

SUBJECT: ALFOODACT 041-2007 Prestige Brands Holdings, Inc. Joins Makers of OTC Oral Infant Cough and Cold Medicated Products in Voluntary Withdrawal of Two Little Colds® Products

Date Issued: October 12, 2007



1. REFERENCES:

- a. DLAR 4155.26/AR 40-660/NAVSUPINST 10110.8c/AFI 48-116/MCO 10110.38c, DOD Hazardous Food & Nonprescription Drug Recall System.
- b. Allied Communications Publication 121, US SUPP-1 (f).

2. BACKGROUND:

Prestige Brands Holdings, Inc (NYSE-PBH) today announced a voluntary market withdrawal of its two medicated over-the-counter infant oral cough and cold products as part of an industry-wide effort to improve labeling and encourage proper use of these products in children. The move by Prestige and the entire industry is a cautionary step to address reports of misuse of oral cough and cold products in infants.

3. PRODUCTION DATES/IDENTIFYING CODES:

View Labels:

http://www.littleremedies.com/littlecolds_decon.html

http://www.littleremedies.com/littlecolds_multi.html

Product:

Little Colds® Decongestant Plus Cough
Little Colds® Multi-Symptom Cold Formula

4. Manufacturer/Establishment Number:

Prestige Brands Holdings, Inc
Irvington, NY

5. DISTRIBUTION: Worldwide

6. REASON FOR RECALL: Labeling (Potential misuse by consumer)

7. INSTRUCTIONS AND ADDITIONAL INFORMATION FOR MESSAGE RECIPIENTS:

- a. Immediately inventory stocks to identify the above items and secure in a "Medical Hold" status to provide assurance of no further issue/sale/use of the item. POSITIVE FINDINGS should be reported to Accountable Officers/Vendor Representatives of that facility. Accountable Officer/Agency Representatives should seek refund/credit/replacement through the normal distribution channel with which the product was received (i.e. Distribution Centers, Prime Vendors, Manufacturers).
- b. Ships at sea are authorized to destroy or dispose of recalled products at their discretion. Documentation for the number of pounds and cases, and any additional pertinent information must be signed by the Accountable Officer and is required for the purpose of recouping to the government the cost of the product involved. In order to get credit please use a SF 364 and forward to your supporting FISC and copy furnished to NAVSUP 51. Your supporting FISC should forward to the account manager at DSCP. The form should include the number of the recall authorizing the survey action. Home ported ships/gallies will utilize DD form 1149 to transfer w/ reimbursement to the PV. The PV will submit credit invoice to the account manager at DSCP.
- c. Unless otherwise specified above, POSITIVE and NEGATIVE RESPONSES directly to DSCP Consumer Safety Officer (CSO) are NOT required.
- d. When corresponding with DSCP concerning this message please include this message's subject in your subject line.

8. The Point of Contact for this ALFOODACT message is CW4 Ramona Hemphill, Consumer Safety Officer, at DSCP-FTW. VOICE, DSN: 444-2905, Commercial (215) 737-2905, or by FAX, DSN: 444-7526, or Commercial, (215) 737-7526

Any individual or office that would like to receive recall messages electronically can forward their email address to Ramona.Hemphill@dla.mil.

Previous recalls and frequently asked questions are available at the following web site:

<https://www.dscp.dla.mil/subs/fso/alfood/alfood.asp>

The navigation tool to the left allows you to view DSCP Alerts and Archived Vendor Recalls also.

Very Respectfully,

Mrs. Ramona Hemphill

CW4 Ramona Hemphill
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Food Safety Office
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