

Trade press release

26th September 2007

Snoreeze Achieves Record Sales Following £¼ Million Advertising Campaign

Europe's leading snoring relief brand Snoreeze received record sales in August following their advertising campaign, offering couples a chance to restore routine and achieve a peaceful night's sleep before the back to work frenzy. The £250,000 campaign includes print adverts across a range of national and consumer publications, including The Radio Times, The Mail on Sunday and Woman & Home. In the first week of the campaign sales figures showed a 17% increase across the entire Snoreeze range and saw a real boost with Snoreeze Nasal Spray achieving its highest levels of sales to date.¹

The adverts were created by creative agency Purity and feature a couple in bed, envisioned through a mixture of photography and line illustration, focusing on the positive effects which snoring relief can have on a couple's relationship. The images appear under the titles of 'One in four couples sleep in separate rooms because of snoring' and 'Half of all relationships suffer because of snoring.'² Anton Mercier, joint director of Purity, said: "Through the use of real statistics the adverts were designed to portray the detrimental effects that snoring can have on couples and to empower the partners of snorers to take action for a better relationship. After all, true to the end line of the adverts, there are better things to do in bed".

¹ Boots Tonic Sales figures week ending 4th August 2007

² Statistics for the adverts were taken from the Great British Snoring Survey, the largest UK survey into snoring conducted by JMA Marketing and Research on behalf of Passion for Life Healthcare in April and May 2006. The survey was carried out over a sample of more than 2,000 people, through questionnaires carried out at sampling stands in a selection of main railway stations and shopping centres, face to face street interviews and internet questionnaires.

The brief of this campaign, which continues an eight year working relationship between Purity and Passion for Life Healthcare Ltd., was to develop a campaign to communicate specifically with women, as the partners who have to deal with snorers. Insight was taken from a qualitative survey of consumers throughout Europe looking at how partners and couples regard snoring and how they cope with it.³ The survey showed the wide variety of coping strategies that couples resort to to deal with snoring, from kicking and nudging, to going to bed first or sleeping in a different room. Passion for Life Healthcare Ltd. wanted the campaign to show that their products offer a beneficial solution.

Advertising is appearing over a 16 week period from July-October 2007 and by its completion the campaign is expected to have reached an estimated 6 million consumers.

Philip Artus, managing director of Passion for Life Healthcare, said: "We are committed to improving the quality of life of our customers and this advert was designed to communicate the problems that snoring can cause in a relationship. We are offering a more practical solution to people than the extreme methods couples adopt to cope with snoring".

- Ends -

- Passion for Life Healthcare is a successful manufacturer and distributor of innovative products in the OTC (over-the-counter) healthcare sector.
- The Passion for Life Healthcare range includes Snoreeze, Bio-Fem, Peditech and Audiclean.
- Snoreeze is the market leader in snoring relief products, including Snoreeze Throat Spray, Snoreeze Nasal Spray and Snoreeze Oral Strips. It has a patented and innovative spherulite[®] formulation which works continuously through the night to provide 8 hours of snoring relief.
- All of the Bio-Fem range is based on Bio-Active Science, working with the body to provide rapid, safe and effective relief from feminine discomforts. The range includes

³ Snoreeze Qualitative Research Debrief was carried out by Time to Think in July 2007. The research consisted of focus groups in Italy, France and the UK with partners and couples affected by snoring.

Instant Active Gel, for vaginal discomforts and Instant Moisturiser, for vaginal dryness. It also includes Bio-Fem Moisturising Balm and Bio-Fem Relief Compress to prepare and sooth nursing mothers

- Audiclean is a safe and natural ear cleaning wash, which gently cleanses the external ear canal to prevent the build-up of excess wax.
- Peditech is a unique antibacterial spray with a patented dynamic formulation to eliminate the bacteria, which causes foot odour, and prevents the odour from returning.
- For more information about Passion for Life Healthcare or any of the brands, go to www.passionforlife.com