

Press release

July 2008

Combat Summer Snoring With Snoreeze Nasal Range

A recent study shows there will be more snorers in Britain for the duration of the warm months, than any other time of the year.

There are approximately 15 million snorers in the UK, which means up to 30 million people endure disrupted sleep. The latest study, published in June 2008, shows this number will increase because of hay fever-induced snoring.

Hay fever has been found to significantly affect sleep as a recent study by Craig et al (June 2008) shows.¹ The majority of sufferers experience a blocked or congested nose², which can cause difficulties breathing at night, contributing to the growing snoring problem in Britain.

With summer snoring figures increasing, Snoreeze, a market-leading range of snoring relief products, is the perfect health essential to ensure couples enjoy a relaxed, snore-free summer.

Snoreeze offers an innovative solution to snoring aggravated by nasal congestion, with Snoreeze Nasal Spray and Snoreeze Nasal Strips, ensuring that couples can have quality and relaxed nights together. Snoreeze has been working with sleep experts and snoring sufferers for over 10 years and has developed a complete range of easy-to-use and effective products.

Snoreeze recently commissioned British Market Research Bureau (BMRB) research which highlights the severe impact that snoring has on relationships. The research found that one in two women in the UK have a partner who snores. One in 10 people whose partner snores sleep in separate rooms on a weekly basis because of snoring, and 25% of these believe intimacy and physical relationship between them and their partner has suffered.

Dr Neil Stanley, 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. As this recent study by Craig et al shows, hay fever sufferers often start snoring as a result of nasal congestion. Products like Snoreeze can help ease nasal congestion and reduce snoring by

¹ Timothy J. Craig, DO, Berrylin J. Ferguson, MD, John H. Krouse, MD, Sleep Impairment in allergic rhinitis, rhinosinusitis, and nasal polyposis. American Journal of Otolaryngology, Abstract

opening the airways to improve airflow at night, improving many couples' quality of sleep throughout summer.”

The award-winning Snoreeze range provides immediate and long-lasting relief with different formats for individual preferences. The Snoreeze Nasal range includes Snoreeze Nasal Spray and Snoreeze Nasal Strips, recommended for snoring aggravated by a cold, allergies or a blocked nose. These products open the nasal passages, improving airflow - perfect to combat nasal congestion, so both partners enjoy tranquil summer nights.

Snoreeze is Europe's leading **snoring** relief 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, go to: **www.snoreeze.com**.

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Notes to editors:

- The BMRB Omnibus sampled 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 Nasal Strips is £8.99 for 20 strips. Snoreeze Nasal Spray is £9.95 for 25 nights' doses. Snoreeze Throat Spray is £12.95 for 50 nights' doses. Snoreeze Oral Strips is £4.99 and contains 14 strips. Snoreeze Oral Strips 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 direct 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
- Passion for Life's Healthcare range includes Snoreeze, Bio-Fem, Peditech and Audiclean
- More information on any of the brands is available at www.passionforlife.com
- Snoreeze consultant Dr. Neil Stanley manages the Clinical Research and Trials Unit at the Norfolk and Norwich University Hospital. He also wrote the Snoreeze Better Sleep and Snoring Relief Guide, a quick reference for information, stats and facts about sleep and snoring.