



FOR IMMEDIATE RELEASE

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LANSINOH LABORATORIES NAMED A WINNER OF THE OVIA BY OVULINE FAMILY AWARDS

ovia Family Awards Recognizes the Most Beloved Products in Fertility, Pregnancy, and Baby

Alexandria, VA (July 5, 2016) – Lansinoh Laboratories, Inc., the market leader in breastfeeding accessories, has been selected as a 2016 winner of [Ovia by Ovuline Family Awards](#). This prestigious awards program by [Ovia](#), a leading pregnancy and parenting technology company, uses mobile technology to help women and families live healthier lives.

Ovuline polled over 9,000 women in the Ovia Community from June 1-10 to identify over 40 of the most-used fertility, pregnancy, and baby products across 21+ categories including: Getting Baby from A to B and Making Your Dream Nursery a Reality. The complete list of winners for the 2016 Ovia Family Awards can be viewed here <http://bit.ly/OviaFamilyAwardWinners>.

Lansinoh® HPA® Lanolin Nipple Cream was recognized in the “Nursing in Comfort” category. A product that has been a lifesaver for millions of breastfeeding moms, Lansinoh HPA Lanolin Nipple Cream provides the safest, most effective relief for breastfeeding moms who experience nipple soreness.

“Lansinoh HPA Lanolin is one of our cornerstone products and is the No. 1 recommended nipple cream by lactation consultants and doctors in the U.S and healthcare providers around the world.,” said Gina Cicutelli Ciagne, CLC and Vice President of Global Healthcare Relations at Lansinoh. “HPA Lanolin is a single ingredient product– the world’s purest lanolin for nipple soreness – ensuring it is safe for both mom and baby. It is hypoallergenic and preservative-free and has helped countless mothers develop and protect their breastfeeding bond. We are proud to be recognized by The Ovia Family Awards, a highly trusted source of information for expecting and new parents.”

To learn more about the winning product, visit <http://bit.ly/1SdMK7s>

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ABOUT LANSINOH LABORATORIES, INC.

Founded by a breastfeeding mom, Lansinoh has been committed to helping moms succeed in breastfeeding for over 30 years. Famous for its award-winning cornerstone product, HPA® Lanolin, today Lansinoh is a leader in breastfeeding accessories, which are available in nearly 60 countries. Since 2004, Lansinoh has been a wholly owned subsidiary of Pigeon Corporation. For more information, please visit www.lansinoh.com, or connect with LansinohUSA on Facebook, Twitter, Instagram and Pinterest.