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FOR IMMEDIATE RELEASE

Insight Pharmaceuticals Partners with the Mommy Docs to Promote Women's Health

LANGHORNE, Pa.—April 3, 2012—[Insight Pharmaceuticals](#), a leading manufacturer and marketer of over-the-counter consumer health products, today announced its partnership with [Doctors Yvonne Bohn, Allison Hill, and Alane Park](#), practicing OB/GYN physicians and active moms in Los Angeles. These women's health experts are nationally known as the "[Mommy Docs](#)," and are co-authors of the best-selling book "[The Mommy Docs' Ultimate Guide To Pregnancy and Birth](#)."

The Mommy Docs will lead several education initiatives related to Insight Pharmaceutical's recent acquisitions to the portfolio of women's health brands, including [e.p.t.](#)[®], a leader in the home pregnancy test category, and [MONISTAT](#)[®], the #1 doctor recommended OTC brand designed to relieve and cure vaginal yeast infections. Their experience and expertise is welcomed as the Insight portfolio of women's health products continues to grow. Insight is committed to supporting women's health through reliable OTC products and by encouraging ongoing education about women's health conditions and treatments.

"We are excited to join forces with the Mommy Docs and firmly believe that their expertise will provide immediate benefits to women who rely on our health care products every year," says Jennifer Moyer, Vice President of Marketing at Insight Pharmaceuticals.

In addition to [e.p.t.](#)[®] and [MONISTAT](#)[®], Insight currently owns [Vitron-C](#)[®], an iron supplement with vitamin C, and [URISTAT](#)[®], a urinary tract infection pain medication. "The Mommy Docs are ideal partners for Insight Pharmaceuticals, as each doctor brings her own skills

(more...)

and specialties to the table, allowing for highly focused information on women's health," says Moyer.

Expert tips and advice, as well as informational videos from the Mommy Docs will be available on brand websites, including associated social media. Additionally, Insight Pharmaceuticals plans to offer informal Q&A chats via Facebook and Twitter with the Mommy Docs. For more information about [Insight Pharmaceuticals](#), the [Mommy Docs](#), or this partnership, please contact Robyn Ungar at Robyn@GregoryFCA.com or (610) 228-2131.

ABOUT INSIGHT PHARMACEUTICALS

Insight Pharmaceuticals is a consumer products company whose strategy is to generate growth by acquiring OTC and personal care brands with solid consumer equity that can be further developed through their merchandising and marketing expertise. With a strong dedication to women's health, the company strengthens its portfolio of brands by employing a variety of strategies, all with an in-depth understanding of the heritage of the brand and the needs of the consumer. Additional information about Insight Pharmaceuticals can be found at www.InsightPharma.com.

ABOUT THE MOMMY DOCS

Dr. Yvonne Bohn, Dr. Allison Hill, and Dr. Alane Park just celebrated the 10th anniversary of their OB/GYN practice in Los Angeles. They have personally welcomed more than 15,000 babies into the world. They are the featured doctors in the popular TV series "Deliver Me," on OWN: The Oprah Winfrey Network and have a new show in development for public television. They know the pregnancy and birthing process intimately...from both sides. In addition to obstetric care they also provide guidance and treatment for various women's health concerns including: Contraceptive Health, Breast Cancer Screening, STD Screening, Menopausal Care, Infertility and Preventive health. For more information, visit www.MommyDocs.com or follow them on Twitter [@TheMommyDocs](https://twitter.com/TheMommyDocs).

Press Resources:

Insight Pharmaceuticals website: www.InsightPharma.com

The Mommy Docs website: www.MommyDocs.com

e.p.t.[®] Website: www.ErrorProofTest.com

Monistat[®] website: www.Monistat.com

Monistat[®] photography: <http://www.flickr.com/photos/monistat>

e.p.t.[®] Facebook page: www.Facebook.com/myept

e.p.t.[®] Twitter: [@ept](https://twitter.com/ept)

e.p.t.[®] photograpy: <http://pinterest.com/errorproofest/>

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