

## Infirst Healthcare secures license to market MYLANTA<sup>®</sup> and MYLICON<sup>®</sup>

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### **Fixed term agreement with McNeil Consumer Pharmaceuticals Co. to market two OTC brands in the US**

**4 March 2015:** Infirst Healthcare, the consumer healthcare company, announces it has signed a fixed term in license agreement with McNeil Consumer Pharmaceuticals Co. for the exclusive rights to market well-known digestive health brands MYLANTA<sup>®</sup> and MYLICON<sup>®</sup> in the US. Effective immediately, Infirst Healthcare will be responsible for the sales, distribution, manufacturing and marketing of the MYLANTA<sup>®</sup> and MYLICON<sup>®</sup> brands in the US.

Infirst will market MYLANTA<sup>®</sup> and MYLICON<sup>®</sup> through its US Subsidiary in Westport, Conn. working with its sales partner Advantage Consumer Healthcare, based in Pittsburgh, Penn..

Infirst Healthcare has a portfolio of innovative patented products which address unmet consumer needs. The company launched its first line of products in the US in 2014 and has further launches scheduled in the US and UK from 2015 onwards.

### **Manfred Scheske, CEO, Infirst Healthcare commented:**

*“Digestive health is a high growth area and we are very excited to work with McNeil to grow these two iconic brands, which command strong consumer loyalty, professional endorsement, and trust.”*

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**About MYLANTA®**

MYLANTA® Heartburn Products help relieve the symptoms of heartburn, acid indigestion, and sour stomach. The anti-gas medicine in MYLANTA® Gas Products helps relieve the pressure and bloating of gas.

For more information, visit: [www.mylanta.com](http://www.mylanta.com).

**About MYLICON®**

Infants' MYLICON® drops relieve the discomfort of infant gas frequently caused by air swallowing or by certain formulas or foods.

For more information, visit: [www.mylicon.com](http://www.mylicon.com).

**About INFIRST HEALTHCARE**

Infirst Healthcare is a UK-based healthcare company which spun out of the SEEK drug discovery group in 2012. Its developments aim to build on the trust and safety of well-known drugs and to develop formulations which result in a genuinely perceived difference in performance. The ultimate goal is improved and highly effective health management at an early intervention stage, involving patients, the family practitioners and paediatricians as well as pharmacists. Among Infirst Healthcare's shareholders is Invesco Perpetual, one of the UK's largest independent investment funds. Infirst Healthcare is run by Manfred Scheske, an ex-GSK veteran who led GSK's North American and European Consumer Healthcare businesses for a combined 12 years.

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