

GET A FOOT MASSAGE WITH EACH STEP WITH DR. SCHOLL'S® MASSAGING GEL™ INSOLES

Montreal, March 18, 2004 – Provide your feet with all the comfort and well-being they deserve by pampering them with Dr. Scholl's® Massaging Gel™ Insoles. The quality of shoes is not the only factor as far as comfort is concerned; the use of appropriate insoles that meet your needs is also very important. With Dr. Scholl's® Massaging Gel™ Insoles, you are sure to get comfort and well-being with each step.

Their innovative design combining a soft blue gel and a rich suede-like top-cloth provides up to 2 times the cushioning energy and shock absorption of other gel insoles. The key is the proprietary Ultra Soft Massaging Wave Action that literally puts the spring back into your step.

The ultra soft blue gel cushions your feet while grooves within the gel produce a springing wave motion. So, as you step down and push off, the gel absorbs shock, relieves pressure and springs back returning energy with each step while giving you, on top of that, an incredible massage sensation.

These tapered and cushioned insoles have a slim, contoured design so they don't crowd your shoes while providing support in the heel and arch. Dr. Scholl's® Massaging Gel™ Insoles are ideal for sneakers, casual shoes and dress shoes.

Every time you take a step, the impact of your feet on the ground produces shock. With good-quality insoles like Dr. Scholl's® Massaging Gel™ Insoles, you can cushion your feet and joints against this shock, making a big difference in comfort and energy, through even the most demanding day.

The product features that are sure to convince you to choose comfort with Dr. Scholl's® Massaging Gel™ Insoles include:

- **Ultracomfort** – The softest gel on the market provides improved cushioning while grooves in the gel produce a springy motion of waves under the foot to put bounce in your step.
- **Their Ultra Soft Massaging Wave Action** allows grooves in the gel to first collapse and spring back, invigorating with every step.
- **Their slim and contoured design** for a better fit and less crowding in the shoe.
- These cushioned insoles provide **support of the heel and arch.**
- **They fit comfortably in most types of shoes.**

For more information, please visit www.drsholls.ca.

About Dr. Scholl's®

Dr. Scholl's is a registered trademark of Schering-Plough HealthCare Products, the U.S. OTC and consumer products business unit of Schering Laboratories. Schering Laboratories is the U.S. marketing division of Schering-Plough Corporation of Kenilworth, NJ. The Dr. Scholl's® Canadian activities are based in Schering Canada's head office in Pointe-Claire, Québec. Schering Canada Inc. is a wholly-owned subsidiary of Schering-Plough Corporation, a research-based company engaged primarily in the discovery, development, manufacturing and marketing of pharmaceutical and health care products worldwide.

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