

DR. SCHOLL'S® CHRISTMAS SURVIVAL GUIDE
Four easy steps to make holiday shopping simple and fun

Montreal, August 3, 2004 – Crowded stores, long line-ups, and spending hours on your feet can make holiday shopping a chore, rather than a joy. So this Christmas, why not make it an altogether less stressful experience? Footcare expert, *Dr. Scholl's®*, has a few helpful hints that will help you stay one step ahead of the crowd this festive season with its new *Pedicure Essentials®* line of products.

Step 1: Comfort first when it comes to holiday shopping

Walking around from store to store for hours can be hard on the feet, resulting in aching and soreness, so always ensure that you wear comfortable, well-fitting shoes before embarking on a long shopping trip. For additional comfort, try wearing cushioning, shock-absorbing insoles such as *Dr. Scholl's® Massaging Gel™ Insoles* (suggested retail price \$15-\$19). If feet feel tired and in need of refreshment after a long day, use *Dr. Scholl's® Pedicure Essentials® Cooling Peppermint Foot & Leg Lotion* (SRP \$7.99) to give them an instant lift.

Step 2: This year, give the gift of pampering to your nearest and dearest

It can be a challenge finding just the right gift for family and friends, but the *Dr. Scholl's® Pedicure Essentials® Gift Pack* means the search is over. Presented in an attractive gift bag, containing three full-size *Dr. Scholl's®* favourites – the *Pedicure Essentials® Beauty Stone*, *Exfoliating Foot Scrub* and *UltraOvernight Cream* – it is the perfect way to spoil someone this Christmas. Priced at around \$14.99, it is the ideal, great value gift.

Step 3: Dance the night away at the Christmas party, but spare a thought for your feet!

The party season can play havoc with your feet, so after a night of dancing in high heels, try soaking your feet for 10 minutes in *Dr. Scholl's® Invigorating Foot Bath Salts* (SRP \$5.49) when you get home. And to make sure feet feel as good as new the morning after, smooth on *Dr. Scholl's® Pedicure Essentials UltraOvernight Foot Cream* (SRP \$7.99) before going to bed. Your feet will soon feel soft, revitalized and ready for another night of partying!

Step 4: Finally, a gift from you to you

After all the hard work of finding perfect gifts for everyone, why not take the opportunity to reward yourself? Treat your feet to a little luxury with *Dr. Scholl's® Pedicure Essentials® Exfoliating Foot Scrub* (SRP \$7.99) followed by a smoothing cream such as *Dr. Scholl's® Pedicure Essentials® Cracked Skin Repair Cream* (SRP \$7.99). You deserve it!

Dr. Scholl's® Pedicure Essentials® collection offers 14 different products to pamper, beautify and soothe your feet. The entire line is available at retail locations near you in the foot care section. Visit the www.drsholls.ca site for more information.

About Dr. Scholl's®

Dr. Scholl's and Pedicure Essentials are registered trademarks 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.

-2-

For further information, contact:

Eva Sogbanmu

Weber Shandwick

514.393.1180

esogbanmu@webershandwick.com