

Snoreeze Is Back On Television After Enjoying 260% Increase in Sales From Previous Campaign.

Snoreeze, Europe's leading snoring relief brand, is back on television following a successful four-week advertising campaign in May 2008, which saw an increase of up to 260% in sales.¹

The new campaign started on 4th August and will run for four weeks in the Yorkshire & Tyne Tees region. The advert is aimed at 40-60 year old women with partners that snore. The advertisement plays during prime target audience programmes such as ITV News, Coronation Street, Heartbeat and The Bill.

The commercial tells the story of a woman that has been driven from her own bed by her partner's snoring, desperately trying to find a comfortable place to sleep. She tries the couch, which she shares with her dog; she then moves to share her daughter's single bed and finally resorts to the bath. Through these humorous situations, we can empathise with the woman, who is at her wits' end. Snoreeze provides the solution leaving her and her partner to sleep peacefully in bed – together.

The advert also presents the new addition to the Snoreeze range – Snoreeze Nasal Strips. Snoreeze Nasal Strips are designed to provide relief from snoring caused by nasal congestion, by gently opening the nasal passages and improving airflow throughout the night. The easy to apply hypoallergenic strips can be used for sensitive skin and are available in two sizes; small/medium and large.

Award-winning Snoreeze has been working with sleep experts and snoring sufferers for over 10 years and together have developed a complete range of long-lasting and effective products. Snoreeze knows that not all snoring is the same so the different formats in the range are designed to suit different needs.

Snoreeze Oral Strips (£4.99 for 14 nights of peace) and Snoreeze Throat Spray (£12.95 for 50 nights of peace), are both ideal products for individuals who snore when lying on their back. These two formats work by coating the tissues at the back of the throat throughout the night to reduce the vibrations of the soft tissues that cause snoring.

¹ Boots Daily Sales Figures Tyne Tees & Yorkshire, 27th May – 2nd June 2008

Snoreeze Nasal Spray (£9.95 for 25 nights of peace) and Snoreeze Nasal Strips (£8.99 for 20 strips), are recommended for snoring aggravated by an allergy, cold or blocked nose. Snoreeze Nasal Spray contains a blend of natural active ingredients and works by coating the nasal passages to open the airways and improve airflow throughout the night.

Philip Artus, managing director of Passion for Life Healthcare, said: "It was really important in the creation of this advert to communicate the affects snoring has on the family and how partners try to cope with the problem. Snoreeze understands the effects snoring can have on a couple's relationship and can provide the relief they are looking for."

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, visit: www.snoreeze.com.

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- 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 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
- 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
- More information on any of the brands is available at www.passionforlife.com; to purchase visit shop.passionforlife.com or call 0800 096 1121