

## **Perrigo Announces First-To-Market Launch Of The OTC Store Brand Equivalent To Women's Rogaine® Foam**

DUBLIN, March 8, 2017 /[PRNewswire](#)/ -- Perrigo Company plc (NYSE; TASE: PRGO) today announced the first-to-market launch of the over-the-counter ("OTC") store brand equivalent to Women's Rogaine® 5% minoxidil foam (minoxidil topical aerosol, 5% foam). First shipments of this new store foam have already been initiated. This product is packaged and marketed as a store brand or retailer 'own label' brand and provides consumers a high-quality, value alternative to the Women's Rogaine® 5% minoxidil foam product.

Women's Rogaine® 5% minoxidil foam (minoxidil topical aerosol, 5% foam) is indicated to regrow hair on top of the scalp. Annual sales for the 12 months ending February 2017 were approximately \$20 million.

Perrigo's CEO John T. Hendrickson stated, "This final approval and OTC launch is another example of introducing new store brand products that are equivalent to the national brand while providing consumers with a lower cost alternative in the marketplace. As always, Perrigo is committed to making quality healthcare more affordable for our customers and consumers around the world."

### **About Perrigo**

Perrigo Company plc, a leading global over-the-counter ("OTC") consumer goods company, offers patients and customers high quality products at affordable prices. From its beginnings in 1887 as a packager of generic home remedies, Perrigo, headquartered in Ireland, has grown to become the world's largest manufacturer of OTC healthcare products and supplier of infant formulas for the store brand market. The Company is also a leading provider of generic extended topical prescription products in the U.S. and currently receives royalties from sales of the multiple sclerosis drug Tysabri®. Perrigo provides "Quality Affordable Healthcare Products®" across a wide variety of product categories and geographies primarily in North America, Europe and Australia, as well as in other markets, including Israel, China and Latin America. Visit Perrigo online at (<http://www.perrigo.com>).

### **Forward-Looking Statements**

Certain statements in this press release are "forward-looking statements." These statements relate to future events or the Company's future financial performance and involve known and unknown risks, uncertainties and other factors that may cause the actual results, levels of activity, performance or achievements of the Company or its industry to be materially different from those expressed or implied by any forward-looking statements. In some cases, forward-looking statements can be identified by terminology such as "may," "will," "could," "would," "should," "expect," "plan," "anticipate," "intend," "believe," "estimate," "predict," "potential" or the negative of those terms or other comparable terminology. The Company has based these forward-looking statements on its current expectations, assumptions, estimates and projections. While the Company believes these expectations, assumptions, estimates and projections are reasonable, such forward-looking statements are only predictions and involve known and unknown risks and uncertainties, many of which are beyond the Company's control, including the time, effort and expense to complete its 2016 Form 10-K, future impairment charges, the ability to

achieve its guidance, the ability to execute and achieve the desired benefits of announced initiatives, and the timing, amount and cost of share repurchases. In addition, there can be no assurance that the Company will be able to file its 2016 Form 10-K within the fifteen calendar day extension provided by Rule 12b-25, or that the Company may not identify one or more material weaknesses in its internal control over financial reporting, need to restate its financial statements, conclude that investors should no longer rely upon previously issued financial statements or maintain compliance with the NYSE continued listing rules. Furthermore, if the Company and/or its subsidiaries are required to restate their financial statements, it and/or its subsidiaries may incur additional tax liabilities in respect of 2016 and prior years or may be found to have breached certain provisions of Irish company legislation in respect of prior financial statements and if so, may incur additional expenses and penalties. These and other important factors, including those discussed under "Risk Factors" in the Company's Form 10-KT for the six-month period ended December 31, 2015, as well as the Company's subsequent filings with the United States Securities and Exchange Commission, may cause actual results, performance or achievements to differ materially from those expressed or implied by these forward-looking statements. The forward-looking statements in this press release are made only as of the date hereof, and unless otherwise required by applicable securities laws, the Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE Perrigo Company plc

For further information: Bradley Joseph, Vice President, Global Investor Relations, (269) 686-3373, [bradley.joseph@perrigo.com](mailto:bradley.joseph@perrigo.com), Arthur J. Shannon, Vice President, Global Corporate Affairs and European Investor Relations, +353 (86) 4709 1709, [ajshannon@perrigo.com](mailto:ajshannon@perrigo.com)

---

<https://investor.perrigo.com/2017-03-08-Perrigo-Announces-First-To-Market-Launch-Of-The-OTC-Store-Brand-Equivalent-To-Womens-Rogaine-R-Foam>