



**REESE  
PHARMACEUTICAL  
COMPANY**

*Serving Pharmacies Since 1907*



# Reese's pinworm medicine

## The leading OTC brand for treatment of pinworm infection

### The answer since 1986

*Reese's Pinworm Medicine is the same strength it was when sold as an Rx item until 1986. Pharmacists have confidently promoted it to treat pinworm infections ever since. The efficacy of Pyrantel Pamoate is equivalent to Vermox® (Mebendazole®) as stated in The Merck Manual, 2006*



NDC 10956-618-01  
UPC 0-23513-61801-2

NDC 10956-618-21  
UPC 0-23513-61821-0

NDC 10956-658-24  
UPC 0-23513-65824-7

### A worldwide nuisance

*Pinworms infect approximately 400 million people — about 6% of the world's population. According to the Centers for Disease Control & Prevention (CDC), it is the most common human parasitic infection and is twice as common as head lice.*

### 2 oz Family Pack

The same great formula is available in a value-priced 2 oz Family Pack with (2) 1-oz bottles of Pinworm Liquid combined in a package large enough to treat the entire family.

### Significant sales opportunity

Reese's Pinworm Treatments are a high profit opportunity item. Pinworm is the most common intestinal parasite, annually affecting up to 40 million North Americans.

### A proven winner

Customers will want to treat this infection promptly. Don't miss out on sales opportunities. Stay in stock.

### A drug store essential

Reese's Pinworm Treatments are planogrammed at leading drug chains, available from all drug wholesalers, and stocked at thousands of independent pharmacies.



## A brief pinworm history

Pinworms are the most common intestinal parasite in North America with reported infection rates as high as 40 million persons annually. Because pinworms are highly contagious, the Food and Drug Administration suggests treating the entire family once any member of a household becomes infected.

## Reese's Pinworm Medicine

There is only one formula approved for OTC sales. The active ingredient, Pyrantel Pamoate, is the only anthelmintic drug recognized by the FDA. It's still the same strength it was when it was a prescription item. Reese's Pinworm Medicine was the first in the OTC market when it switched over from Rx in 1986. Pharmacists nationally know it and it is the exclusive pinworm treatment chosen by national chains as well as thousands of independent pharmacies.

*Reese's Pinworm Medicine is available both as a popular liquid dosage and as a measured caplet dose. Both items are available directly from Reese as well as through drug wholesalers.*

## Common drugstore item

Drugstores have to carry the widest assortment of OTC treatments to maintain their image as the primary destination for healthcare needs. This is why drugstores usually stock Reese's Pinworm Medicine. Other retailers are



Bilingual packaging

more likely to carry pinworm medicine behind the counter unless they're located in the South – the "hotbed" for pinworm infestation.

Patients who are looking for pinworm medicine are rarely willing to wait a day or two until an order is received from the wholesaler – since once infected, they will be anxious to have treatment begin immediately. We encourage all retailers to keep sufficient stock at all times, since most families will require a minimum two ounce purchase to treat an entire family.

## Consumer value and pharmacist profits

Reese's Pinworm Medicine is the most cost-effective way to treat a pinworm infection; since it's available OTC, it doesn't require a prescription. Even if a patient has health insurance, Reese's Pinworm Medicine is less expensive than a prescription treatment when you factor in both the doctor's office visit and prescription co-payments.



Dose or as a measured caplet dose

**Reese's non-prescription Pinworm Medicine is the only formula approved by the FDA for OTC sales. Pharmacists nationwide have recognized it as their brand of choice since 1986.**

## What is pinworm infection?

Pinworm is an intestinal infection caused by a tiny, white, highly contagious intestinal worm (*Enterobius Vermicularis*) measuring about ¼-½" (1 cm) in length. It is the most common intestinal parasite in the United States and exists year-round, especially in warm, moist climates.

Preschoolers and school-age children have the highest rates of infection. Other than mothers of infected children, adults are less likely to have pinworm infection. Childcare centers and other institutional settings frequently see cases of pinworm infection.

## How can you get infected with pinworm?

Ingesting microscopic pinworm eggs is the typical way most people become infected. The eggs travel through the stomach to the intestinal system where they hatch. Within 2-4 weeks, the adult female pinworms begin migrating from the large intestine to the area around the rectum. There they lay new eggs which trigger itching. Touching or scratching the affected area transfers the eggs to the host's fingers, which can spread them practically anywhere. When another person inadvertently ingests these eggs, this process—known as retroinfection—begins the infection process all over again.

## What are the symptoms of pinworm infection?

Parents should suspect that their children are infected if they frequently scratch their anal area, are uncomfortable sitting, have difficulty sleeping, act restless and maybe even experience loss of appetite.

## Confirming a pinworm infection

If pinworms are suspected, you can confirm infestation by performing the "Scotch® Tape Test". Collect anal debris by pressing a piece of tape (sticky side out) against the skin around the anus and examine it for the presence of eggs. The tape test should be done in the middle of the night or first thing in the morning before bathing or using the toilet to minimize the disturbance or removal of the eggs.

## How do I eliminate pinworms?

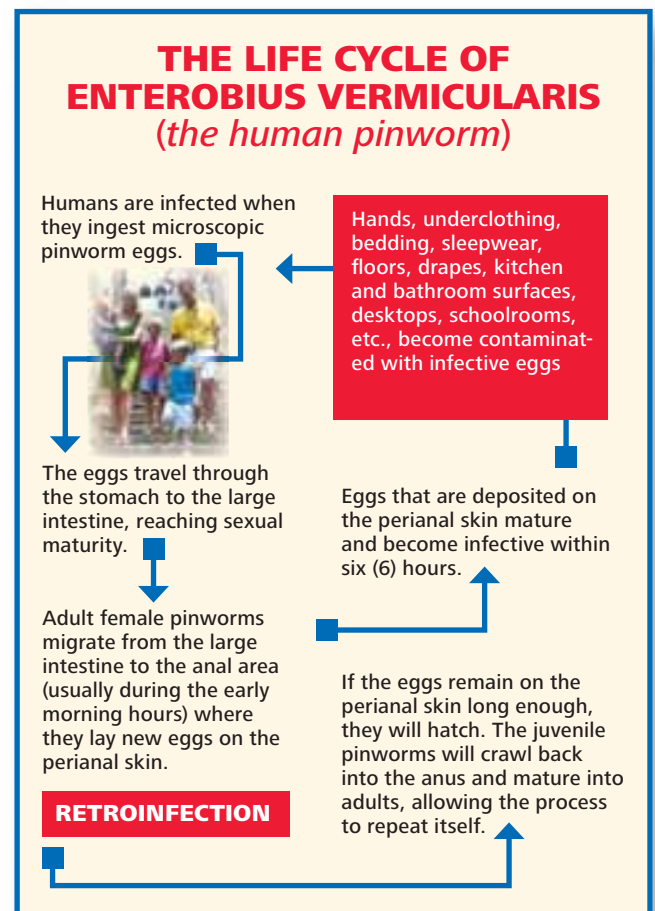
Pinworm infection is fully treatable. The best way to eliminate pinworms is to use an over-the-counter Pyrantel Pamoate-based medication such as Reese's

Pinworm Medicine. Reese's product is a pleasant-flavored liquid that is highly effective for eliminating pinworms—usually with just one dose. Many major chains as well as independent pharmacies carry our product. Be sure to ask for it by name.

Because pinworms are so contagious, all family members need to be treated. Several children can be treated with a single bottle of Reese's Pinworm Medicine. If the household has two or more adults, more than one bottle may be required because dosages are based on each individual's weight.

## Preventing pinworm reinfestation

Because it is possible to become reinfested from existing eggs present in the home, it is recommended that families perform a follow up treatment two weeks after the first treatment. If several family members are infected, everyone should be treated with Reese's Pinworm Medicine at the same time.





## Reese's OTC Pinworm Medicine is available in liquid and caplet form



### Liquid dosage

Available as 1 fl. oz. (30 mL) and as 2 fl oz (60 mL) SKUs, each complete with measuring cup.

**Active Ingredient** (in each 1 mL):  
**Pyrantel Pamoate 144 mg/mL**  
The equivalent of 50 mg pyrantel base

1 fl oz SKU — Pcs/Shipper: 72  
Pcs/Inner: 12; Inners/Shipper: 6  
2 fl oz SKU — Pcs/Shipper: 24;  
Pcs/Inner: 0; Inners/Shipper: 0

### Pre-measured caplet

Available in 24ct  
Active Ingredient (in each caplet):  
**Pyrantel Pamoate 180 mg**  
The equivalent of 62.5 mg pyrantel base

Pcs/Shipper: 72; Pcs/Inner: 12  
Inners/Shipper: 6

*Bilingual packaging: includes both English and Spanish instructions on package and insert.*



### Reese's pinworm marketing support program

Reese offers retailers more than just the leading OTC brand for treating pinworm infection. We also provide well-funded marketing programs to attract consumers, educate physicians, and support the sales efforts of our retailer partners.

#### Consumer communications

**Kids Health Matters** pediatric publication distributed to parents of 500,000 pediatric patients during visits to 7,000 nurse practitioners offices

**Product publicity** reaching 36 million readers in top 300 markets nationwide

**Web Site marketing** 8,000+ visits per month to the Reese web page using formalized key word marketing programs on Google and Yahoo!

**Web Site rebate coupons** in amounts up to \$4 to effectively drive consumers to chain drug and independent pharmacies carrying Reese pinworm medicine.

#### Trade communications targeting pharmacists, pediatricians and nurse practitioners

**Print advertising** promoting Reese's Pinworm Treatment Products in leading pharmacy trade publications with combined circulation of nearly 550,000 readers

#### Trade shows

National Community Pharmacists Association (NCPA) [4,000 attendees]  
National Association of Nurse Practitioners (NAPNAP) [14,000 attendees]

For additional information on any of Reese's products, visit our web site: [www.reese pharmaceutical.com](http://www.reese pharmaceutical.com)