



PRESS RELEASE

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Snoreeze Oral Strips win Boots Vitamin Award 2009

For the third year running, Snoreeze Oral Strips have been named the best snore relief product in the Boots Vitamin Awards.

This year more than 15,000 Boots' customers voted for their favourite products in the Awards.

Snoring is one of the most common causes of sleep disturbance - 56 per cent of people in the UK admit they snore¹ - and it can be very distressing both for the snorer and their partner. With Snoreeze Oral Strips, the snorer simply places a strip onto the roof of their mouth. The strips then melt in around 30 seconds and coat the soft tissues at the back of the throat to reduce the vibrations of the tissues which cause snoring.

Manda Mootien, Snoreeze brand manager is delighted with the Boots Vitamin Award win: "The whole Snoreeze range is proving really popular. In addition to this Award, we've also discovered that it has the highest repeat purchase rate of any snore relief product in Boots, which a great indication that the product is working for people."

In addition to Snoreeze Oral Strips, the Snoreeze range includes Snoreeze Nasal Spray, Snoreeze Nasal Strips and Snoreeze Throat Spray.

¹ From Snoreeze Great British Snoring Survey, JMA Marketing and Research



The Snoreeze formula is a blend of natural, active ingredients and is designed to work for up to eight hours throughout the night, giving the snorer and their partner a peaceful night's sleep.

Snoreeze products are available from Tesco, Boots, Superdrug, Lloyds, Alliance and all good pharmacies, or can be purchased from www.snoreeze.com or by calling 0800 096 1121.

Ends

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Notes to editors

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.

www.snoreeze.com