



## **Dr. Smith's® Introduces A New and Touch-Free Solution to Treat Diaper Rash**

**SAN ANTONIO, TX, August 6, 2014** – Spray What? From the tried and true ointment to a truly revolutionary spray, Dr. Smith's® introduces a touch-free spray application of its effective and fast-working formula. Dr. Smith's® Diaper Rash Spray, developed by San Antonio-based Mission Pharmacal Company, is an innovation in the treatment of diaper rash.

Dr. Smith's Diaper Rash Spray was designed with safety and ease of use in mind. The patent pending formulation ensures that the product clings to the skin creating a thin, even layer of protection when sprayed. The product sprays on easily to create a moisture barrier to treat diaper rash and protect even the most sensitive skin from wetness. Once it's sprayed on the affected area, there's no need to rub it in – just spray it, leave it, and let it work. The formula won't cake on or run, and the cooling spray helps soothe irritated baby bottoms.

The new spray is formulated with Honeywell Solstice® Propellant, one of the most environmentally preferable aerosol technologies available today. The propellant is hydro-fluorocarbon (HFC) free, and is not a volatile organic compound (VOC). Any overspray is minimized due to the technology of the actuator and propellant, as well as the rich consistency of the product.

“At Mission Pharmacal, we always look to innovate and create valuable products for families,” said Neill Walsdorf, Jr., President of Mission Pharmacal. “With the new Dr. Smith's Diaper Rash Spray, we are reinventing the way parents treat their baby's diaper rash with a gentle, environmentally friendly and effective alternative to a traditional topical method.”

The new Dr. Smith's Diaper Rash Spray has moms talking:

"Dr. Smith's Diaper Rash Spray is perfect for quick and complete coverage," said Stephanie, mom of four. "Just a quick spray on red areas, and my son's rash was gone by the next diaper change."

Molly, mom of 2, from Florida, "Having diaper rash ointment all over my fingers is not the greatest thing so the spray makes it no mess, no fuss, very easy." She also added, "Hurray for spray."

"This is a parenting game-changer. It's never been so easy to use rash cream," said Claire, mom of four boys.

Nina exclaimed, "The same trusted Dr. Smith's, but even better!"

The new spray is currently available on Walgreens.com and Drugstore.com, as well as on store shelves at retailers such as Schnucks, Dierbergs, Kroger stores, and others. In Texas, Dr. Smith's Diaper Rash Spray is available at H-E-B stores throughout Texas. Additional national distribution is slated for later this year.

In addition to the new Diaper Rash Spray, the Dr. Smith's family of products also includes an ointment available in a 2 oz. jar, 3 oz. tube and 8 oz. tub. For more information on where to find Dr. Smith's products, go to [DoctorSmiths.com](http://DoctorSmiths.com).

**About Dr. Smith's Diaper Rash Ointment & Spray:**

Dr. Smith's was developed in 1963 by Dr. Forrest M. Smith, Jr., a San Antonio pediatrician. Its effectiveness has earned it the recommendation of pediatricians and pharmacists everywhere. Dr. Smith's is part of the Mission Pharmacal family of products.

**About Mission Pharmacal Company**

Mission Pharmacal Company is a privately held pharmaceutical company based in San Antonio, Texas. For more than 65 years, the company has been committed to meeting the unique healthcare needs of women throughout all stages of life, pediatric patients, and those persons dealing with urologic and dermatologic conditions. The company has a proven track record of identifying unmet healthcare needs and developing both innovative prescription and over-the-counter products to meet these needs. Using only the purest ingredients and FDA-approved methods of manufacturing, Mission Pharmacal provides physicians and consumers with the highest quality pharmaceutical and dietary supplement products on the market today. Mission Pharmacal is a proud national supporter of the March of Dimes Foundation®, whose mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. For more information about the company, visit [missionpharmacal.com](http://missionpharmacal.com).

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