



PRESS RELEASE

23 April 2009

Families of hay fever sufferers get it in the ear

As the weather warms up, hay fever induced snoring presents a fresh challenge to the families of snorers who just want to get a good night's sleep.

Around 12 million people in the UK are allergic to tree or grass pollen¹ and many will find they start snoring or their snoring gets worse when hay fever strikes. This snoring isn't confined to adults, a quarter (25 per cent) of all young people aged between 11 and 21 suffer from hay fever² and the associated snoring can cause sleep disruption for the sufferer and any siblings sharing a bedroom.

There are a number of different causes of snoring. Nasal congestion caused by allergies can limit or block airflow through the nose, which forces you to breathe through your mouth and can lead to snoring. Snoreeze has two products that have been specifically designed to address snoring caused by nasal congestion; Snoreeze Nasal Strips and Snoreeze Nasal Spray.

The Snoreeze formula is a blend of 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 Boots, Superdrug, Lloyds, Alliance, Tesco and all good pharmacies, or can be purchased from www.snoreeze.com or by calling 0800 096 1121.

Ends

¹ Allergy UK, news and press releases, accessed 20 March 2009

² Allergy UK, facts for editors, accessed 20 March 2009



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Notes to editors

Snoreeze Nasal Spray is £9.95 for 25 nights' doses. Snoreeze Nasal Strips is £8.99 for 20 strips (available in Small/Medium and Large sizes). Snoreeze Oral Strips cost £4.99 and contain 14 strips. Snoreeze Throat Spray is £12.95 for 50 nights' doses.

Snoreeze is available from: Boots, Superdrug, Lloyds, Alliance, Holland & Barrett, Tesco, Waitrose, good independent pharmacies and health food stores.

You can also buy Snoreeze online at:

- [Passion For Life](#)
- [Boots](#)
- [Pharmacy2u](#)

www.snoreeze.com