

A RELEASE FOR:

Birchwood Laboratories, Inc.
7900 Fuller Road
Eden Prairie, Minnesota 55344
1-800-328-6156 Fax: 952-937-7979
Website: www.birchwoodmedical.com

A RELEASE FROM:

AMA:BIRLAB5248r3
Anderson-Madison Advertising, Inc.
7710 Computer Avenue South
Edina, Minnesota 55435
952-835-5133 Fax: 952-835-4977
Email: jm@andersonmadison.com
CONTACT: Gerald F. Madison

For Immediate Release

Hi Resolution Photo Attached

(photo print, disk and other image options available-please call)

Birchwood Laboratories Expands B-SURE™ Incontinence and Personal Care Product Line™



Three New Products Added Including B-SURE Fresh 'n Go™, B-SURE Bottom Balm™, And B-SURE Traveler™

Eden Prairie, Minnesota: Birchwood Laboratories, Inc. announces three product additions to the popular line of B-SURE Anal Leakage Pads for mild fecal Incontinence. These new companion products are ideal for use in situations of mild incontinence and for everyday personal care. They're designed to provide rectal, vaginal, and perineal cleanliness while relieving irritation to promote clean, healthy skin.

B-SURE Fresh 'n Go™ Cleansing Towelettes Contain Unique Cleansing Formula

These go-everywhere personal hygiene towelettes provide an alcohol-free wipe. They contain a unique, gentle-acting cleansing formula with Vitamin E and Aloe to enrich skin surfaces while they clean. The towelettes provide a fresher clean than ordinary toilet tissue

while relieving and soothing sensitive skin. With a clean, fresh scent, they are 100 percent biodegradable, flushable and individually wrapped for carrying ease.

B-SURE Traveler™ Pre-Moistened Witch Hazel Towelettes For Vaginal & Hemorrhoidal Care

Stop itching and burning of irritated vaginal and rectal areas with these witch hazel towelettes. Convenient, pre-moistened, portable towelettes, they are the towelette of choice by many healthcare professionals in clinics and hospitals. For hemorrhoidal, rectal and vaginal care, these B-SURE towelettes gently clean and soothe tissue with a unique formulation containing Witch Hazel, Glycerin, Vitamin E and Aloe. 100 percent biodegradable and flushable, TRAVELER Towelettes are Individually wrapped for carrying ease.

B-SURE Bottom Balm™ Natural Rash Cream Relieves Dermatitis, Promotes Healthy Skin

B-SURE Bottom Balm is a unique, new natural formulation for relieving skin irritated from heat rash, diaper rash and other common types of dermatitis and skin irritations. Rich in natural skin conditioners and healing agents, Bottom Balm won't cause additional skin irritation like some zinc-based ointments. Ideal for cracked, dry and irritated skin including irritation caused by incontinence, ostomy devices and diabetes. Contains vitamin A and E, Witch Hazel, Oil of Lavender and other ingredients in a unique, effective formulation. Conveniently packaged in a 4 ounce (113 gm) jar.

See all three new B-SURE Incontinence and Personal Care products at:

www.birchwoodmedical.com

Or call for more information, 1-800-328-6156. Fax: 952-937-7979. Birchwood Laboratories, Inc. is located at 7900 Fuller Road, Eden Prairie, MN 55344-2195.

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