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***Make Yourself Comfortable This Fall...***

**Colace® Capsules National Sweepstakes Offers Comforting Prizes**



October 10, 2013, Stamford, CT. – Colace® Capsules is about your comfort. That’s why the brand has launched the Colace® Comfort Sweepstakes, a national sweepstakes promotion in which anyone age 18 or older can enter to win an array of deluxe, comforting prizes, such as Tempur-Pedic® Mattresses, Garmin™ GPS, Bose® Headphones, and more. Colace® Capsules provides comfortable relief to those who occasionally suffer from constipation which may be associated with certain medical conditions such as hemorrhoids, those who have recently had a surgical procedure, or new moms.

“We created the Colace® Comfort Sweepstakes to offer some everyday comforts to the millions of Americans who have issues with irregularity. We also want to remind consumers that Colace® Capsules are stimulant-free, and provide comfortable relief from occasional constipation,” explains Charlene Bailey, Director, Product Management, Purdue Products L.P.

By the end of the sweepstakes period, a total of \$50,000 in prizes will be given away, and winners will be selected randomly on a weekly basis. Consumers can enter as many times as they like by visiting a unique promotional website, [www.ColaceComfort.com](http://www.ColaceComfort.com).

### ***New Moms and Occasional Constipation***

According to a survey of 1,007 new moms conducted by Russell Research and commissioned by the Purdue Products L.P. line of laxatives, 7 out of 10 (70%) who said they experienced constipation after childbirth explained that having bowel movements in the days immediately following childbirth was worse than they expected.

Colace® Capsules offers a gentle way to relieve irregularity for new moms, or anyone experiencing difficulty straining due to occasional constipation. It's the number one stool softener brand recommended by doctors and pharmacists.

If pregnant or breastfeeding, ask your doctor before use.

Please read full product label before use.

### ***The Colace® Comfort Sweepstakes***

The sweepstakes began August 11, 2013, and runs through November 9, 2013. Consumers are invited to enter the sweepstakes weekly online via a special promotional micro site ([www.ColaceComfort.com](http://www.ColaceComfort.com)) or offline by mailing their contact information to Colace Comfort, P.O. Box 724, Southport, CT 06890. The sweepstakes will run for 13 weeks, with a total of \$50,000 in prizes given by the end of the promotion period. Winners will be selected randomly on a weekly basis. Prizes include Tempur-Pedic Mattresses, Apple iPads, Kindle Fires, Keurig Coffee Makers, Bose Headphones, Ralph Lauren Cashmere Sweaters and more, all designed to make life a little more comfortable for consumers with occasional constipation. For more information on the Colace® Comfort Sweepstakes, visit [www.ColaceComfort.com](http://www.ColaceComfort.com).

### **The Purdue Products L.P. Laxative Brands**

The Purdue Products L.P. Laxative Brands are dedicated to providing consumers with options to help relieve occasional constipation. Senokot® Tablets and Colace® Capsules have been recommended by doctors and pharmacists for more than 50 years for gentle and effective relief from occasional constipation. Senokot® Tablets provides gentle yet effective relief from occasional constipation. Colace® Capsules is the #1 stool softener brand recommended by doctors and pharmacists. The Purdue Laxatives portfolio includes: Colace® Capsules, Peri-Colace® Tablets, Senokot® Tablets, Senokot *TO GO*®, Senokot-S® Tablets, and SenokotXTRA® Tablets.

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