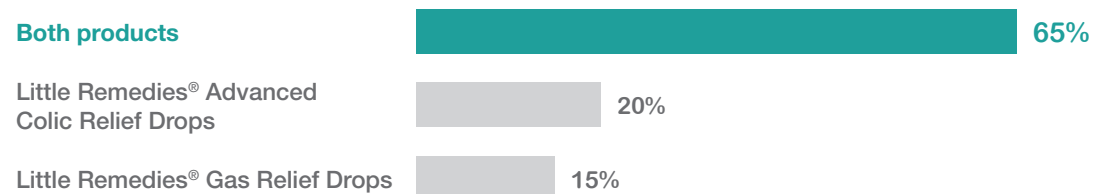




Patient Findings (n=20)

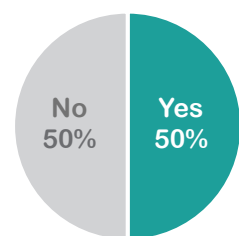
The majority of patients used both products



Circle the Product you used



Half of Parents Treated a First (only) Child and Half had Other Children



Is this Your First Baby? (n=20 patients)

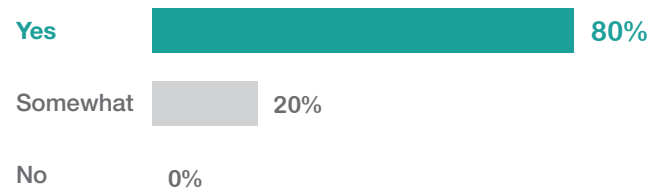
The Little Remedies® Brand Promise is Important to Parents



20/20 parents gave it a 5 rating on a 5-point importance scale

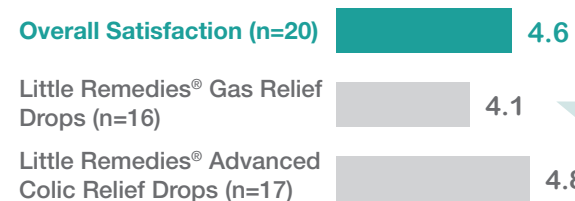
The formulation is highly important to parents

Little Remedies® Baby Symptom Relief Scores Were Strong with Parents Reporting “no relief”



My Sample Little Remedies® Product(s) Relieved my Baby’s Symptoms (n=20 patients)

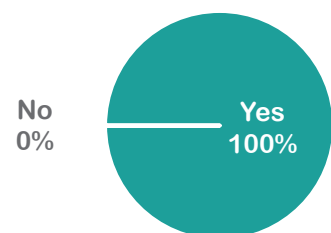
Satisfaction Overall was Strong, with the Highest Satisfaction Scores for Colic Relief



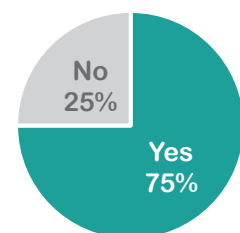
It was difficult to use because of smell. It's really good stuff!

Satisfaction with Little Remedies® Product(s); Gas only 4.0 (n=3); Colic only 4.9 (n=4)

Significant Future Interest in Using Little Remedies®



Would use Little Remedies® Advanced Colic Relief Drops again, if needed? (n=17 patients)



Would use Little Remedies® Gas Relief Drops again, if needed? (n=16 patients)



Little Remedies Advanced Colic Relief and Gas Relief Patient Trial Program

Healthcare Professional and Patient Analysis
February, 2016

Abstract

Colic and gas are frequent problems, with the average pediatrician participating in the trial recommending treatment to about 12 patients with colic and/or gas each month. In this program, 504 pediatricians reported on 965 patients receiving a full-size Little Remedies® Advanced Colic Relief Drops sample and/or a full-size Little Remedies® Gas Relief Drops sample.

Safety with no side effects, a formulation without alcohol, high fructose corn syrup, artificial flavors and colors and the unique blend of chamomile, fennel and lemon balm, topped the reasons for recommending Little Remedies® Advanced Colic Relief Drops. Also compelling were data reported in the Journal of Pediatrics (Weizman 1993) that showed mixtures of chamomile, fennel and lemon balm decreased crying in colicky infants, and positive clinical experience with any or all of the ingredients.

The most common rationale for recommending Little Remedies® Gas Relief Drops was that parents and doctors prefer products without alcohol, saccharin, and preservatives and simethicone safety. Interestingly, 61% of patients reported on by prescribers, received both products primarily because of safety, while almost half of physicians reported that these conditions often present concomitantly.

Twenty parents responded to the patient feedback survey, with 4 using just the Little Remedies® Advanced Colic Relief Drops, 3 using just the Little Remedies® Gas Relief Drops and 13 patients, 65%, using both. All respondents rated the importance of a product with no alcohol, high fructose corn syrup, saccharin, preservatives and artificial colors and flavors as “most important”; rating this feature a “5” on a scale from 1-5.

80% of parents reported that the Little Remedies® product(s) that they used relieved their baby’s symptoms while 20% reported that the product(s) relieved symptoms “somewhat”. Importantly, **100% of patients got some relief**. Overall patient satisfaction across products was 4.6 on a scale of 5.

These data support use of Little Remedies® Advanced Colic Relief Drops for symptoms of colic and Little Remedies® Gas Relief Drops for symptoms of gas. For clinicians and parents looking for a safe and effective intervention, use of these Little Remedies® products, offer such an option.

Thank you for participating in the Little Remedies Patient Trial Program! We appreciate your input and the feedback from your patients. This report summarizes the results from over 500 pediatricians and 20 patients.

Background and Methodology

The Little Remedies team initiated a Trial Program among pediatricians in an effort to assess pediatrician reasons for dispensing Little Remedies Advanced Colic Relief Drops and Little Remedies Gas Relief Drops, and patient's experience and satisfaction with these products.

3 of each of the following products were provided at no charge to pediatricians to dispense to patients

In return, both physicians and patients were asked to fill out a feedback card.



Little Remedies Patient Trial Program Timing and Sample



The Little Remedies Trial Program was conducted from **September 2015 to January 2016**



A total of **1,000 pediatricians from New York and California** enrolled in the program



Feedback was provided by **504 participants** who reported on **965 patients**



589 patients got **both products**
724 colic relief (135 just colic)
830 gas relief (241 just gas)

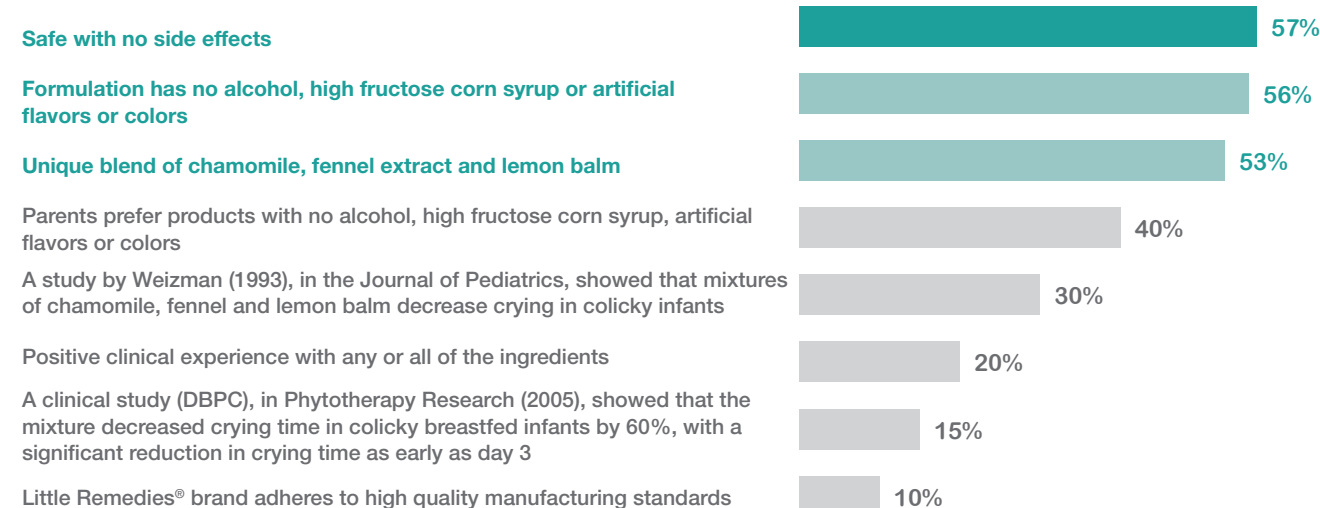


Patient feedback was submitted by parents of **20 patients**



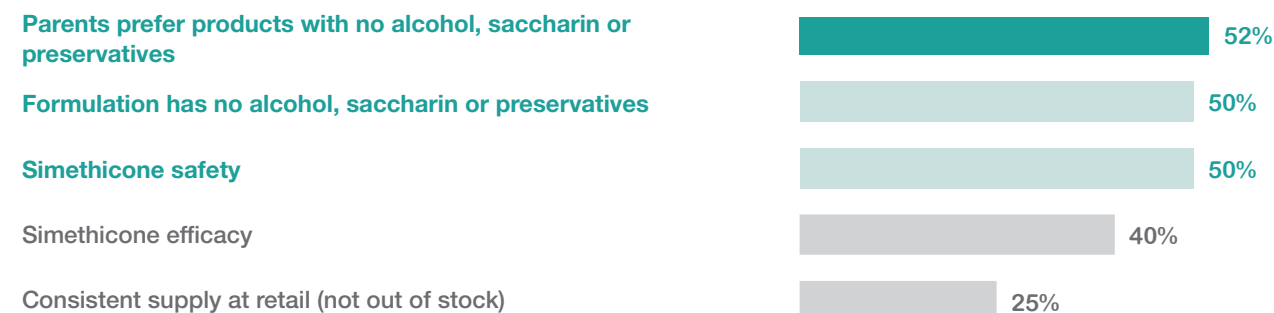
Findings Among Pediatricians (n=504)

Safety, Formulation and Ingredients Topped the Reasons HCPs selected Little Remedies® Advanced Colic Relief Drops



If you selected Little Remedies® Advanced Colic Relief Drops, check all of the reasons for selecting this product (n=724 patients; represents 75% of patients)

Formulation and Safety Topped the Reasons HCPs selected Little Remedies® Gas Relief Drops



If you selected Little Remedies® Gas Relief Drops, check all of the reasons for selecting this product (n=830 patients; represents 86% of patients)

Safety and Concomitant Presentation were Primary Reasons HCPs selected both Little Remedies® Gas Relief Drops and Advanced Colic Relief Drops



If you selected Little Remedies® Gas Relief Drops and Advanced Colic Relief Drops, check all of the reasons for selecting this product (n=589 patients; represents 61% of patients)

Average Little Remedies® Gas Relief Drops and Advanced Colic Relief Drops Recommendations per Week by HCPs



Average Little Remedies® Gas Relief Drops and Advanced Colic Relief Drops Recommendations per Week by HCPs (n=471 physicians)