



Your health deserves the greatest respect

Press release
For immediate distribution

Camilia: already 30 years of smiles in Canada!

Saint-Bruno-de-Montarville, June 16, 2023 - Did you know that **Camilia®** was born in Canada? It's been 30 years since Camilia®, a homeopathic medicine developed by Boiron to relieve the symptoms of teething, was created. In fact, the very first order of Camilia 30 doses was sent to a Quebec pharmacy in November 1993. Since then, Camilia has become the number one teething medication in Canada! ¹ What's more, thanks to its special single-dose form, Camilia has a 95% satisfaction rate in France ² among mothers who use it for their babies.

Teething: a painful adventure for children and parents alike

A natural phase in a child's development, teething generally begins around 3 months of age, and can continue until around the 36th month ³. The irritability and pain associated with teething can make this a complicated time for both child and parent. Symptoms may vary from one child to another, but in general they include sore gums, restlessness, irritability, red cheeks, excessive salivation, moderate fever, and night-time waking. In addition, some infants may have loose stools that resemble diarrhea, which can lead to red, irritated buttocks. ³⁻⁴

How to soothe teething toddlers?



There are many ways to help your baby through this period gently, such as gently rubbing his gums with a washcloth soaked in cold water, letting him chew on a refrigerated teething ring, giving him a warm bath to calm his nerves, or giving him lots of cuddles and caresses, all of which can contribute to his well-being. ⁴⁻⁵

And then there's **Camilia: 30 years of smiles speaks volumes...**

Adored by moms and dads the world over, Camilia has been delighting Canadian parents and their little ones for 30 years. Available for babies from 1 to 30 months, Camilia homeopathic medicine relieves the pain, restlessness, irritability, and diarrhea due to teething. Its sterile, drinkable, pre-measured and unbreakable single-dose format is practical for parents and ideal for babies. What's more, Camilia contains no sugar, no dyes, no preservative, and no benzocaine.

For more information: [Camilia for the relief of pain due to teething | Boiron Canada](#)

Congratulations, Camilia, on 30 years of smiles in Canada... On the way to another 30?

About Boiron

Boiron is a French pharmaceutical company renowned for its rigorous manufacturing of high-quality homeopathic medicines and has been doing so for 90 years. It invites consumers and healthcare practitioners alike to discover homeopathy and use it in their daily lives. Today, the company employs nearly 3,000 dedicated people worldwide and is present in 50 countries.

About Boiron Canada

Celebrating its 35th anniversary in Canada this year, Boiron's Canadian subsidiary, Boiron Canada, employs more than 50 people from 17 different countries. In compliance with Canadian regulations for natural health products, which are seen as a model throughout the world, Boiron Canada is proud to offer Canadians high-quality homeopathic medicines that meet strict manufacturing standards, thus contributing to their freedom of choice to heal oneself differently.

Boiron: your health deserves the greatest respect.

Pour infos : <https://www.boiron.ca/eng>

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Sources : Boiron Canada

References:

- 1 IQVIA – Canada, Décembre 2021 à Décembre 2022 – Gouttes contre les maux de dents – En valeur \$
- 2 Etude consommateurs sur le panel Toluna auprès de 307 Mamans ayant acheté Camilia, réalisée en France en septembre 2022
- 3 [Healthy teeth for children | Caring for kids \(cps.ca\)](#)
- 4 [Poussée dentaire : symptômes, âge, comment soulager bébé ? \(journaldesfemmes.fr\)](#)
- 5 <https://youtu.be/9W-lmObxL8Q> – Video – Help! My baby is teething webinar – The webinar Wellness Parenting Tips series – 2020

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