



**Media release  
March 2008**

### **Snoreeze launches new Nasal Strips; a further relief remedy to combat snoring**

**Snoreeze**, a market leading range of snoring relief products, has added a new solution to its innovative range with the launch of **Snoreeze Nasal Strips**, soon to be available at Boots and independent pharmacies from April.

From its extensive work with sleep experts as well as snoring sufferers over the last 10 years, Snoreeze has now developed a complete range of easy to use and effective products. The addition of this snoring relief remedy underlines the brand's commitment to offering consumers an array of solutions that meets the needs of snorers and aids the sleep of their partner.

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

"There are approximately 15 million snorers in the UK, 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. Whilst Snoreeze offer an extensive range designed to cater for different needs, the Snoreeze Nasal Strips are in particular ideal for people whose snoring is caused by colds, allergies and blocked noses".

One of the main causes of snoring is the partial collapse of the oropharynx and hypopharynx. These are the soft tissues at the back to the throat which are prone to slacken as you get older, carry excess weight or drink alcohol. Various factors and conditions linked to an increase in snoring include nasal congestion, smoking and sleeping on the back. Since not all snoring is the same, Snoreeze has developed a different format to combat one specific contributing factor linked to snoring; nasal congestion.

Snoreeze Nasal Strips are designed to reduce or eliminate snoring caused by nasal congestion by gently opening the nasal passages and improving airflow throughout the night. The easy to apply hypoallergenic strip can be used for sensitive skin and is available in two sizes; small/medium and large.

The latex-free strips cost £8.99 for 20 strips and can be easily applied before going to bed. A recent IPSOS Mori survey for Snoreeze revealed that 59% of respondents felt snoring was not serious, however it has been linked to Type 2 diabetes, bronchitis and cardiovascular diseases including strokes<sup>1</sup>. Furthermore, sleep deprivation both on the snorer and partner front can cause an increased likelihood of obesity.

In addition to the physical and medical issues linked to snoring, there are also social intimacy issues associated with snoring and sleep deprivation, the effects mainly felt by the partner of a snorer. 47% of internet respondents of the Great British Snoring Survey reported that snoring has affected the closeness and sexual relations with their partner. In fact, 79% of these respondents revealed that they had resorted to sleeping in separate bedrooms.

Snoreeze Nasal Strips can also be used in combination with the Snoreeze Throat Spray, Nasal Spray or Oral Strips for maximum effectiveness which promotes both partners being able to enjoy a peaceful night's sleep.

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**For further information on the Snoreeze surveys, product range, case studies and/or an 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)**

**Notes to Editor:**

- Snoreeze is a market leader in snoring relief products, including Snoreeze Throat Spray, Snoreeze Nasal Spray and Snoreeze Oral Strips and now Snoreeze Nasal 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 Nasal Strips cost £8.99 for 20 strips and are available in two sizes: small/medium and large
- Snoreeze Oral Strips cost £4.99 and contain 14 strips. Snoreeze Nasal Spray is £9.95 for 25 nights' use. Snoreeze Throat Spray is £12.95 for 50 nights' use.
- 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.
- Snoreeze Nasal Strips are available through Boots exclusively and independent pharmacies.
- 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.

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1 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.