



Triple Paste® Medicated Ointment Product Fact Sheet

Product Description – Triple Paste® Medicated Ointment is a premium non-prescription treatment to soothe and help heal moderate to the most difficult diaper rash. It is also used as a daily therapy to prevent diaper rash. Triple Paste is the third largest non-prescription diaper rash treatment on the market.

Product Growth – Triple Paste is one of the fastest-growing non-prescription diaper rash treatments in the country. It ranks third in its category based on total drugstore sales over the latest 24 weeks (IRI data, 11/08). Triple Paste total sales have grown 50% each year since 2004.

Diaper Rash – Diaper rash, also known as diaper dermatitis, is an irritation caused by the moisture and friction of constant diaper wear. The incidence of diaper rash triples in babies with diarrhea. Diaper rash may cause the skin to look red, chafed, raw and irritated. It is uncomfortable for the baby and, if untreated, could develop into a more serious condition and widespread infection.

Market Need – Diaper rash is the most common skin problem in infants and young children. It may account for nearly 20% of pediatric offices visits; however, since most diaper rash is treated by parents, the exact prevalence is not known. It is estimated between 4-35% of children will suffer from diaper rash before they reach age 2.

Product Launch – Summers Laboratories launched Triple Paste in 1989.

Availability – Triple Paste is available in national mass retailers -- Target, Wal-Mart and Babies 'R Us -- and in regional and national drugstores including CVS, Rite Aid, Walgreens, and Duane Reed. It can be ordered through www.triplepaste.com and www.sumlab.com, and through special order at pharmacies.

Packaging – Triple Paste is available in a 2 oz. tube, an 8 oz. jar, and a 16 oz. tub.

100% Satisfaction Guarantee – Triple Paste is backed by Summers Laboratories' 100% unconditional, full-refund guarantee.

About Summers Laboratories – Summers Laboratories, Inc. is a growing, privately-held pharmaceutical company specializing in pediatric and adult dermatology products. The company is headquartered outside of Philadelphia, in Collegeville, Pennsylvania. Additional information is available at www.triplepaste.com or www.sumlab.com.

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