



Study: Throat Tickles A Year-Round Annoyance

(NAPSA)—You prepare for weeks to make a big presentation at work or rehearse your lines for hours on end for the audition of a lifetime—and just when you're 10 minutes from going on stage, you get a funny feeling in your throat. You try one more rehearsal, and there it is again: a dry, scratchy feeling. You don't think that you're coming down with a cold, so most likely it's that annoying minor throat irritation that we've all experienced, the kind that makes you go "ahem."

Having one's throat become scratchy in mid-sentence—or mid-day—can really be a hassle. According to a recent Newman Stein study, more than 75 percent of people frequently experience a dry, scratchy throat caused by non-illness-related factors. While minor throat irritation is common during cold and flu season, it also affects us throughout the year—when we're exposed to things like dry air, or when we overuse and strain our voices.

Unfortunately, this is one itch that's not easily scratched.

Oftentimes, people load up on candy or drink tons of hot tea to try to soothe their dry, scratchy throats. The study also revealed that more than 40 percent of people use cough drops to soothe everyday minor throat irritation—even if they do not have a cold or the flu.

While there's no harm in eating regular cough drops, here are a



Minor throat irritation can be a major problem if you have to make a presentation.

few tips for combating minor throat irritation—whether you're gearing up for a big speech or presentation, or cheering on your favorite team:

- Drink plenty of fluids, especially water and warm liquids;
- Avoid places with extremely dry air, such as smoky venues and rooms with poor ventilation;
- Try throat drops that coat the irritated area to relieve a dry, scratchy feeling, such as new Halls Fruit Breezers¹, a non-mentholated, fruity alternative that is specially formulated with pectin;
- Use a humidifier in a room where the air is especially dry; and
- Give your voice plenty of rest the day before a speech or presentation.

¹Use as directed.