

# CONVENIENCE VALET ADDS MYLANTA PRODUCT LINE TO OTC ASSORTMENT



By: Mary Rozanski  
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Convenience Valet ([www.cvalet.com](http://www.cvalet.com)) has announced a new partnership with InFirst Health Care with an agreement to represent Mylanta products in the convenience and travel classes of trade in on-the-go sizes.

Mylanta® ([www.mylanta.com](http://www.mylanta.com)) is the #1 doctor recommended liquid antacid. Mylanta exited the market in 2010 but upon returning in 2016 with new formulations quickly ascended to #1 liquid antacid shortly after launch. Heartburn and acid indigestion are the #1 most suffered digestive health ailment and liquid antacids, in particular, are known for their speed and efficacy.

Mylanta's heartburn relieving liquid formulation neutralizes acid on contact and calms the burn fast. Convenience Valet will carry the fast-acting liquid in a 4 ct box of single dose pouches. Complementing the liquid antacid, Convenience Valet will also offer the brandnew travel size blister of Mylanta Gas Minis. The Gas Minis offer fast gas relief with the #1 doctor recommended ingredient in great tasting chewable tablets.

"The two new items we're adding will bring important solutions to the digestive category in c-stores," says Tom LaManna, VP of Merchandising for Convenience Valet. "Mylanta is also a trusted, recognized brand with strong consumer equity that addresses key antacid and gas relief needs. Also, you don't often see dedicated gas relief SKUs in c-stores, even though it is a widely suffered gastrointestinal ailment."

"Convenience Valet will bring enhanced access to our fast-acting, great tasting product line," commented Gigi Leporati, Director of Marketing for Mylanta. "Consumers looking for speedy and soothing heartburn relief will now be able to find on-the-go sizes of Mylanta whenever and where ever acid indigestion strikes, in convenience and airport stores across the country."

These products are available now through Convenience Valet.

## About Convenience Valet

Convenience Valet is an industry leader in trial and travel-size consumer products. We specialize in repacking as well as distributing top brands of health, beauty and personal care products, automotive supplies and other general merchandise to various outlets including convenience stores, airport shops, hotels, cruise ships, college bookstores, dollar stores, wholesale distributors and more. With our fast and flexible business mindset, we focus on our customers with a relentless passion for quality, service, and innovation. We also believe that giving back is important and so we are proud partners with Children's Miracle Network Hospitals and The Folds of Honor Foundation.

## About InFirst

Infirst Healthcare USA is a fast-growing consumer healthcare company determined to bring meaningful innovation to existing medicines for everyday ailments. Infirst is the maker of the Mylanta® portfolio of antacid and anti-gas remedies, as well as Infants' Mylicon® Gas Relief products, the #1 pediatrician recommended gas relief brand, Infants' Mylicon® Daily Probiotic Drops, new Children's Mylicon® Tummy Relief for older kids, and Dr. Cocoa® Cough and Cold products for children made with 10% real cocoa for a real chocolate taste. For more information, please visit our website at [www.infirst-usa.com](http://www.infirst-usa.com).