal pH. This is an excellent improvement to traditional tampons and many of my patients will benefit from it!" said Dr. Streicher.

RepHresh Brilliant pH tampons are available at Walgreens and online at Drugstore.com. For more information, please visit www.RepHreshBrilliant.com.

RepHresh Brilliant pH tampons come from the makers of RepHresh Vaginal Gel and RepHresh Pro-B. RepHresh Vaginal Gel is clinically shown to maintain healthy vaginal pH and eliminate odor for up to three full days. RepHresh Pro-B is a daily feminine



probiotic supplement that balances yeast and bacteria to maintain feminine health. Visit www.RepHresh.com and www.Pro-B.com for more information.

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