



**PRESS RELEASE**  
**March 2008**

## **National Stop Snoring Week: Snoreeze helps snorers rise to the occasion**

In support of **National Stop Snoring Week** on **April 21-26 2008** Snoreeze along with sleep hygiene expert **Dr Neil Stanley**, lift the lid on new research that reveals the extent of UK's snoring dilemma.

Snoring is one of the most common sleep-related complaints and is a major cause of sleep disruption and stress. In the UK alone, there are approximately 15 million snorers, causing up to 30 million people to be affected during their night's sleep. Whilst the problem is hugely under-acknowledged, people generally are not well informed about causes or available remedies. Snoreeze, a market leader in snoring relief products understands the importance of sleep and so has released new **IPSOS Mori and The Great British Snoring Survey** research to help snorers and their partners enjoy a peaceful night's sleep.

### **New IPSOS Mori research by Snoreeze**

#### **Survey showed:**

- 59% felt snoring was not serious however it's been linked to Type 2 diabetes, bronchitis and cardiovascular diseases<sup>1,2,3</sup>
- 41% of respondents say snoring causes lack of energy and 33% suffer from poor performance at work
- 67% of the respondents say snoring is sometimes the cause of arguments amongst couples

### **The Great British Snoring Survey by Snoreeze**

#### **Survey showed:**

- 47% of internet respondents claim that snoring has affected the closeness/sexual relations with their partner
- 79% of internet respondents revealed that they had resorted to sleeping in separate bedrooms

Snoreeze research has revealed that although 59% of those surveyed felt that snoring was not serious, it is linked to Type 2 diabetes, bronchitis and cardiovascular diseases such as a stroke<sup>3</sup>. In addition, sleep deprivation both on the snorer and partner front can cause an increase in obesity.

One of the main causes of snoring is the partial collapse of the soft tissues at the back to the throat. Natural breathing through the airways can produce snoring when the tissues vibrate. Since not all snoring is the same, Snoreeze has developed different formats in the range to suit different individual needs and preferences.

Dr Neil Stanley, Sleep expert and manager of the Clinical Research and Trials Unit at the Norfolk and Norwich University Hospital, suggests the implementation of simple steps combined with effective remedies can improve quality of sleep and snoring.

Dr Neil Stanley said:

*"Britain seems to have fallen out of love with sleep. A good night's sleep is very beneficial for our physical, mental and emotional health. No-one can fail to notice the difference a good night's sleep can have on their daily life, yet people may be letting a snoring partner take this away from them. Couples need to start opening up the communication channels about sleep."*

In addition to the physical and medical issues associated with snoring, there are also social intimacies associated with snoring and sleep deprivation. The IPSOS Mori survey revealed that about 33% of

snorers feel that their snoring causes poor performance at work, the effects of snoring on their partner are even worse. 47% of internet respondents of the Great British Snoring Survey claim that snoring has affected the closeness/sexual relations with their partner. Broaching the subject of snoring is not always easy however couples approaching the problem can seek effective measures to help combat the problem.

79% of internet respondents of the Great British Snoring Survey participants revealed that they had resorted to sleeping in separate bedrooms whilst 61% of people view snoring as a humorous matter.

**Snoreeze Nasal Spray** is an ideal product for those whose snoring is aggravated by colds, allergies or a blocked nose. Alternatively, **Snoreeze Throat Spray** and **Snoreeze Oral Strips** are more suitable for people who snore more whilst lying on their back.

There are various alternatives to combating snoring head on. Snoreeze, is a market leading range of snoring relief product that understands why it's important to get the best sleep you can.

Snoreeze products are available from Boots, Superdrug, Lloyds, Alliance and all good pharmacies, or can be purchased from [shop.passionforlife.com](http://shop.passionforlife.com) or by calling 0800 096 1121. For further information, please see our website: [www.snoreeze.com](http://www.snoreeze.com).

**For further information on the Snoreeze survey, product range, case studies and/or interview with Dr Neil Stanley please call Lina Cabai or Claudia McKenzie on 0870 240 5536 or email [passionforlife@redheadpr.co.uk](mailto:passionforlife@redheadpr.co.uk)**

-ends-

#### Notes to Editor:

- Snoreeze is a market leader in snoring relief products, including Snoreeze Throat Spray, Snoreeze Nasal Spray and Snoreeze Oral Strips. It has an innovative and patented spherulite® formulation that works continuously through the night to provide up to eight hours of snoring relief.
- Snoreeze Oral Strips cost £4.99 and contain 14 strips. Snoreeze Nasal Spray is £9.95 for 25 nights' doses. Snoreeze Throat Spray is £12.95 for 50 nights' doses.
- Snoreeze Oral Strips have won best Snore Relief Product in the Boots Vitamins Award for the second year running (2007 & 2008).
- Snoreeze products are available from Boots, Superdrug, Lloyds, Alliance and all good pharmacies, or can be purchased from [shop.passionforlife.com](http://shop.passionforlife.com) or by calling 0800 096 1121.
- More information about Snoreeze and stockists is available at [www.snoreeze.com](http://www.snoreeze.com)
- 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

---

<sup>1</sup> Snoring: A Major Health Risk? Orr W.C. Chest 1992 101 889-890

<sup>2</sup> Snoring as a Risk Factor for Type II Diabetes Mellitus: A Prospective Study Wael K. Al-Delaimy; JoAnn E. Manson; Walter C. Willett ; Meir J. Stampfer; [American Journal of Epidemiology](#), Volume 155, Number 5, 1 March 2002 , pp. 387-393 (7)

<sup>3</sup> Andrea Dunai, Andras P. Keszei, Maria S. Kopp, Colin M. Shapiro, Istvan Mucsi, Marta Novak, Cardiovascular Disease and Health-Care Utilization in Snorers: a Population Survey. Sleep, 2008, 31 (3) 411-416