



Brand Highlights

- All products are made with 100% USDA certified organic honey
- 3 SKUs : Kid's honey spray, adult spray +zinc, and kid's honey soothing syrup
- Honey is proven to give long-lasting, safe, fast, and effective relief from coughs
- Parents will be able to identify every ingredient to reinforce the effectiveness and safety of this product
- Kid's honey soothing syrup is organic honey plus ivy leaf extract. Ivy leaf extract is known to reduce bronchial inflammation and heal general throat irritations.
- Metered-dose pump sprays are portable and convenient for carrying in a backpack, briefcase, in the car, pocket, etc.
- Kid's spray contains organic honey.
- Adult spray contains organic honey plus zinc.
- This delivery system is first of its kind introduced in the cough/cold category.
- Launch support:\$4.5 million marketing spend which includes TV, SEO, and social media.

