



Humphreys®

Humphreys Pharmacal, Inc.

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FOR IMMEDIATE RELEASE

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HUMPHREYS LAUNCHES NEW INTERACTIVE WEBSITE - WWW.HUMPHREYSUSA.COM

New Easy to Navigate Site Helps Educate Consumers and Retailers on Humphreys Complete Line of Witch Hazel, Botanical and Personal Care Items

Natural Products Expo West - Anaheim, CA, Booth #3512, March 14 – 16th, 2008 – Humphreys Pharmacal, maker of the Health Food market's only 100% witch hazel, is proud to announce the launch of its new corporate website – www.HumphreysUSA.com. The new site provides both consumers and retailers with information in an easy to navigate, highly interactive format and compliments their extensive 2008 sales and marketing program. This site illustrates the significant strides that have made with the Humphreys brand since its acquisition in 2004.

In constructing the site, Humphreys concentrated on allowing the user to “drill down” to access their desired depth of product information. On the top line, products are broken down into Skin Care and Personal Care categories – offering a quick overview of Humphreys mix for each category. Once a particular product is selected the user may access additional information by clicking through to the product specific pages.

In addition to product specific information, the site also offers a quick overview of Humphreys' corporate history and how it has helped influence our current philosophy of eco-responsibility and awareness of the issues that are important to our customers.

Below is a brief description of the three tiers of information on the site. The first tier features an overview of the company and products. The next offers company and product specific information within a particular area of interest for the user. The third tier offers a way for customers to correspond with us for additional specific information or to refer another potential customer.



Trusted Remedies Since 1854



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LEVEL 1 - Overview

Main Page - Offers a brief overview of Humphreys and its products.

- * Clear Skincare and Personal Care Category Segmentation
- * Frequently Asked Questions Section
- * About Humphreys

Product Carousels - Display a brief overview of each product sorted by category. These are an easy way to get a quick overview of all products or to find a specific product.

- * Scrolling images of each individual product
- * Hover Tags over each product outlining benefits in short, bullet format
- * Brief description of product benefits at the bottom
- * Clear segmentation between the different product categories:
 - Skin Care* - witch hazel & organic botanicals
 - Personal Care* - Children, Cold & Flu, Pain relief

LEVEL 2 - In-Depth Information

Product Specific Pages - product overview, product highlights, ingredient information

About Humphreys Pages - Corporate info on Dr. Humphreys, corporate philosophies & news

FAQ - Covers many questions frequently heard customers

LEVEL 3 - Correspondence

Contact us – offers a quick way to contact customer service with specific questions.

Refer a friend – Humphreys has been passed down generation to generation -- this only helps!

This site is the beginning of a new web and e-community for Humphreys customers. Through this portal Humphreys will be communicating more effectively with its customers by disseminating product and company information well as receiving information from them on their experiences.

Humphreys Pharmacal: The Family Choice, Yesterday and Today

The Humphreys Family has produced the highest quality natural products for personal care and skincare since 1854. Originally formulated by the respected homeopathic physician, Dr. Frederick Humphreys, M.D., all of their products are based on traditional, time-honored botanical ingredients to care for each member of the family in the gentlest ways possible. Today, the company continues to produce its products in the same manner, harvesting many of its natural ingredients by hand and utilizing time-honored processing techniques – resulting in therapeutic products that work naturally with the body, encouraging it to return to a natural state of health. Visit www.humphreysusa.com or call 1-866-267-8710. Humphreys...*It's what's inside.*



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