



## **MEDIA RELEASE**

10 February 2014

### **Des Lardner's Colic Knowledge Goes Global**

A new book on colic has paid tribute to the leading role Wimmera herbalist and pharmacist Des Lardner has played in addressing the condition, which is experienced by up to 40 per cent of all babies.

Launched by The Hon. Heidi Victoria, Minister for the Arts, Women's Affairs and Consumer Affairs, on Friday 7<sup>th</sup> February, Gai Williams' book 'No more tears - Colic Relief' is dedicated to Des and will be sold in 48,000 outlets around the globe.

The dedication recognises Des' enduring contribution to the study of natural health for newborns, and his role as inventor of the colic mixture which is now sold nationally as Wilby's Colic Mixture.

"Nobody likes to hear a baby cry, and it is a universal response to want to help the baby feel better. I have formulated the colic mixture over a number of decades and feel that the current mix, sold locally as Des Lardner's Colic Mixture and across Australia as Wilby's Colic Mixture is the most successful," he said.

#### **Des Lardner's Colic Mixture**

Des Lardner's colic mixture has helped tens of thousands of parents relieve their babies' pain. Des has been featured on television's 'A Current Affair' and is still a hot topic of conversation on numerous blogs relating to baby health, where tributes are paid to the man who has helped mothers 'get the their life back'.

Des' colic mixture has travelled long distances. On one occasion, in response to a desperate call from parents whose child was in pain, Des made a late night trip from Horsham to Torquay to deliver a bottle of his winning formula.

On another occasion, a Horsham woman holidaying in Perth overheard a conversation about a crying baby, and suggested the worried mother request Des Lardner's Colic Mixture. The result was a letter of gratitude from the Perth mother, stating she 'now had a happy, healthy baby and sense of normality back in my life'.

#### **A dedication to Des**

Ms Williams' dedication to Des in 'No more tears – Colic Relief' notes his willingness to share his knowledge and expertise with others.

"His passion to 'make a difference' in the lives of his patients is an absolute inspiration," she wrote.

Ms Williams went on to say that she was inspired by Des' great words of wisdom, "You have to share the knowledge because you don't want to be the smartest person in the cemetery!"

## **'No more tears – Colic Relief'**

Des contributed a chapter on 'Practicing Ancient Medicine in a Modern World' to the book *No more tears – Colic Relief*, which includes contributions from a GP, paediatrician, naturopath, lactation nurse and mothercraft nurse

It is on sale worldwide and is published by a same company instrumental in the success of the 'Men are from Mars, Women are from Venus' series of publications.

*Copies of 'No more tears – Colic Relief' are available at Des Lardner's Organic, 5 Firebrace St, Horsham or by calling 5382 7766*

*Des Lardner's Colic Mixture must be prepared in a pharmacy, and is available at Priceline Pharmacy Horsham, 42 Darlot Street, Horsham.*

**Media enquiries: Des Lardner's Organic: 5382 7766**



**Caption:** *Des with author Gai Williams, who presented him with a plaque of gratitude listing the names of the many babies who have had his colic mixture.*



**Caption:** *Author Gai Williams, The Hon. Heidi Victoria and Des Lardner at the book launch.*