



# SNORING

Facts & Figures

## Survey: Most Snorers Rank Above Seven on Snore Richter Scale <sup>TM</sup>

(NAPSA)—Snorting, gasping, whistling and wheezing might be noises common at the zoo, but when it happens in the bedroom, it's called snoring and it's hardly music to the ears, according to a new survey.

More than 80 million Americans snore—and the survey shows their snoring is considered loud at best and ear-splitting at worst. More than half of snorers and their bed partners both rated the average loudness of the snoring as a seven or above on a scale of one to 10. Forty-six percent of respondents described the snoring as “loud enough to wake someone from their sleep,” forcing 41 percent of “sufferers” to sleep in a different room.

“Snoring is a common problem, but it's also a medical condition that should not be ignored,” said Jeffrey Hausfeld, M.D., medical director of the Washington Center for Laser Medicine and author of *Don't Snore Anymore: Your Complete Guide to a Quiet Night's Sleep*. “In fact, studies show that snoring not only disrupts sleep, it can lead to an increased risk of accidents. And snoring is sometimes linked to sleep apnea, a serious medical condition.”

### What's the source of all this snoring?

For many snorers, their noses are the cause, while others have their throat—or both—to blame for this nightly nuisance. In order to provide a solution to all types of snoring, CNS, Inc., makers of Breathe Right<sup>®</sup> nasal strips, is introducing a throat spray.

Drug-free Breathe Right nasal strips, which reduce snoring by opening congested nasal passages, already are the #1 solution for snoring relief, according to AC Nielsen. Now, for people whose snoring is primarily related to throat issues, there's new Breathe

Right Snore Relief<sup>™</sup> throat spray. The drug-free throat spray is clinically proven to reduce the loudness, frequency and duration of snoring by combining natural oils that lubricate the throat with a natural astringent that temporarily helps firm loose tissue to reduce vibrations and lessen noise.

Research shows that by using Breathe Right nasal strips or Snore Relief throat spray, or both products together, up to 85 percent of snorers can get relief. Both products are clinically proven to improve the quality of sleep for both the snorer—and those around them.

Dr. Hausfeld offers the following advice to help treat you or your significant snorer:

- Watch your weight and quit smoking. In addition to increasing the likelihood of snoring, being overweight and smoking are serious risks to overall health.

- Avoid consuming alcohol before bed. Alcohol causes throat muscles to relax, which can constrict air passages. (Almost 11 percent of “sufferers” attributed their partners' snoring to alcohol consumption.)

- If an illness, cold or allergies is causing your snoring, try a nasal strip. The strip works by opening your nose, so you close your mouth and don't snore.

- For snoring caused by loose, vibrating throat tissue, try drug-free Breathe Right Snore Relief throat spray, an over-the-counter remedy that's proven to reduce snoring loudness and frequency.

- See your doctor if snoring is a constant problem. If your snoring doesn't pose a serious health risk, solutions like Breathe Right nasal strips or Snore Relief throat spray may offer a safe, drug-free solution. These products allow you to breathe better during the night, which leads to sleeping better and

feeling better the next day.

### Who has the loudest snore?

The *Guinness Book of World Records* lists Melvin Switzer of South Hampton, England, as the record holder for the loudest snore. At 92 decibels, Switzer's snore could be compared to the roar of heavy traffic at a busy intersection and louder than the U.S. limit for noise allowed in the workplace. The snoring experts at CNS are convinced that somewhere in America there's a snorer who can set a new world record, and are seeking entrants in Breathe Right's “Search for America's Loudest Snorer” contest to find out.

Whether you're a snorer yourself or try to sleep next to one each night, enter by calling 1-866-YOU-SNORE to record the snoring offender in action, or snorers themselves can leave a “confession” about their snoring woes. You can also enter via e-mail at [yousnore@breatheright.com](mailto:yousnore@breatheright.com) or by writing to: Breathe Right's “Search for America's Loudest Snorer” Contest, c/o L. Hawkins, 676 North St. Clair, Suite 1000, Chicago, IL 60611 through Dec. 31, 2002. E-mail or mail-in entries must include a written description (50 words or less) or an audio clip (15 seconds or less) of the snore.

One grand-prize winner will receive a future of silent slumber, including a year's supply of Breathe Right products, a \$10,000 bedroom makeover and a trip for two to Super Bowl XXXVII. All callers will receive a coupon good toward the purchase of the new throat spray.

Breathe Right Snore Relief throat spray will be available at mass merchandise retailers, drugstores and supermarkets nationwide. For more information, visit [www.breatheright.com](http://www.breatheright.com).