



Press Release
08.04.08

**Snoreeze launches new £250,000 TV advertising campaign
and confirms new partnership with sleep expert Dr. Neil Stanley**

The campaign...

Snoreeze, a market leader in snoring relief products, is set to launch a new regional UK TV advertising campaign on May 5 for four consecutive weeks.

Following a successful 16-week print campaign last autumn, which delivered a 17% increase in sales across the Snoreeze product range after just one week, Snoreeze is now targeting broadcast media. The new advert will run on ITV1 across the Yorkshire and Tyne Tees regions and reach 3.8 million homes and 1.9 million women aged over 45 years.

Created by Purity, a London-based integrated marketing agency, the 20-second advertisement focuses on the partner of the snorer - a wife and mother - and the effects snoring has on her attempts to get a peaceful night's sleep. The sound of loud snoring dominates from the beginning as we watch her search for a comfortable place to sleep. With the UK boasting approximately 15 million snorers, this creative takes a quirky approach to a growing problem and effectively communicates how snoring sufferers affected by a disrupted night's sleep can turn to Snoreeze for some much-needed relief.

The brief for this campaign, which continues a nine-year working relationship between Purity and Passion for Life Healthcare, was to develop a commercial that directly communicates to and empathises with the partners of snorers. Insight was taken from a qualitative survey of consumers in the UK looking at how partners and couples regard snoring and how they cope with it.

A study conducted by BMRB Omnibus demonstrates that nearly 1 in 10 people who have a partner that snores, sleep in separate rooms on a weekly basis to enjoy a peaceful night's sleep. The latest research confirms 1 in 2 females have a partner that snores and of those females, 50% are in relationships where the snorer believes their problem is merely a habit which partners must learn to cope with. In light of this new research, the new Snoreeze commercial couldn't be more timely; the advertisement is empathetic to the snoring sufferers' needs while clearly depicting the Snoreeze range of available solutions.

Philip Artus, Managing Director of Passion for Life Healthcare, says: "This advertisement has been designed to generate awareness of a mounting problem and communicate the effects snoring can have on a relationship. It shows that 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".

The partnership...

In support of **National Stop Snoring Week, April 21-26 2008** and to promote greater awareness of the issues surrounding snoring, **Snoreeze** has partnered with Dr. Neil Stanley, a well-known sleep expert. Dr. Stanley is 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. He is also the Manager of the Clinical Research and Trials Unit at the Norfolk and Norwich University Hospital.

Dr. Stanley suggests that the implementation of simple steps combined with effective remedies can help combat snoring and improve our quality of sleep.

“Britain seems to have fallen out of love with sleep,” says Dr. Stanley. “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. Whilst the problem of snoring is hugely under-acknowledged, people generally are not well informed about causes or available remedies. Snoreeze understands the importance of sleep and can offer an extensive range of remedies designed to cater for different needs”.

The TV campaign combined with the partnership with Dr. Neil Stanley is part of a bigger strategy to further reinforce Snoreeze as one of the UK’s leading snoring relief brands.

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

For further information on the advertising campaign, 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

-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 recently won best Snore Relief Product in the Boots Vitamins Award for the second year running (2007 & 2008).
- 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.
- Dr. Stanley is member of the Executive Committee of the Assembly of National Sleep Societies which is currently writing guidelines for sleep medicine education in Europe and is past Chairman of the British Sleep Society.