

Health Bulletin



Cold Medicine: Taking The “Ick” Out Of “Sick”

(NAPSA)—Treating cough and cold symptoms is nothing to sneeze at. Whether parents are struggling to get their children to take their medicine, or adults are trying to remember to take their own when they're on the go, it's a constant challenge.

Now, two new products are set to change that, with the introduction of the first medicines designed to treat coughs and the multiple symptoms of colds in a convenient thin film form that “melts on the tongue.” This portable delivery mechanism is meant to be easy to administer providing fast, accurate dosing that is expected to increase compliance. There is no need for water or measuring and, upon melting, the dose of medicine is swallowed, giving kids and adults symptom relief while on the road to recovery—at home, at work, or on-the-go.

Today's consumers cite better portability, ease and accuracy of dosing and overall convenience as the product attributes they seek most in a cough/cold medication. Triaminic® and Theraflu® Thin Strips™ meet those needs and are the perfect alternative to traditional medicine forms.

“Novartis Consumer Health has more than 40 years of experience delivering innovative self-medication treatments that address consumers' demands for convenience and compliance,” said Jeff Vernimb, Vice President—Marketing, Novartis OTC, North America. “Novartis' Thin Strips continue this tradition of innovation by applying this novel technology with proven effective active ingredients, making drug delivery more flexible and convenient than other delivery methods.”

Theraflu Thin Strips treat the most common symptoms of a cold



Adults and children can now treat cold symptoms quickly and conveniently with portable thin strips.

in adults and children 12 and older and will be available in two cherry-flavored treatment options: Long Acting Cough that quiets coughs for up to eight hours and Multi-Symptom that, as well as quieting coughs, provides temporary relief from a runny nose and sneezing and soothes itchy, watery eyes and throat.

Triaminic Thin Strips, for children ages 6 to 12, will also be available in two treatment options: Long Acting Cough that quiets coughs for up to eight hours, in cherry flavor, and Cough & Runny Nose, in grape flavor.

Thin Strips™ are individually wrapped in child-resistant packaging that is easy to store in a wallet or pocket and is clearly labeled with product information and dosage instructions. Triaminic and Theraflu Thin Strips are available at grocery, drug and mass merchandise stores.

For more product information, or to obtain a sample of Triaminic Thin Strips and a coupon toward your next purchase, log onto www.triaminic.com or call 1-800-KIDS-987 to request a free Triaminic Clinic™ House Call Kit.