

newsworthy trends

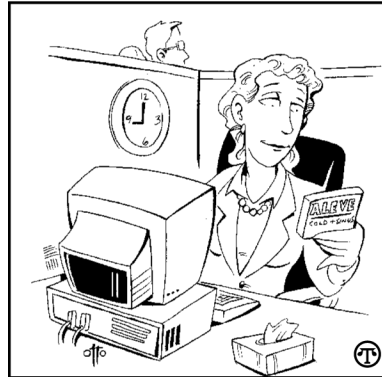
Survey Reveals Many Americans Don't Use Sick Days—Would Rather “Tough It Out”

(NAPS)—Employees are entitled to them each year, but many business professionals do not use them. Why then are they called “sick days” if Americans continue to go to work when they are feverish, congested, achy—just plain feeling lousy?

Each year, nine out of every 10 Americans are afflicted by a cold or the flu. And even though most people will be hit twice a season with cold or flu symptoms lasting up to a week or more, a new survey of men and women business professionals, commissioned by Aleve® Cold & Sinus, reports that more than 60 percent of them use less than one quarter of their allotted sick days and 67 percent say they'd have to be on their deathbed to stay home when symptoms persist.

Family. Career. Hobbies. With so many responsibilities, Americans don't have time to slow down or give in when unpleasant cold and flu symptoms strike. And despite having the benefit of sick days, most do not use them. With symptoms lasting up to a week or more, seven out of 10 polled say they will fight their symptoms and tough it out, relying largely on an over-the-counter cold or flu medication. According to the survey, most men want a product that will relieve their symptoms all day, while women demand a product that will relieve multiple cold symptoms.

“Though men prefer a product that is long-lasting to keep going and women want multiple symptom relief, they both want to reach for one product that doesn't quit before they do. With a lot of products to choose from,” said Jay Kolpon, vice president of market-



America's workers seek cold relief that deals with symptoms for the whole length of the work day.

ing for Bayer Consumer Care Division, “the only one that meets both requirements with one pill is new Aleve Cold & Sinus, the first nondrowsy, cold and sinus medication with the strength to relieve bothersome symptoms all day.” It combines two ingredients—naproxen sodium (220mg), a proven, long-lasting, non-prescription strength pain reliever found in Aleve, and an extended-release form of the nasal decongestant pseudoephedrine HCl (120mg) — to provide up to 12 hours of relief with a single dosing of one caplet.

Nearly 50 million Americans were affected at the height of last year's cold and flu season. And so this year, Americans will try different medications to get them through the day and stay at work. When the symptoms begin, reach for Aleve Cold & Sinus to relieve your pain and nasal congestion all day.

For more information about new Aleve Cold & Sinus, visit www.aleve.com or call toll-free at 800-395-0689.