

# COLDS TRAVEL FAST

## Product Information

**Benlyn Dry Coughs 7.5mg/5ml Syrup. Presentation:** Brown syrup containing 7.5mg Dextromethorphan hydrobromide per 5ml. Uses: Relief of an unproductive cough. **Legal category:** P. Further information is available from McNeil Products Ltd, Maidenhead, Berkshire, SL6 3UG. [Click here for further information](#)

**Benlyn Mucus Cough plus Decongestant Syrup. Presentation:** Orange-red syrup containing 100 mg Guaifenesin and 30mg Pseudoephedrine per 5 ml. Uses: Symptomatic relief of upper respiratory tract disorders with productive cough. **Legal category:** P. Further information is available from McNeil Products Ltd, Maidenhead, Berkshire, SL6 3UG. [Click here for further information](#)

**Sudafed Decongestant Tablets Presentation:** Contains 60mg Pseudoephedrine HCl Indications: Symptomatic relief of allergic rhinitis, vasomotor rhinitis, common cold and influenza. **Legal category:** P. MA Holder: McNeil Products Ltd, Foundation Park, Roxborough Way, Maidenhead, Berks, SL6 3UG, UK. [Click here for further information](#)

**Sudafed Congestion & Headache Max Strength Capsules. Presentation:** Red/blue capsules containing paracetamol 500mg, caffeine 25mg, phenylephrine 6.1mg. Uses: Symptomatic relief of the pain and congestion of sinusitis, including relief of aches and pains, headache, nasal congestion and fever. **Legal category:** GSL. Further information is available from Wrafton Laboratories Ltd, Wrafton, North Devon. EX33 2DL. [Click here for further information](#)

**Sudafed Sinus Pressure & Pain Tablets. Presentation:** Tablets containing Pseudoephedrine HCL 30mg and Ibuprofen 200mg. Uses: Symptomatic relief of cold and flu symptoms including nasal & sinus congestion with headache, pain & fever. **Legal category:** P. Further information is available from PL holder McNeil Products Ltd, Maidenhead, Berkshire, SL6 3UG. [Click here for more information.](#)

**Calpol Infant and Sugar-free Infant Suspension. Presentation:** Suspension containing 120mg Paracetamol per 5ml Indication: Treatment of mild to moderate pain and as an antipyretic. **Legal category:** 100ml bottle: GSL; 200ml bottle: P; 12 x 5ml sachets: GSL; 20 x 5ml sachets (sugar free only): GSL. Further information is available from McNeil Products Ltd, Maidenhead, Berkshire, SL6 3UG. [Click here for further information](#)

**Tyrozets Lozenges. Presentation:** Pink lozenges containing tyrothricin 1mg and benzocaine 5mg. Uses: For minor mouth and throat irritations; secondary irritation following tonsillectomy and other mouth and throat surgery. **Legal category:** P. Further information is available from PL holder McNeil Products Ltd, Maidenhead, Berkshire, SL6 3UG. [Click here for further information](#)

- 1) DRUGDEX Evaluations - Dextromethorphan; August 2012
- 2) Benlyn Mucus Cough plus Decongestant Syrup SPC
- 3) Sudafed congestion & Headache Max Strength Capsules SPC
- 4) Sudafed Sinus Pressure & Pain tablets SPC
- 5) Sudafed Decongestant Tablets SPC
- 6) Tyrozets Lozenges SPC.

Help **TAKE CONTROL** of your **CUSTOMERS**  
cough / cold symptoms **TODAY**



**SUDAFED** TYROZETS<sup>®</sup>



# Colds Travel Fast, especially amongst families, make sure you're stocked up this Winter.

## Recommend Effective Cough & Cold Symptom Relief

### Fever



- ✓ Starts to work on fever in just 15 minutes

Paracetamol

### Dry & Chesty Cough



- ✓ Clinically proven to relieve a persistent dry cough from 15 minutes\*

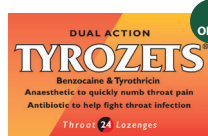
Dextromethorphan



- ✓ Reduces nasal and chest congestion<sup>1</sup>

Guaifenesin & Pseudoephedrine

### Sore Throat



Benzocaine & Tyrothricin

- ✓ Quickly numbs throat pain and helps fight throat infection<sup>6</sup>

### Congestion



Paracetamol, Caffeine & Phenylephrine

- ✓ Complete head cold relief\*\*
- ✓ Relief from pain, pressure and congestion<sup>2</sup>



Pseudoephedrine & Ibuprofen

- ✓ Dual action relief from congestion and pain<sup>3</sup>



Pseudoephedrine Hydrochloride

- ✓ Helps reduce swelling and expand nasal passages<sup>4</sup>
- ✓ Unblock nasal congestion and clear catarrh<sup>5</sup>

SUDAFED TYROZETS Benylin Calpol

MEDIA CAMPAIGN FROM OCTOBER TO DECEMBER



### Media Campaign

### In Store POS



### 360° ACTIVATION

- Media Campaign
- In Store
- Training Module

### Training Module



\*Onset of action 15-30 minutes

\*\*Relief of congestion, headache and day time fatigue associated with a head cold.