

Advertising & POS Design Toolkit





**Breathe
Right®**

Interested in creating some fresh Breathe Right® Point of Sale?

Please contact Chris Howe
chris.howe@ceutahealthcare.com

The designs in this document are intended to
provide inspiration for positioning Breathe Right
in different Pharmacy and Retail environments

*Anything new produced by your designers must be submitted for
ALR.*



A breath of fresh air

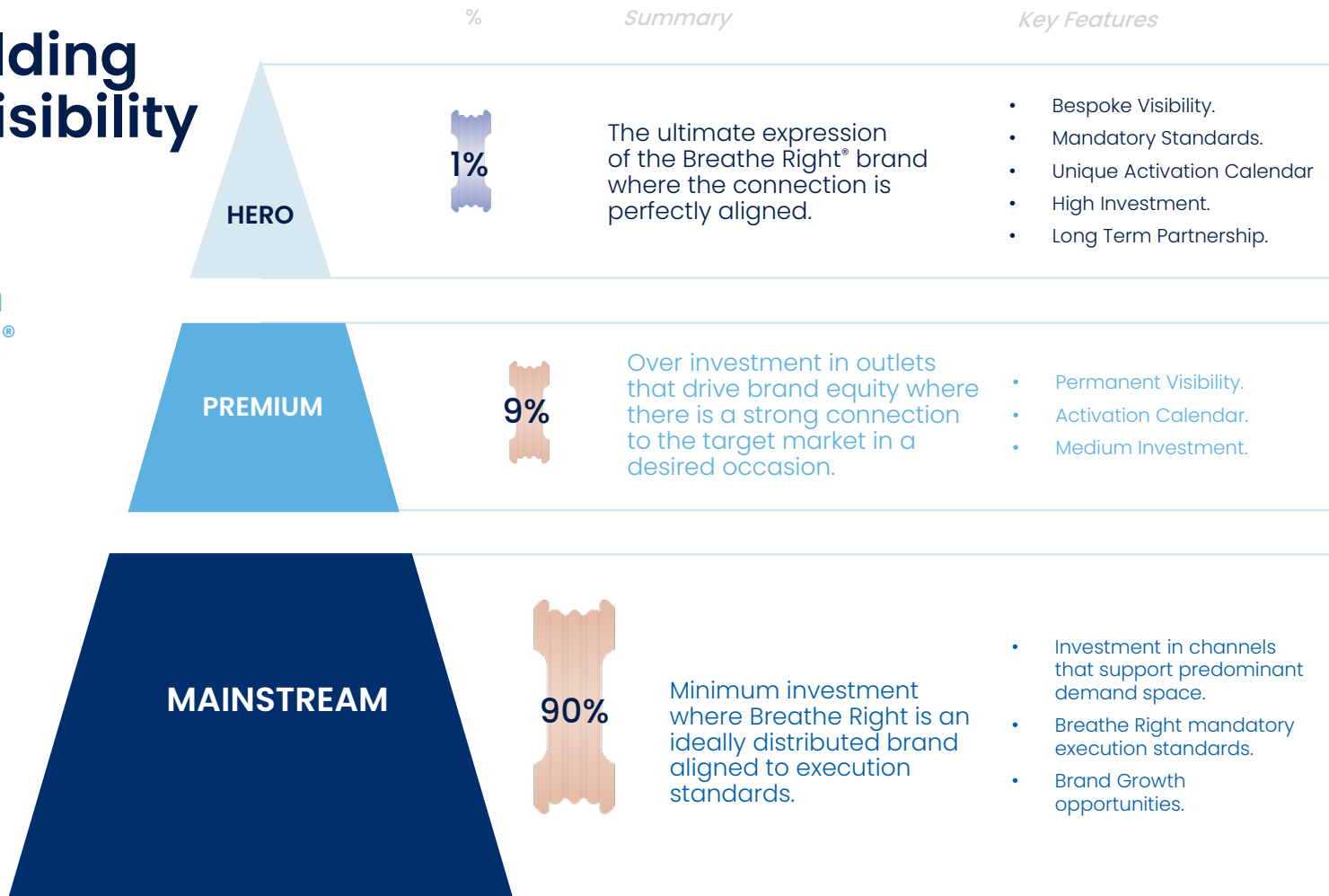
New logo • New packaging • Same great product

Pharmacy and Retail Point of Sale



Brand building through visibility in retail

Investment in Breathe Right® Nasal Strips



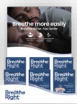
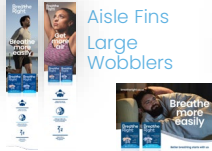
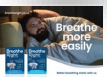
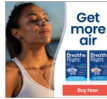
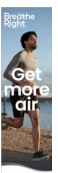
Brand building through visibility

Pharmacy Activations

	STORE FRONT	AT THE COUNTER	AISLE END	IN AISLE	SHELF	ONLINE	EXPERIENTIAL
HERO	Digital Video Screen Window Display Arrangement	On counter Merchandiser Above Counter Digital Screen	Free Standing Display Unit Large Gondola End Display	Interactive Unit	Shelf Header Section Aisle Fins	Homepage takeovers	Outdoor Sampling
PREMIUM	Digital Poster Printed Poster	Floor standing Menu Poster	Free Standing Display Unit (small)	Pull up roller banner	Aisle Fins Large Wobblers	Online Video Animated digital banners	Instore Sampling Free standing sampling unit
MAINSTREAM	Window Decals Shelf Wobbler	On counter Leaflet Stand	Floor stickers	Floor stickers	Shelf Wobblers Shelf Talkers Shelf Strips	Digital ad banners	Free standing sampling unit Sampling kit for – brand ambassadors

Brand building through visibility

Pharmacy Activations

	STORE FRONT	AT THE COUNTER	AISLE END	IN AISLE	SHELF	ONLINE	EXPERIENTIAL
HERO	 Digital Video Screen  Window Display Arrangement	 On counter Merchandiser  Above Counter Digital Screen	 Free Standing Display Unit Large  Gondola End Display	 Interactive Unit	 Shelf Header Section Aisle Fins	 Homepage takeovers	 Outdoor Sampling Banded merch, giveaways
PREMIUM	 Digital & Printed Posters	 Floor standing Menu Poster	 Free Standing Display Unit (small)	 Pull up roller banner	 Aisle Fins Large Wobblers	 Online Video Animated digital banners	 Instore Sampling Free standing sampling unit
MAINSTREAM	 Window Decals  Shelf Wobbler	 On counter Leaflet Stand	 Floor stickers	 Floor stickers	 Shelf Wobblers  Shelf Talkers  Shelf Strips	Digital ad banners  	 Free standing sampling unit  Sampling kit for brand ambassadors

New Logo/Packaging Launch **Campaign**



SERVICE DEVELOPMENT

PRACTICE FOCUS



Caroline Hayward, professional development pharmacist at Community Pharmacy Harborne

“Most of our patients said afterwards how straightforward the test was”

Pharmacy scheme raises dementia diagnosis rates

A small-scale evaluation project has demonstrated the value of using in-pharmacy dementia assessments to help identify patients that might otherwise be missed

A PHARMACY TRIAL in North East Leicestershire is a new dementia assessment tool shows that pharmacists can help identify patients with the greatest clinical symptoms of memory loss, says Caroline Hayward, professional development pharmacist at Community Pharmacy Harborne. The study found that 12 patients with a level of memory impairment suggesting the need for further investigation by their GPs. Most patients reporting the in-pharmacy test admitted they were concerned about their memory but did not want to “waste” or “waste the GP’s time”.

The study used CamS-Mem, an iPad app designed to assess the various signs of cognitive memory loss (one of the main warning signs of Alzheimer’s disease and other dementias) in people aged 65 to 70 years of age. The tool includes symptom checkers to assess depression using the Geriatric Depression Scale (GDS) and assessment of activities of daily living.



REPRODUCED FROM PHARMACY MAGAZINE

Assessments typically take around 10 to 15 minutes. A standard risk score through each test and results are automatically scored and compared with regional performance for age, sex and education. In the new test recommendations, the results are shown with a traffic light rating.

Straightforward

“Most of our customers said afterwards how straightforward the test was,” says senior forward pharmacy manager at one of the 12 participating branches in Community, also one of the pilot sites. “Unlike traditional paper-based approaches, there is no marking or writing required and no need to recall the names of prime ministers, specific dates or an address, which can be a daunting experience for patients as well as anyone accompanying them.”

The pharmacy carried out 171 tests during the initial eight-week period. 12 patients were in contact with a patient response to a medication issue by the pharmacy staff.

Most about why they had requested an assessment. 50 per cent of patients with a GP appointment said that an ongoing concern, or a friend or



The Community, who was involved in the dementia diagnosis study

family member had commented on their memory. Twenty per cent of patients motivated by the fact that they were identified as a result of a medication issue. Forty-two per cent (24 of the 171 patients assessed) were scored as red, indicating the need for further investigation by their GP. 10 per cent (18) were scored as orange, suggesting the patient was at the lower end of their normal range but with no need to visit their GP unless they noticed any further changes that concern them, and 12 per cent (20) were scored as green and were considered that their memory function was normal.

Sensible approach

Anyone who needed to be referred was contacted as well as being able to provide that they were not worried and that memory changes can be caused by a range of medical conditions that can

be treated and resolved, and advised to make a follow-up appointment with their GP. “The vast majority of customers were reassured from the study were happy to discuss their memory worries with us because they trusted our advice

or felt more comfortable coming into the pharmacy than going to their GP,” says pharmacy team at Community of Leicestershire Pharmacy. “With each test, I gained confidence in speaking about what is a difficult subject for many elderly people.”

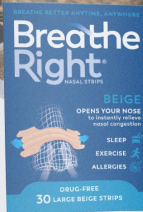
SELECTION PROCESS AND TRAINING

Community Pharmacy Harborne was one of the pharmacies in the region among those to confirm their interest in discussing the new dementia assessment using our senior pharmacist, team lead and pharmacy GP practice.

One pharmacist and one GP were experienced in dementia care. Each of the six participating pharmacies was first trained in the use of the app as an evening event. They were given a series of questions and a practice assessment was carried out during the evening, with a chance to ask for a one-to-one, consent requirements and signage training and receiving the results through, as well as a patient and advice for new cases of dementia. There was also a presentation from Paul Jones, a dementia services champion and GP, on the use of the app and how to use the app as a dementia service.

Participants were asked to complete the study in order to ensure that they had the support of the community.

Get more air



Better breathing starts with us

Better breathing starts with uslorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

breatheright.co.uk

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PRACTICE FOCUS



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The study used CamS-Mem, an iPad app designed to assess the various signs of cognitive memory loss (one of the main warning signs of Alzheimer’s disease and other dementias) in people aged 65 to 70 years of age. The tool includes symptom checkers to assess depression using the Geriatric Depression Scale (GDS) and assessment of activities of daily living.



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“Most of our customers said afterwards how straightforward the test was,” says senior forward pharmacy manager at one of the 12 participating branches in Community, also one of the pilot sites. “Unlike traditional paper-based approaches, there is no marking or writing required and no need to recall the names of prime ministers, specific dates or an address, which can be a daunting experience for patients as well as anyone accompanying them.”

The pharmacy carried out 171 tests during the initial eight-week period. 12 patients were in contact with a patient response to a medication issue by the pharmacy staff.

Most about why they had requested an assessment. 50 per cent of patients with a GP test score (0-10) were advised, suggesting the patient was at the lower end of their normal range but with no need to visit their GP unless they noticed any further changes that concern them, and 12 per cent (6%) were scored as green and were reassured that their memory function was normal.

Simplify the approach

Anyone who tended to be referred was contacted as a reminder as possible that they did not want to worry and that memory changes can be caused by a range of medical conditions that can



The Cambridge, who was involved in the dementia diagnosis study

SELECTION PROCESS AND TRAINING

Community Pharmacy Harborne were one of the pharmacies in the region among those to confirm their interest in measuring the new dementia test and testing on their questionnaire system, next to providing a GP practice.

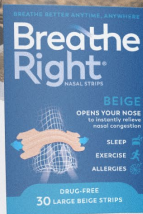
One pharmacist and one or two employees were trained in the use of the in-store pharmacy test and trained in the use of the app as an evening event. They were given access to equipment and a guidance document was created detailing the process, some advice on how to use, common requirements and suggestions for addressing the results through, as well as a patient and advice for follow-up by the pharmacy. There was also a questionnaire from Paul Jones, a dementia friend champion and CPHC coach, as well as any questions and answers a dementia friend.

Participants were asked to complete the study on a date of their choice to support an upcoming anniversary.

For created and received, and advised to make a follow-up appointment with their GP. “The vast majority of customers were reassured from the study were happy to discuss their memory worries with us because they trusted our advice

or felt more comfortable coming into the pharmacy than going to their GP,” says pharmacy test champion at Community Pharmacy. “With each test, I gained confidence in speaking about what is a difficult subject for many elderly people.”

Get more air



Better breathing starts with us

Better breathing starts with uslorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

breatheright.co.uk



A breath of fresh air

New logo • New packaging • Same great product

Opens the nose to breathe more easily

Helps you take in all more easily and breathe more comfortably

Helps relieve night-time nasal congestion

Better breathing starts with us

breatheright.co.uk

better breathing starts with us

breatheright.co.uk

Countertop Freestanding cards

MAINSTREAM

Presence at the counter ensures all shoppers see the promotion and branding. Great way to communicate key benefits in store

**Breathe
Right®**
NASAL STRIPS

New logo • New packaging
Same great product



**A breath
of fresh air**

Poster for pharmacists to
inform of the product change

Breathe Right
NASAL STRIPS

A breath of fresh air

Breathe Right
NASAL STRIPS

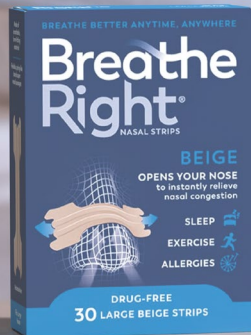
ORIGINAL
Instantly Relieves Nasal Congestion
OPENS YOUR NOSE
DRUG FREE
30 STRIPS
30

BEIGE
OPENS YOUR NOSE
to instantly relieve nasal congestion
SLEEP
EXERCISE
ALLERGIES
DRUG-FREE
30 LARGE BEIGE STRIPS
30

New logo • New packaging • Same great product

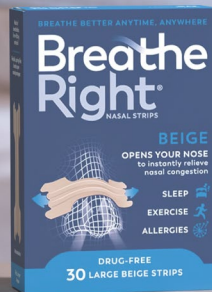
Poster for pharmacists to inform of the product change

New logo • New pack



Same great product

New logo • New pack • Same great product

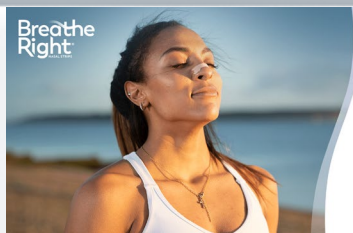
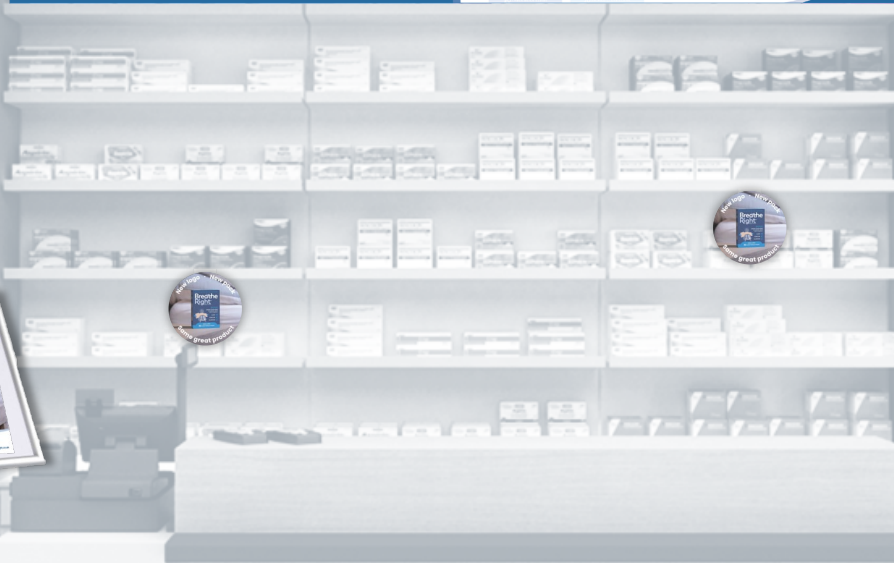


A breath of fresh air

Window decals

Branding for shoppers before they enter the store can provide good visibility

MAINSTREAM



New logo. New Packs.
Same great product.



Opens the nose to
breathe more easily



Helps you take it all
more easily and breathe
more comfortably



Helps relieve
Night-time nasal
congestion

PHARMACY

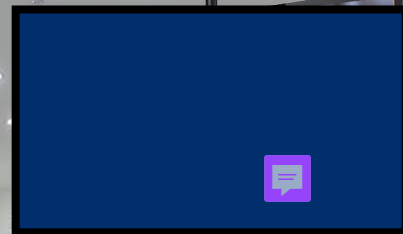


A breath of fresh air

New logo • New packaging
• Same great product



Better breathing starts with us



Breathe Right[®]
NASAL STRIPS



Opens the nose to
breathe more easily



Helps you take in air
more easily and breathe
more consistently



Helps relieve
night-time nasal
congestion

In store point of sale





Window decals

Branding for shoppers before they enter the store can provide good visibility

MAINSTREAM



Breathe
more easily



Window decals

Branding for shoppers before they enter the store can provide good visibility

MAINSTREAM



Breathe
more easily



Window decals

Branding for shoppers before they enter the store can provide good visibility

MAINSTREAM



Floor stickers

A good way to direct shoppers to your shelf or display unit in store

MAINSTREAM



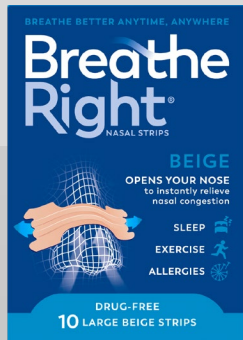
**Breathe
more easily**



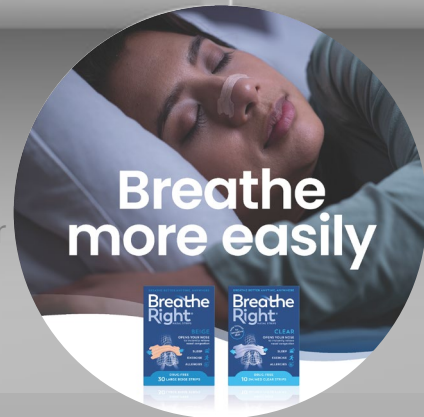
Floor stickers

A good way to direct shoppers to your shelf
or display unit in store

MAINSTREAM



Shelf strip



Shelf wobblers



Shelf talker

Shelf branding

MAINSTREAM

Branding on shelf is key to catching shoppers' eyes against a sea of competitor products



Shelf strip



Shelf
wobbler



Shelf talker

Shelf branding

Branding on shelf is key to catching shoppers' eyes against a sea of competitor products

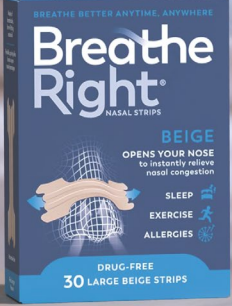
MAINSTREAM



Posters

MAINSTREAM

Enhanced branding and promotional campaign communication for shoppers before they enter the store can provide good visibility and enhance promotion instore



A breath of fresh air

**New logo. New Packs.
Same great product.**

Better breathing starts with uslorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore



Opens the nose to breathe more easily

Helps you take in air more easily and breathe more comfortably

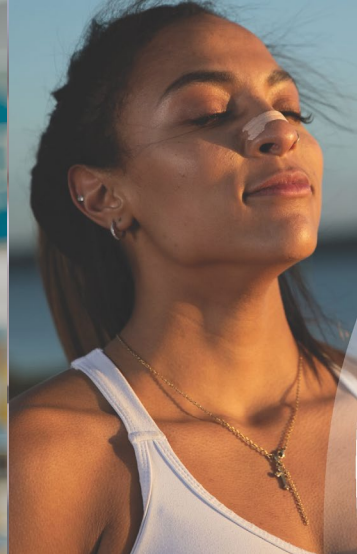
Helps relieve night-time nasal congestion

breatheright.co.uk

Posters

MAINSTREAM

Enhanced branding and promotional campaign communication for shoppers before they enter the store can provide good visibility and enhance promotion instore



Get more air

Better breathing starts with us

Better breathing starts with us. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



breatheright.co.uk

Posters

MAINSTREAM

Enhanced branding and promotional campaign communication for shoppers before they enter the store can provide good visibility and enhance promotion instore

Breathe Right

Breathe more easily

BEIGE
OPENS YOUR NOSE
to breathe easier
during exercise
SLEEP
EXERCISE
ALLERGIES

DRUG-FREE
30 LARGE BEIGE STRIPS

Opens the nose to breathe more easily

Helps you take in air more easily and breathe more comfortably

Zz

Helps relieve night-time nasal congestion

Breathe Right

Get more air

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30 LARGE BEIGE STRIPS

New logo. New Packs.
Same great product.

Opens the nose to breathe more easily

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Helps relieve night-time nasal congestion

Aisl fin, Shelf divider

MAINSTREAM

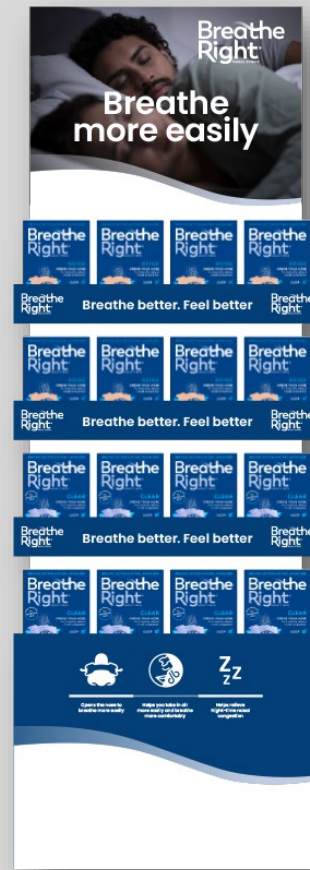
Branding beside shelf is key to catching shoppers' eyes against a sea of competitor products



Counter display unit

A good way to direct shoppers to your shelf or display unit in store

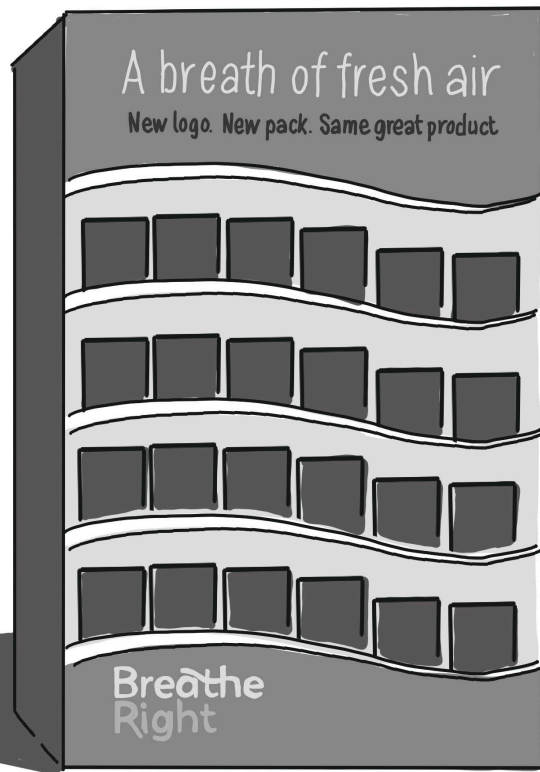
MAINSTREAM



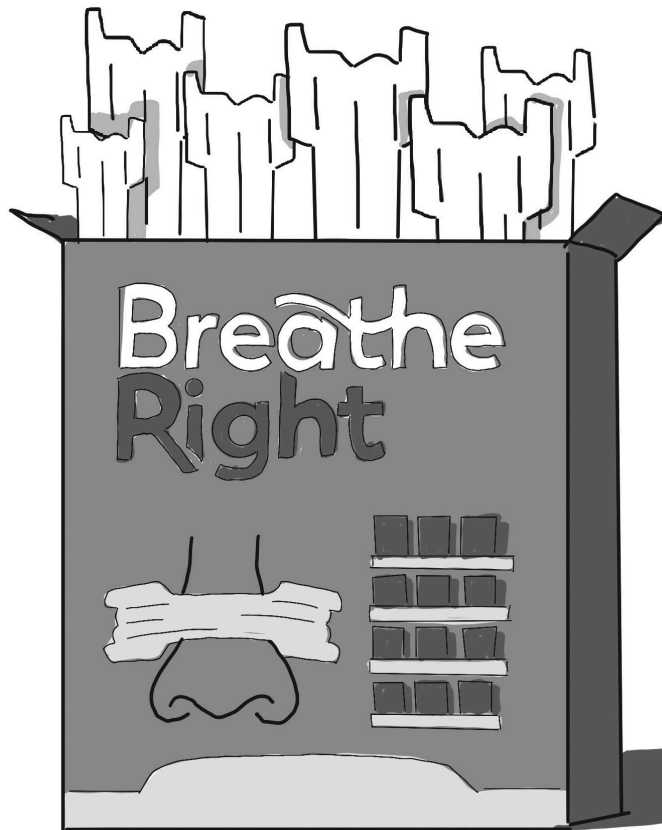
Freestanding Display Units

PREMIUM

Presence at the counter ensures all shoppers see the promotion and branding. Great way to communicate key benefits in store



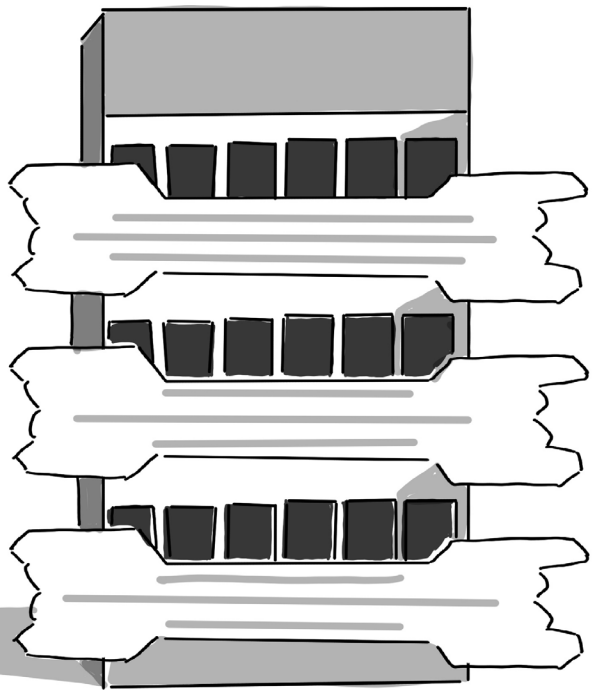
**Breathe
Right®**



**Freestanding Display
Units**

PREMIUM

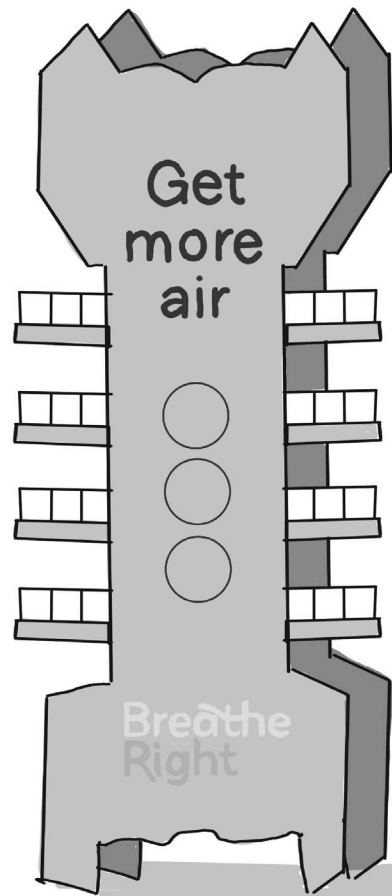
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**Breathe
Right®**

Freestanding Display Units

PREMIUM



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Breathe more easily

Better breathing starts with us
Better breathing starts with us. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

breatheright.co.uk



Countertop
Freestanding cards

MAINSTREAM

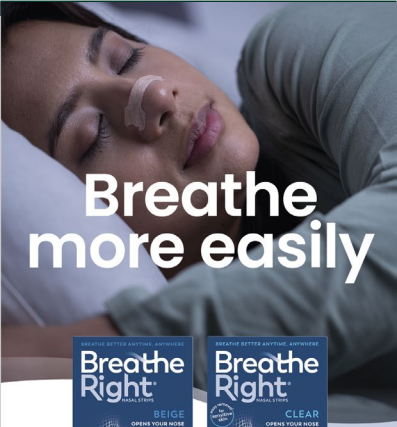
Presence at the counter ensures all shoppers see the promotion and branding. Great way to communicate key benefits in store



Floorstanding Poster

MAINSTREAM

Position in strategic locations around store, this stand is a cost-effective solution to signpost and communicate promotional messages



Breathe more easily



Opens the nose to
breathe more easily



Helps you take in air
more easily and breathe
more comfortably



Helps relieve
Night-time nasal
congestion

Floorstanding Poster

PREMIUM

Position in strategic locations around store, this stand is a cost-effective solution to signpost and communicate promotional messages

Breathe better.
Sleep better.

Breathe
Right

Breathe Right® Nasal Strips are uniquely designed with flexible spring-like bands that gently lift & open your nose/nostrils for improved nasal airflow helping you breathe better.



Breathe
Right



Breathe
more
easily



Opens the nose to
breathe more easily

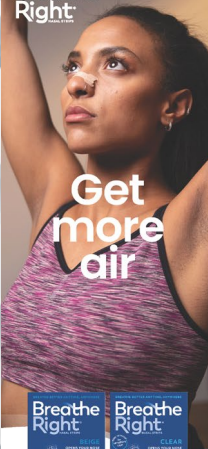


Helps you take in air
more easily and breathe
more comfortably

ZZ
ZZ

Helps relieve
night-time nasal
congestion

Breathe
Right



Get
more
air



Opens the nose to
breathe more easily



Helps you take in air
more easily and breathe
more comfortably

ZZ
ZZ

Helps relieve
night-time nasal
congestion

Get
more air

Better breathing starts with us

Better breathing starts with us. With us, you can breathe more easily and comfortably. We're the only company that's been able to help you breathe better. We're the only company that's been able to help you breathe better. We're the only company that's been able to help you breathe better.



breatheright.co.uk

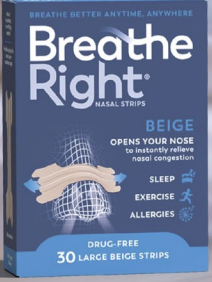
Front of store





A breath of fresh air

New logo • New packaging • Same great product



BREATHE BETTER ANYTIME, ANYWHERE

Breathe Right[®]

NASAL STRIPS

BEIGE

OPENS YOUR NOSE to instantly relieve nasal congestion

SLEEP  EXERCISE  ALLERGIES 

DRUG-FREE
30 LARGE BEIGE STRIPS



Opens the nose to breathe more easily



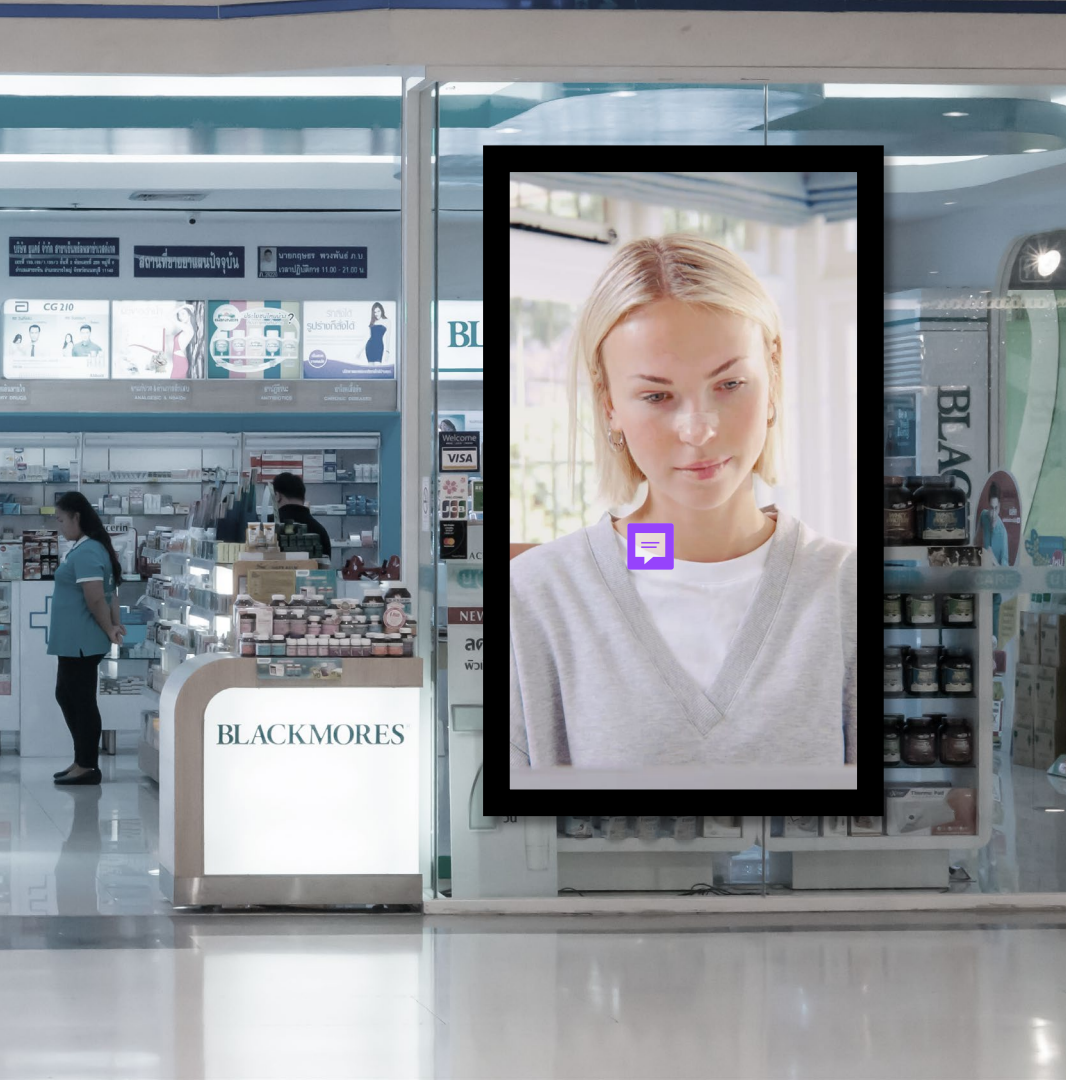
Helps you take in air more easily and breathe more comfortably



Helps relieve Night-time nasal congestion

Breathe Right[®]

NASAL STRIPS



Breathe more easily

Better breathing starts with us
Better breathing starts with us! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Get more air

Better breathing starts with us

Better breathing starts with us. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Breathe Right
Nasal Strips

BEIGE
OPEN YOUR NOSE
to breathe better
and sleep easier

SLEEP
EXERCISE
ALLERGIES

DRUG-FREE
30 LARGE NOSE STRIPS

30 STRIPS BREATHE BETTER



Breathe more easily

Better breathing starts with us
Better breathing starts with us, lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

breatheright.co.uk

Breathe Right
SNAKE EYE

REVEALS
OPEN YOUR NOSE
to breathe better
and clear your
sinuses

SLEEP
EXERCISE
ALLERGIES

DRUG-FREE
30 LARGE NOSE STRIPS

30 STRIPS BOTTLE & BOX



A breath of fresh air

New logo • New packaging • Same great product



Breathe Right
MADE IN THE U.S.A.

BEIGE
GREAT VALUE NOSE STRIPS
For easy, gentle, effective relief of congestion

SLEEP
BREATHE
ALLERGENS

30 LARGE NOSE STRIPS



Open the nose to breathe more easily



Helps you breathe so much you feel like you're not even using it

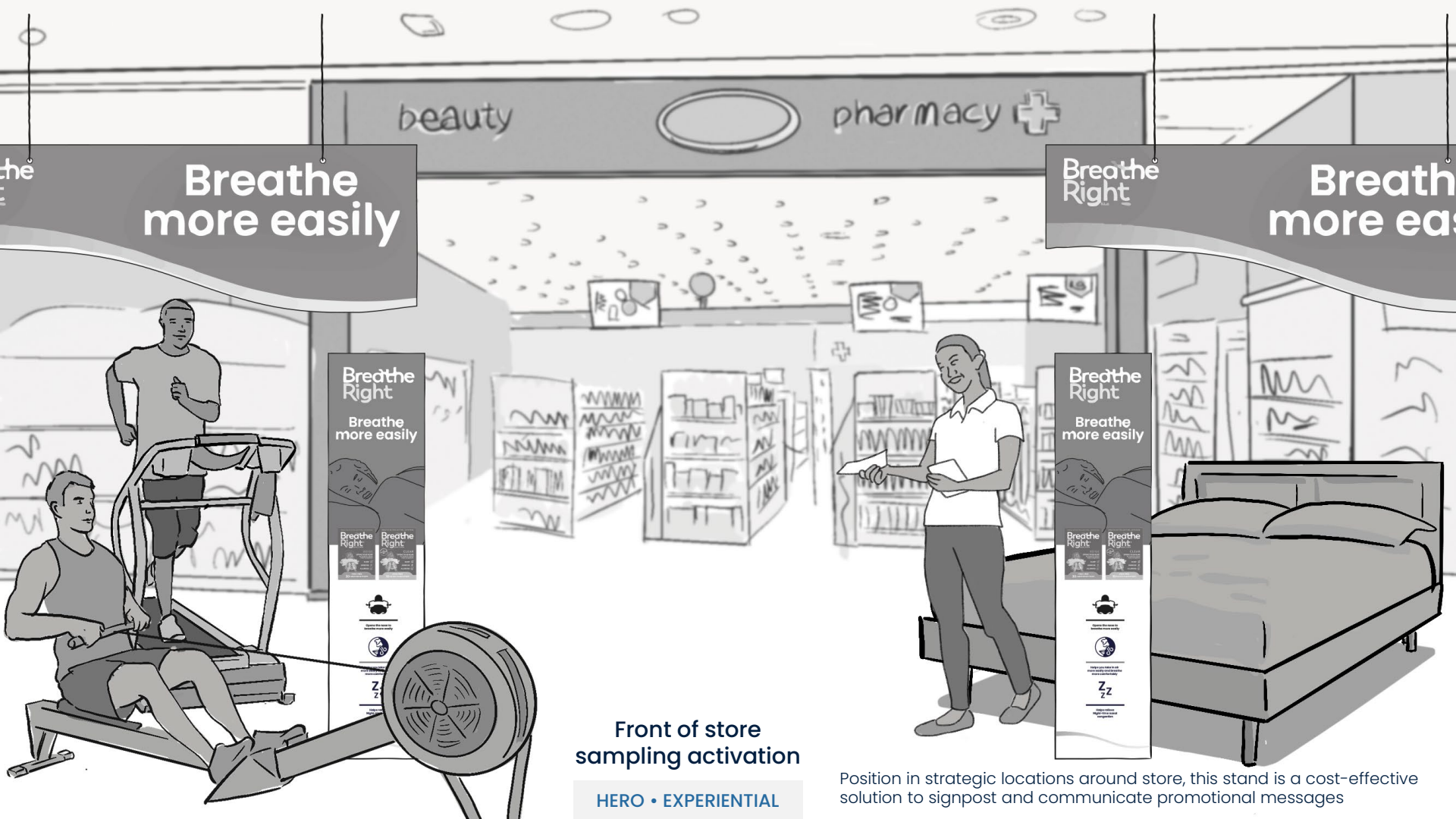


Helps relieve night-time nasal congestion

Breathe Right
MADE IN THE U.S.A.

Experiential & Sampling





Breathe
more easily

Breathe
Right

Breath
more eas

Breathe
Right
Breathe
more easily

Breathe
Right
Breathe
more easily

Front of store
sampling activation

Position in strategic locations around store, this stand is a cost-effective solution to signpost and communicate promotional messages

HERO • EXPERIENTIAL



Breathe Right
NASAL STRIPS **Breathe
more easily**

**Breathe
Right**
NASAL STRIPS

**Breathe
more
easily**

**Breathe
Right**
NASAL STRIPS

**Breathe
more
easily**

**Breathe
Right**
NASAL STRIPS

**Breathe
more
easily**

**Fun run sampling
activation**

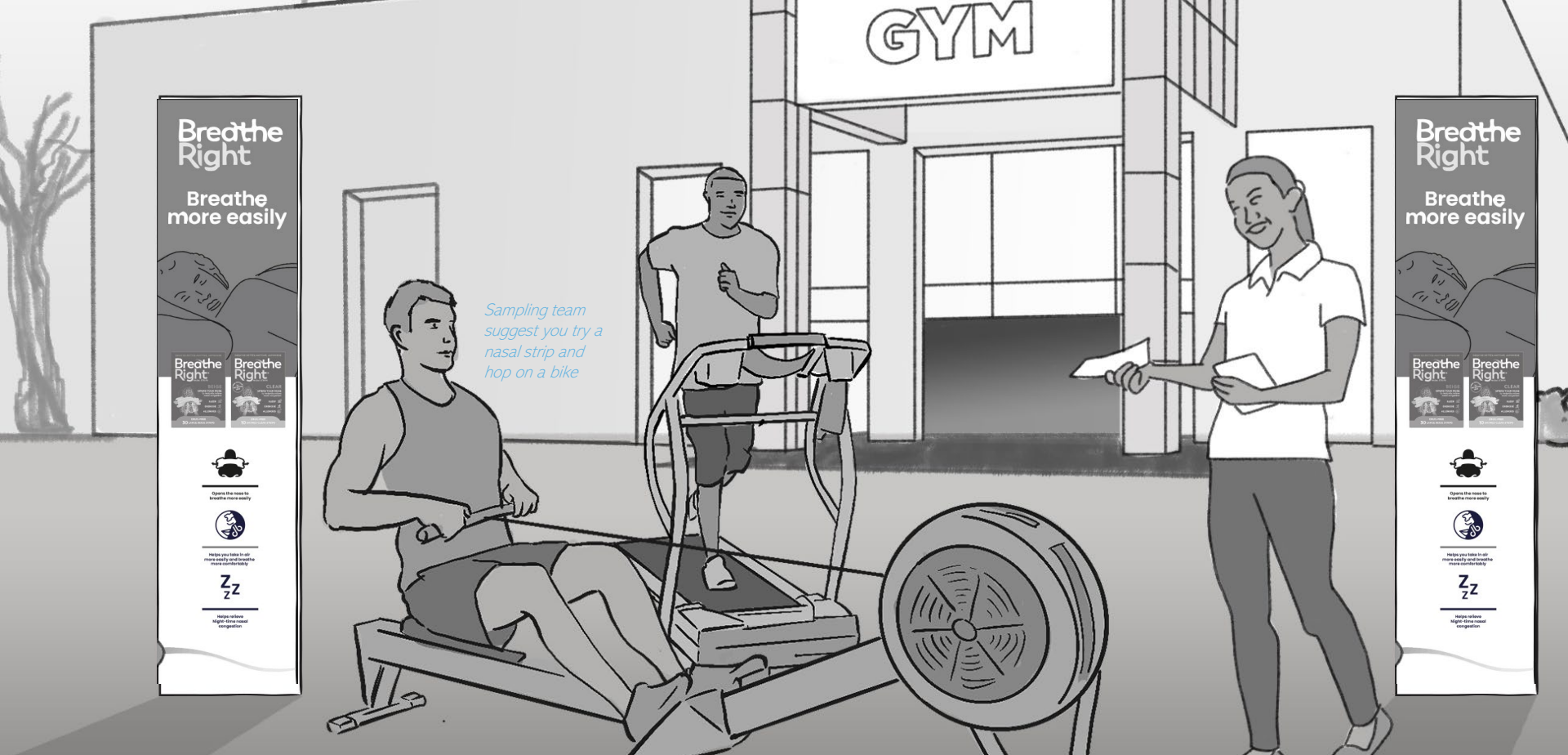
HERO • EXPERIENTIAL

Branding up elements of the fun run, and handing out samples at break points are a great way of associating the brand with the activity and driving trial through sampling and visibility



**Yoga sampling
activation**
HERO • EXPERIENTIAL

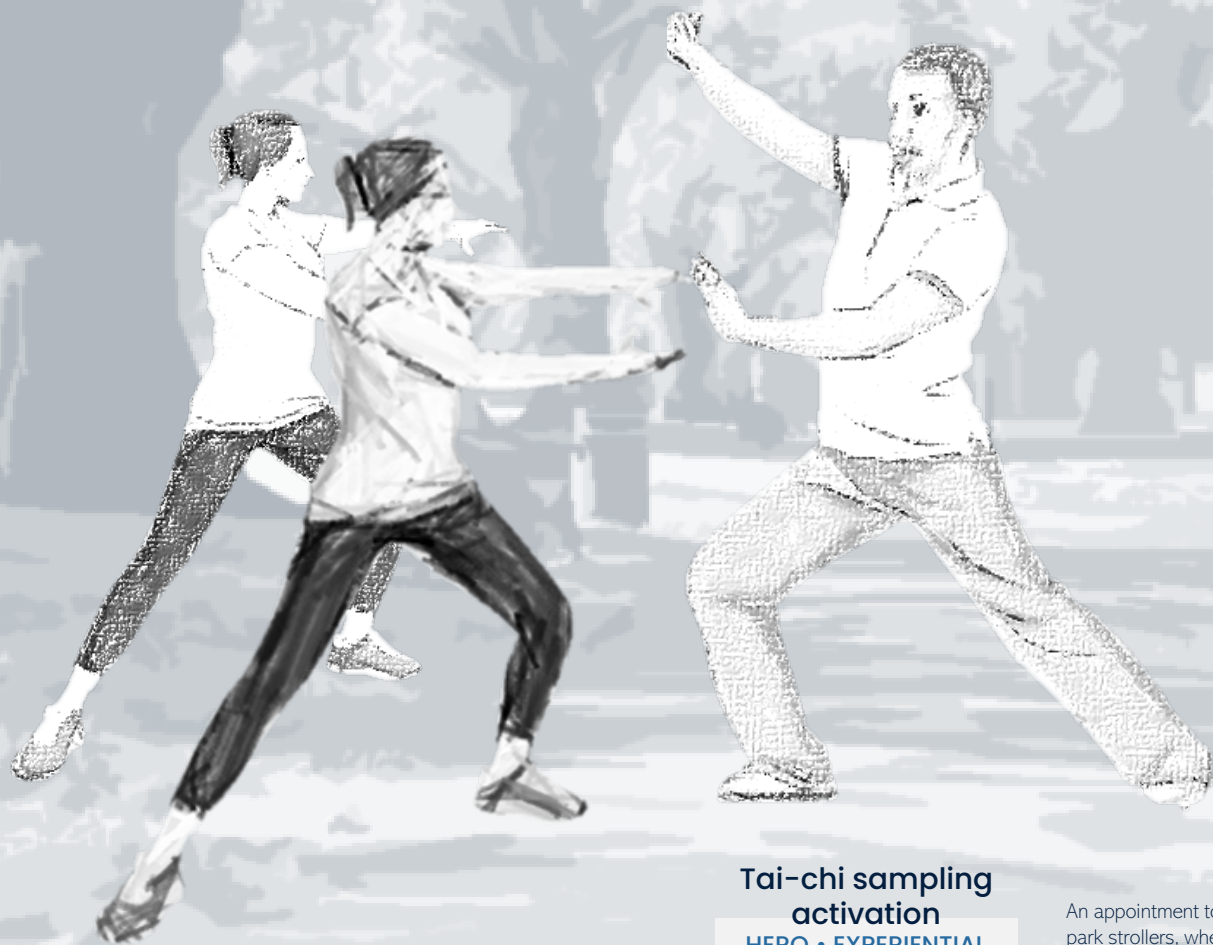
An appointment to have a mini yoga class or tai-chi class, aimed at commuters or park strollers, where Breathe Right strips are handed out



Front of GYM sampling activation

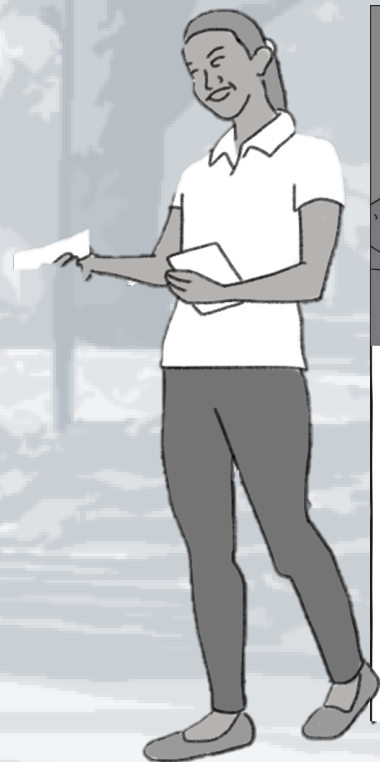
HERO • EXPERIENTIAL

Handing out samples in the front of the gym, provides great visibility and drives trial through sampling whilst associating with a range of key usage occasion activities



**Tai-chi sampling
activation**
HERO • EXPERIENTIAL

An appointment to have a mini tai-chi class, aimed at commuters or park strollers, where Breathe Right strips are handed out



**Breathe
Right**

**Breathe
more easily**



**Breathe
Right**



**Breathe
Right**



Opens the nose to
breathe more easily



Helps you take in all
more easily and breathe
more comfortably



Helps you take in all
more easily and breathe
more comfortably



Sleep
Mask



Branded
towel



Giveaways

HERO • EXPERIENTIAL

Sampling near a pharmacy is great for visibility and to drive trial. Giving away some relevant material helps to keep the brand top of mind.

Branded
Tee



Baseball cap

Branded staff

Brand ambassadors who proudly wear the Breathe Right branding help to spread the positivity surrounding the brand near a pharmacy.

HERO • EXPERIENTIAL

Online and print Advertising



A breath of fresh air

New logo • New packaging • Same great product



Opens the nose to breathe more easily



Helps you take in air more easily and breathe more comfortably



Helps relieve Night-time nasal congestion

Better breathing starts with us

breatheright.co.uk

Adverts

Press ads in pharmacy magazines or accompanying editorial articles

MAINSTREAM

Get more air

Better breathing starts with us

Better breathing starts with uslorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Breathe Right

Better breathing starts with us

Buy Now

Breathe Right

Get more air

Better breathing starts with us

Breathe Right

Breathe Right

Buy Now

amazon

Breathe Right

Besser Atmen

Eine bessere Atmung beginnt mit uns

Buy Now

Breathe Right

Breathe Right

Breathe Right

Better breathing starts with us

Buy Now

Boots

Breathe Right

Breathe Right



Online digital ads

Online ads can lead to sales instore, or online via the retailer's ecommerce platform

MAINSTREAM

Breathe Right
NASAL STRIPS

Breathe Better. Sleep Better.

Helps relieve snoring due to nasal congestion.

[Buy Now](#)



Breathe Right
NASAL STRIPS

Suffering from nasal congestion?

Opens your nose so you can take in air more easily and breathe more comfortably.

[Buy Now](#)



Breathe Right
NASAL STRIPS

Suffering from nasal congestion?

Take in air more easily during exercise and sports.

[Buy Now](#)



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Online digital ads

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Online ads can lead to sales instore, or online via the retailer's ecommerce platform

Breathe Right
NASAL STRIPS

Helps relieve nasal congestion caused by colds

Drug-Free and safe to use alongside medicinal treatments.



Breathe Right
BEIGE
OPEN YOUR NOSE
TO RELIEVE NASAL
CONGESTION
SLEEP
EASIER
ALLERGIES

DRUG-FREE
30 LARGE BEIGE STRIPS





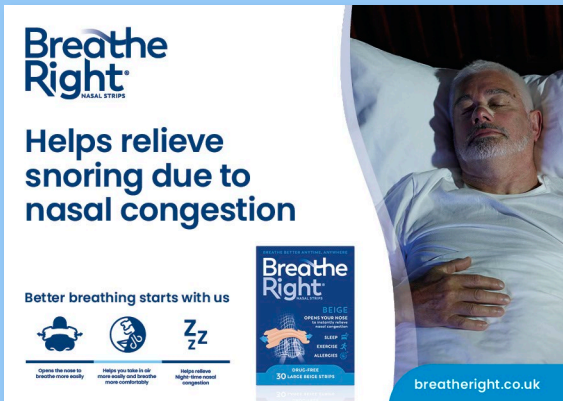
Opens the nose to breathe more easily
 Helps you take in all room air and breathe more comfortably
 Helps relieve night-time nasal congestion

breatheright.co.uk

Breathe Right
NASAL STRIPS

Helps relieve snoring due to nasal congestion

Better breathing starts with us



Breathe Right
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Half Page Adverts

Press ads in pharmacy magazines or accompanying editorial articles

MAINSTREAM

Breathe Right
NASAL STRIPS

Breathe more comfortably

Helps you take in air more easily when suffering from nasal congestion during sports.

Better breathing starts with us





Opens the nose to breathe more easily

Helps you take in air more easily and breathe more comfortably

Helps relieve night time nasal congestion



EXTRA STRONG



breatheright.co.uk

Breathe Right
NASAL STRIPS

Suffering from nasal congestion?

Take in air more easily during exercise and sports.

Better breathing starts with us





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Helps you take in air more easily and breathe more comfortably

Helps relieve night time nasal congestion



EXTRA STRONG



breatheright.co.uk

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EXTRA STRONG



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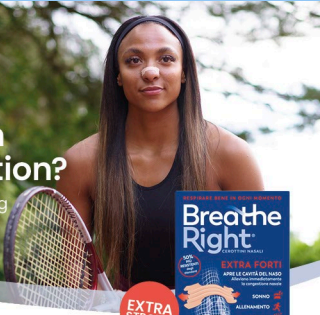
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Helps you take in air more easily and breathe more comfortably

Helps relieve night time nasal congestion



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EXTRA STRONG



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The Opportunity



The Breathe Right® Opportunity

Find out how to maximise the opportunity for
Breathe Right® in this toolkit.

OPPORTUNITIES FOR CATEGORY GROWTH



Opens the nose to
breathe more easily



Helps you take in
air more easily
and breathe more
comfortably



Can be used
day or night



Drug Free



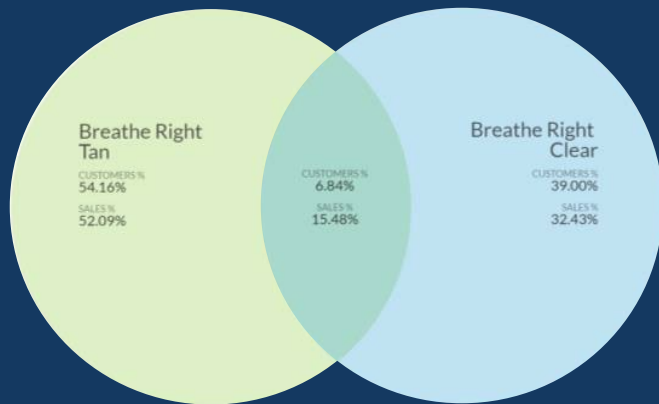
Can be worn
up to 12 hours



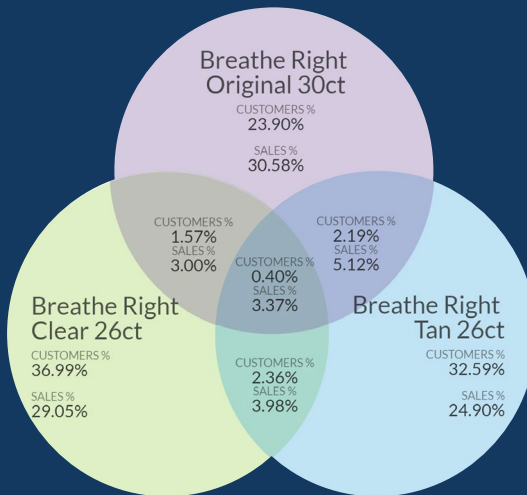
Helps relieve
Night-time nasal
congestion

Breathe Right® Assortment is highly Incremental and Users are loyal

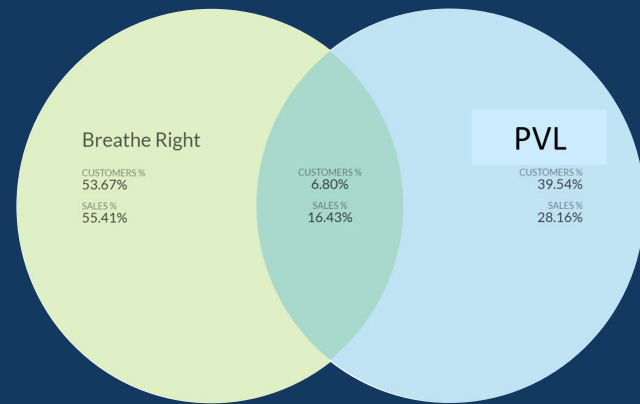
Additional SKU listing delivers incremental growth NOT cannibalisation



ONLY 7% OF SHOPPERS PURCHASE BOTH
BEIGE AND CLEAR



LESS THAN 3% OF SHOPPERS PURCHASE
MULTIPLE STRIP TYPES



BREATHE RIGHT® USERS ARE LOYAL
ONLY 7% OF CUSTOMERS PURCHASED BOTH BREATHE
RIGHT® AND PVL IN THE PAST YEAR

Consumers 'find their perfect fit'
*Introducing more SKUs
does NOT cannibalise sales*

Why? Technical and
performance differences
between strip types drive
consumer choice/loyalty

Tan strips provide a better user experience for those primarily concerned with stay on, use at night, and use during intense activity. Overlay substrate used on the beige strips is perforated. Perforations allow air to both escape through the substrate and interact with the adhesive.

Clear strips are chosen by those with sensitive or easily damaged skin or those who have greater concern over the appearance of the strip. Overlay substrate used on the clear strips is not perforated, it's solid. Because moisture is trapped under the strip the skin is occluded –this moist environment leads to easier removal of the strip.

Influencing the Choice in the pharmacy or the retail environment



65%

6 out of 10
snoring
solutions are
non-medical

Customer Reviews



93%

93% of shoppers
consult online reviews
to make their decision.



3 in 10

30% of shoppers will
always consult a
pharmacist



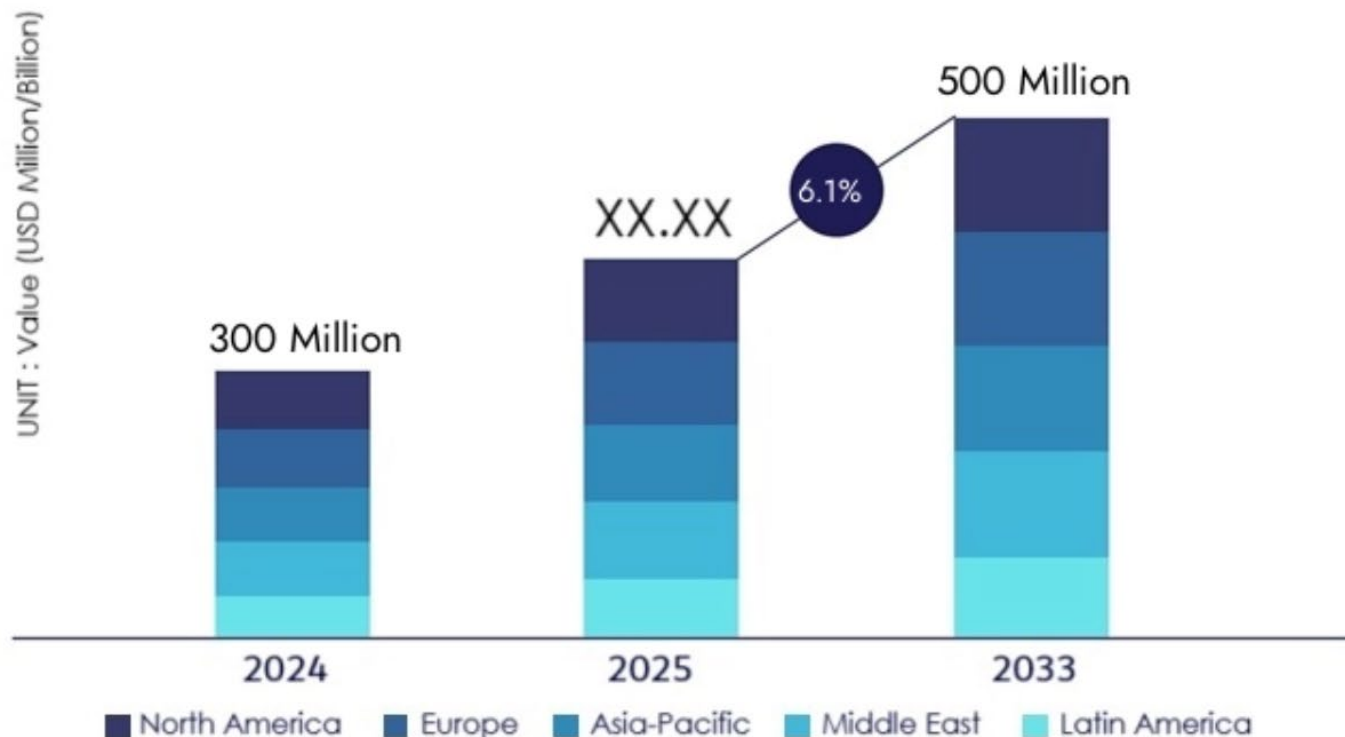
3/4

74% of shoppers look to
see what other people
are buying, influencing
their product choice.

Global Nasal Strips Market Size and Scope



VERIFIED
MARKET
REPORTS



6.1%

CAGR from 2026 to 2033

Global Nasal Strips Market size was valued at USD 300 million in 2024 and is projected to reach USD 500 million by 2033

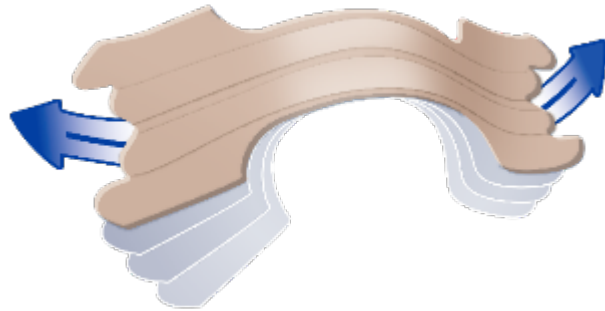
Giving our shoppers choice

Two formats for broader appeal

Original Beige

suitable for normal to oily skin

With a breathable and form-fitting material that comfortably adheres, our Breathe Right® Original Nasal Strips can be used day or night for up to 12 hours.



**Breathe
Right®**

Features



Original/Classic



Clear & Transparent



Suitable for normal & oily skin



Suitable for dry or sensitive skin



Relieves snoring due to nasal congestion



Relieves nasal congestion during exercise



Alleviates nasal congestion due to a deviated septum



Relieves nasal congestion due to allergies



Use up to 12 hours



Drug Free



Health & Wellness



Clear Transparent

suitable for sensitive or dry skin

Our Breathe Right® Clear strips feature a hypoallergenic, flexible and non-porous material that makes them easier to remove, making them suitable for dry or sensitive skin and can be worn day or night up to 12 hours.



The Nasal Congestion Occasion

Opportunities to relieve nasal congestion are growing



**Night-time
Nasal
Congestion**

Instantly relieves
night-time nasal
congestion to help
you sleep better



**Snoring due
to Night-time
Nasal
Congestion**

Reduces snoring
due to nasal
congestion



**Nasal
Congestion
due to a
Deviated
Septum**

Helps relieve
nasal congestion
due to a deviated
septum to
breathe more
easily



**Nasal
Congestion
due to a cold**

Opens the nose
to relieve nasal
congestion due
to a cold



**Nasal
Congestion
due to
allergies**

Relief from
nasal congestion
you can feel
instantly



**For Health &
Wellbeing**

Opens the nose
so you can take
in air more easily
and breathe
more
comfortably



**Mindfulness
& Relaxation**

Opens the
nose to
breathe more
easily



**Exercise
& Sport**

Opens the nose
to breathe more
easily



**Focus &
Concentration**

Opens the nose
to breathe more
easily

**Breathe
Right®**



How it works

Breathe more easily –
wherever you are

Our product range

(Not all formats are available in all markets)



Breathe
Right®
NASAL STRIPS

Better breathing starts with us



Breathe
Right®

Interested in creating some fresh Breathe Right® Point of Sale?

Please contact Chris Howe
chris.howe@ceutahealthcare.com

*The items in this PDF are concept pieces only. Anything new
produced by your designers must be submitted for ALR.*