



Brady Bunch TV Star Fights Illness

(NAPSA)—Here's the story, of a man named Barry...Best known for his role as Greg Brady on the popular '70s sitcom *The Brady Bunch*, Barry Williams has joined forces with the nation's #1 selling natural cold remedy to fight colds this winter.

Williams, 47, has signed on to be the new celebrity spokesperson for Airborne, a natural cold remedy created by a California school teacher. The product, which developed an ardent following with teachers and then actors in Hollywood, has been called "the A-list elixir, an obsession on movie sets," by *US* magazine. Its fans include such luminaries as Sarah Jessica Parker, Keven Costner and Oprah. Airborne's strong word-of-mouth popularity has vaulted it to the top of the natural cold remedy rankings. Williams will attempt to spread that popularity further and has signed a two year deal with the company to promote Airborne in a series of tongue-in-cheek radio, TV, and print ads.

"I was already using the product, when they contacted me," said Williams, "which made it easy for me to decide to join on, because I knew firsthand how effective Airborne was as a cold buster." The company chose Williams because of his squeaky clean image and his popularity with baby boomers. "They wanted someone who appealed to a broad demographic, young and old, basically anyone who's ever seen *The Brady Bunch* and ever caught a cold." According to Williams, each *Brady Bunch* episode has aired over 100,000 times in syndication, and continues to air four times a day on TV's *Nick At Night*.

Airborne was created by Victoria Knight-McDowell, a second grade teacher from Monterey, Cal-



Brady Bunch Star Barry Williams battles cold germs with the nation's #1 selling natural cold remedy.

ifornia, who was sick of catching colds in the classroom. It combines 17 natural ingredients in a patented formulation of herbs, antioxidants, and amino acids in one effervescent tablet that you drop in water. Its natural orange flavor tastes similar to Tang. The product, which was first distributed free among Knight-McDowell's fellow teachers, is now available in drugstores nationwide and, according to Hansen-Stahl Market Tracking of Chicago, Illinois, Airborne has become the number-one selling natural cold remedy in America. A recent double-blind clinical trial of Airborne showed a 79.9 percent effectiveness versus placebo in fighting the common cold. "This was statistically huge," says Williams.

Williams hopes his role as company pitchman will keep him in Airborne this season. "I know there was a run on the product last year, and stores couldn't keep it in stock. At least as spokesman I'm guaranteed a stash to get me through the winter!" To learn more call 800-590-9794, or visit AirborneHealth.com.