



Press Release
08.04.08

New Snoreeze poll reveals 1 in 2 women are affected by partners that snore But snorers just continue to “Zzzzz”

Snoreeze has commissioned new BMRB Omnibus research which confirms that millions across Britain are suffering from the effects of snoring yet they are failing to do anything about it - or even know what solutions are available to them. Boasting over 10 years' of experience working closely with sleep specialists and snoring sufferers, Snoreeze has long understood the negative effects which snoring can have on daily life. Yet despite the consequences and the range of solutions available, tolerance rather than action seems to be the norm.

More is understood about the negative effects of a poor night's sleep than ever before, but this latest study shows that 1 in 2 women have a partner that snores - and of these women, 50% are in relationships where the snorer believes their problem is merely a habit which partners must learn to cope with. With research estimating that there are 15 million snorers in the UK alone, as many as 30 million people are being forced to endure disrupted sleep.

It is the partner in the household that suffers the far-reaching negative effects of snoring, and the new research confirms this. Of the respondents surveyed 1 in 10 people who have a partner that snores sleep in separate rooms on a weekly basis, just to enjoy a peaceful night's sleep.

Dr Neil Stanley, a sleep expert from Norfolk and Norwich University Hospital, said:

“Many partners of snorers will complain about sleep deprivation and snoring is a major contributing factor to this. There is a tendency to dismiss snoring as a detrimental factor to health and wellbeing and many people don't realise the range of options available to them to help combat snoring; the latest results is a reflection of this”.

More than 25% of respondents sleeping in separate rooms claim that snoring has had an impact on their intimacy and they would try a snore relief remedy if they were aware of practical solutions. The latest research indicates that partners of snorers are at their wits end and are willing to try the various snoring relief solutions on market if there is any chance of a better night's sleep.

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.

Snoreeze Nasal Spray and **Snoreeze Nasal Strips** are ideal 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.

Philip Artus, Managing Director of Passion for Life Healthcare, says: “The latest survey was commissioned by Snoreeze to generate awareness of a mounting problem and communicate the effects snoring can have on a relationship. Following on from our last survey poll in 2007, snorers are still too complacent with snoring and the effects it has on the partner, yet partners are crying out to trial snoring relief alternatives. Snoreeze offers a practical solution for couples, particularly focused on the long-suffering partner of the snorer who just wants a good night's sleep and to feel close to her partner again.”

Snoreeze understands why it's important to get the best sleep you can and there are various options available for combating snoring. Snoreeze is Europe's leading snoring remedy and is available from Boots, Superdrug, Lloyds, Alliance, health food stores and all good pharmacies, or can be purchased from shop.passionforlife.com or by calling 0800 096 1121. For further information, please see our website: 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

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Notes to Editor:

- The BMRB Omnibus consisted of a sample size of 1,000 internet respondents representative of the British population.
- Snoreeze is a market leader in snoring relief products, including Snoreeze Throat Spray, Snoreeze Nasal Spray, Snoreeze Nasal Strips 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 Nasal Strips is £8.99 for 20 strips.
- Snoreeze Oral Strips have recently 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 or by calling 0800 096 1121.
- More information about Snoreeze and stockists is available at 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
- Snoreeze consultant, Dr. Neil Stanley is a well-known expert on the study of sleep and is the Manager of the Clinical Research and Trials Unit at the Norfolk and Norwich University Hospital. He is also the author of the Snoreeze Better Sleep and Snoring Relief Guide which serves as a quick reference for information, stats and facts about sleep and snoring.