



Humphreys®

Humphreys Pharmacal, Inc.

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FOR IMMEDIATE RELEASE

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INTRODUCING HUMPHREYS COLIC PELLETS #36 IN TWO NATURAL FLAVORS: ORIGINAL AND VERY CHERRY

*Great Tasting, Lactose Free Remedy Relieves Gas, Bloating & Discomfort
While Helping Colicky Babies to Sleep Peacefully*

Natural Products Expo East - Baltimore, MD, Booth #240, October 4 – 7th, 2006 – While some babies ... and their parents ... breeze through infancy without ever experiencing colic, approximately 25% of babies suffer its discomforts. **Humphreys Pharmacal**, a trusted name and leader in homeopathic family remedies since 1854, introduce its new **Colic Pellets #36**, in two natural flavors, **Original** and **Very Cherry**. This multi-symptom, combination remedy is specifically formulated to help treat the two main causes of so much crying: gas/bloating, and their accompanying discomfort and sleeplessness. Colic Pellets #36 is an effective remedy that gently encourages babies' bodies to return to a natural state of balance and health – calming their discomfort, easing their delicate digestive systems and helping them to have a safe, comfortable sleep. Plus, as with all Humphreys remedies, Colic Pellets #36 offers the additional value of a gentle, lactose-free formula (ideal for sensitive developing digestive systems, a key concern for babies with colic) and the option of natural cherry flavor in Very Cherry Colic Pellets #36 – Making Humphreys THE choice of Mothers everywhere.

WHAT IS COLIC?

Though all newborns cry and show some fussiness, when a child who is otherwise healthy cries for more than 3 hours per day, it is sometimes the result of a condition known as colic. Although this crying can occur at any time, it usually worsens in the evening. Colic usually starts between the 3rd and 6th week after birth, and usually subsides by the time the baby is 3 months old. But during this time, a colicky baby can have a very difficult and sometimes, after hours of hearing the baby's crying, it can reach the point where even the most patient parent feels like joining in!

Although colic is not thought to be due to pain, a baby with colic may look uncomfortable or appear to be in pain. A baby may lift its head, draw its legs up to its tummy, become red in the face, and pass wind. Some babies refuse to eat. Difficulty in falling and staying asleep is also common. Normally, colic is not a serious condition. Research shows that babies with colic continue to eat and gain weight normally, despite the crying. The main problem with the condition is the stress and anxiety it creates for the baby and within the home. Fortunately for both the babies and their families, Humphreys Pharmacal and its Colic Pellets #36 offer a safe, natural way to relieve the discomfort of gas, bloating and pressure, and help reduce the difficulty of falling asleep. In addition to Humphrey's Colic Pellets #36, babies also respond well to a combination of soothing sounds, rocking/swinging movements, and more frequent burping during feedings.

The Humphreys Difference: A Better Pellet

All Humphreys remedies use time honored, natural methods for caring for the body in the gentlest ways possible. In keeping with traditional practices, Humphreys remedies utilize traditional spherical pellets instead of more modern pressed tablets. Unlike other tablets that dissolve instantly, these pellets dissolve more gradually, allowing for proper absorption of the natural ingredients through the mucous membranes in the mouth and digestive system. All Humphreys pellets are completely lactose-free and are made from sucrose. Being that infants' newly developing digestive systems are sensitive, and especially so with colicky babies, lactose can be a concern for mothers. Sucrose is easily digestible and offers a great-tasting alternative that children enjoy.

A Natural and Effective Combination of Ingredients

Humphreys Colic Pellets #36 contain an effective blend of Chamomile to soothe and calm the baby, Activated Charcoal for relieving gas, and Oats for promoting sound, comfortable sleep. This is the winning combination that mothers of colicky babies have been waiting for! Humphreys offers two new delicious choices for parents to help calm and soothe their colicky babies: Original Colic Pellets #36, and natural cherry flavor in Very Cherry Colic Pellets #36.

So Easy to Use

Simply place 1 to 3 pellets in a half-teaspoon of warm water and allow to dissolve. After dissolving, administer under the baby's tongue. If needed, repeat every 2 hours, up to 4 times a day. In persistent cases, the baby can be given 3 pellets one hour before bedtime, which can then be repeated if necessary. This safe, easy-to-use, multi-symptom remedy relieves gas and its accompanying bloating and pressure, along with reducing wakefulness. Every household should have this soothing, calming remedy in its child's nursery.

Humphreys Pharmacal: The Family Choice, Yesterday and Today

The Humphreys Family has produced the highest quality natural products for personal care and skincare since 1854. Originally formulated by the respected homeopathic physician, Dr. Frederick Humphreys, M.D., all of their products are based on traditional, time-honored botanical ingredients to care for each member of the family in the gentlest ways possible. Today, the company continues to produce its products in the same manner, harvesting many of its natural ingredients by hand and utilizing time-honored processing techniques – resulting in therapeutic products that work naturally with the body, encouraging it to return to a natural state of health. Humphreys Original and Very Cherry Flavored Colic Pellets #36, in 135ct size, are the latest in the Humphrey's legacy of wholesome, natural wellness products, and continue to build on Humphreys' history and longstanding tradition of providing safe and effective products for the entire family. Visit www.humphreysusa.com or call 1-866-267-8710. Humphreys...*It's what's inside.*



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News Release

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Humphreys family introduces its new **Colic Pellets #36**, in two natural flavors, **Original** and **Very Cherry**, to help treat the two main causes of so much crying: gas/bloating and their accompanying discomfort and sleeplessness. Since 1854, Humphreys' remedies have used gentle, natural, lactose-free formulas for children's sensitive, developing digestive systems — offering fast, multi-symptom relief for babies *and* peace of mind for concerned parents.

***For digital files of this image please email bjackowitz@whazel.com**