

Educational Presentation





A Global Brand

Creating a Global Brand Identity for 2025 and beyond, the new logo delivers a true Global Experience for our customers, wherever they may be.

The new Logo uses a bold and contemporary font helping strengthen our brand offering, whilst the removal of the lozenge helps deliver a fresh, open feeling.

The 'Gradated Breather', crossing the 't' in **Breathe**, deploys a subliminal message to the consumer that our products will help them breathe in more air.





A breath of fresh air

New logo • New packaging • Same great product

Opens the nose, to breathe more easily

Breathe Right® Nasal Strips open your nose so that you can take in air more easily.

Giving you more opportunities to breathe more comfortably – wherever you are.

Breathe
Right®



Why Breathe Right® Nasal Strips

Opens the nose so you can take in air more easily and breathe more comfortably, especially when suffering from nasal congestion



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

Relief You Can Feel Instantly

When suffering from nasal congestion



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



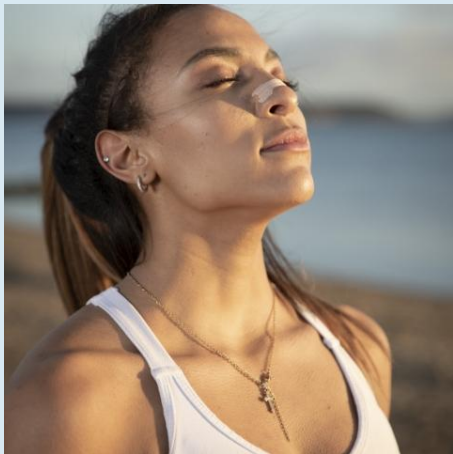
Focus & Concentration

Opens the nose to breathe more easily



How it works

Breathe more easily –
wherever you are



What are Breathe Right® Nasal Strips?

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

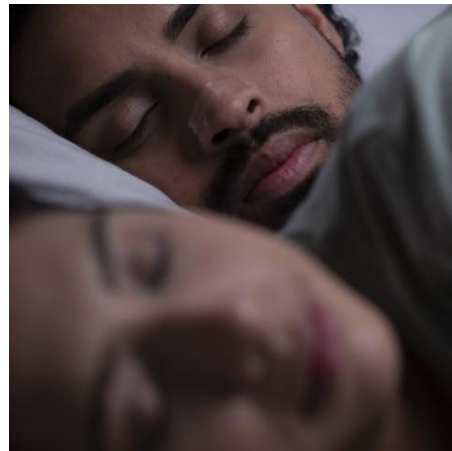
Breathe Right® Strips instantly relieve nasal congestion that can arise from colds, allergies & a deviated septum and are clinically shown to help reduce snoring for a better night's sleep. They are drug free, so you can use Breathe Right® Nasal Strips alongside medicinal treatments and during pregnancy.

How Breathe Right® Nasal Strips work *

Breathe Right® Nasal Strips are a drug free, non-prescription device that works mechanically from the outside to gently open the nose/nostrils. This reduces nasal airflow resistance and makes breathing easier.

Breathe Right® can be used anytime you want to breathe more easily through your nose. They relieve nasal congestion that can arise from colds, allergies, or a deviated septum and help reduce snoring for a better night's sleep.

You can use them any time day or night for general wellbeing, when you are exercising or simply relaxing. They are gentle on skin and suitable for adults and children 6 years and over.



Breathe Right® Nasal Strips

Find Your Perfect Fit !

Breathe Right® Nasal Strips come in two different Materials;
Original Beige Fabric and Clear Substrate

Original Beige

suitable for normal to oily skin

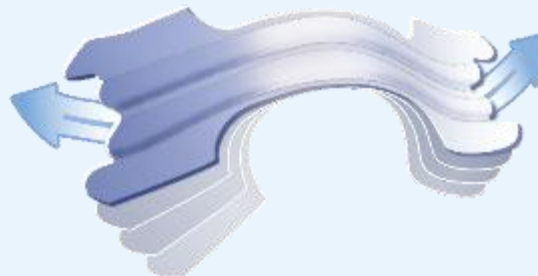


Breathe Right® Original Beige Nasal Strips are suitable for normal to oily skins. With a breathable and form-fitting material that comfortably adheres these nasal strips consist of an overlay substrate material which is perforated.

The perforations allow air to both escape through the substrate and interact with the adhesive, so that they stay on whether using them at night or during intense activity.

Clear

suitable for sensitive or dry skin



Breathe Right® Clear Nasal Strips are chosen by customers with a dry, sensitive or easily damaged skin, or who have a greater concern over the appearance of the strip.

These strips feature a hypoallergenic, flexible and non-porous overlay substrate which is not perforated, but a solid material. Because moisture is trapped under the strip the skin is occluded and this moist environment makes them easier to remove and suitable for dry or sensitive skin.

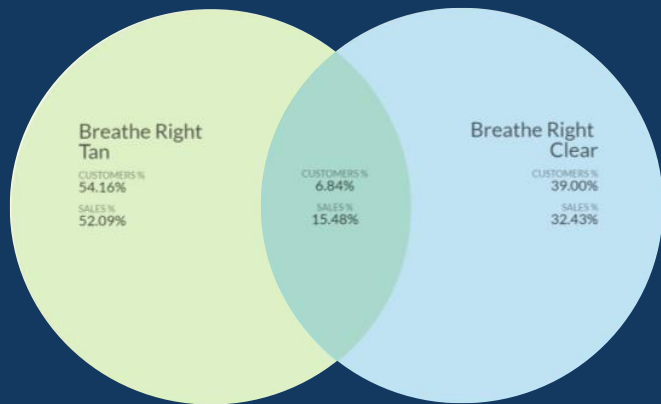
**Breathe
Right®**



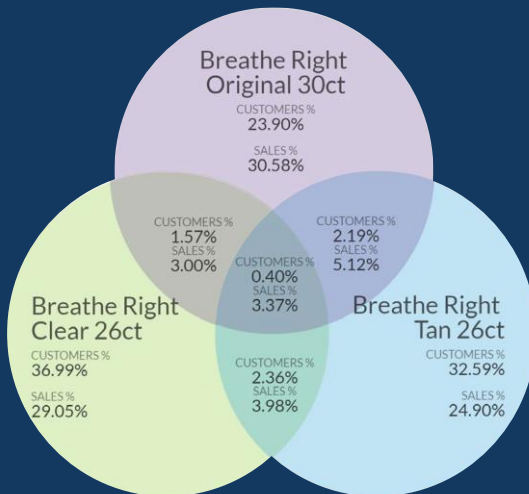
Product is wrapped in packaging
that may have been in contact
with latex during its manufacture

Breathe Right® Assortment is highly Incremental and Users are loyal

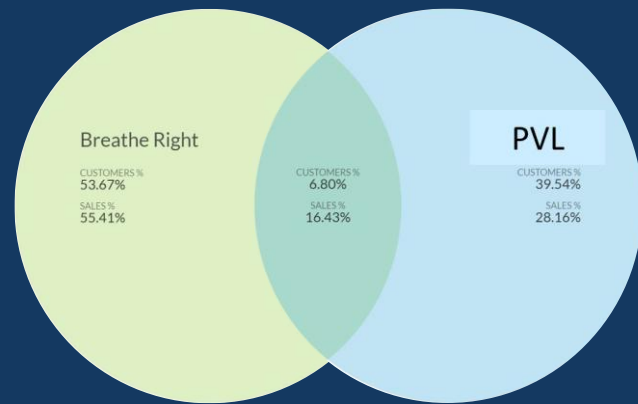
Additional SKU listing delivers incremental growth NOT cannibalisation



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*

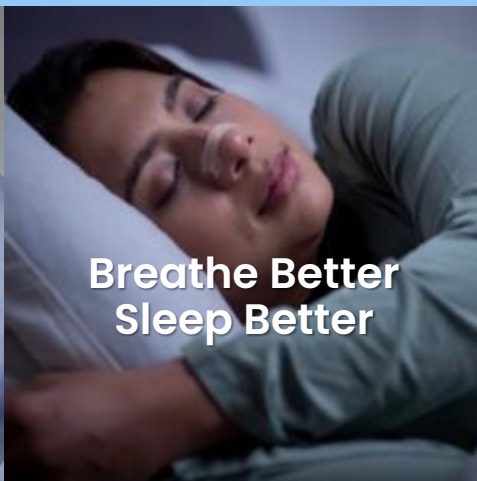
Why? Technical and
performance differences
between strip types drive
consumer choice/loyalty

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.



**Drug-Free and safe to
use alongside medicinal
treatments**

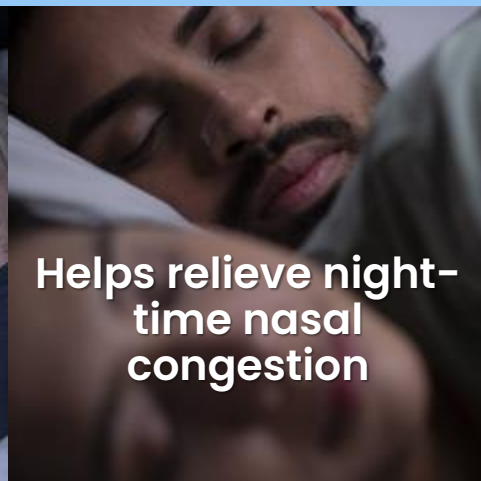


**Breathe Better
Sleep Better**



**Helps reduce
snoring due to
nasal congestion***

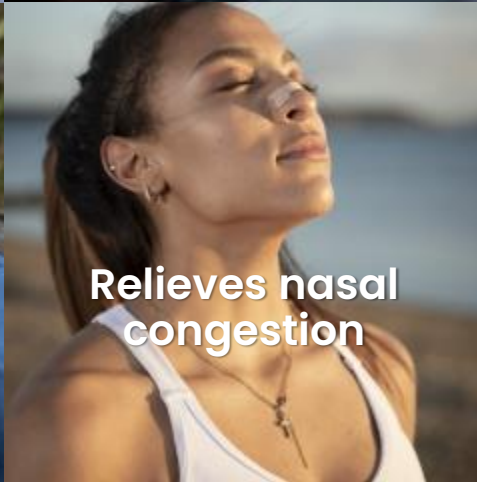
*Scharf et al. Ear, Nose, Throat Journal 1994
(Small, open label study in mild snorers).



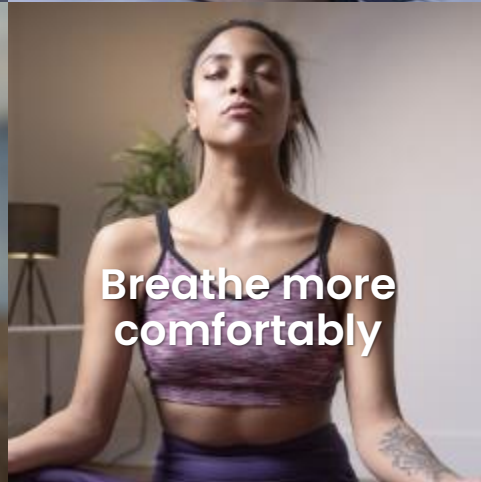
**Helps relieve night-
time nasal
congestion**



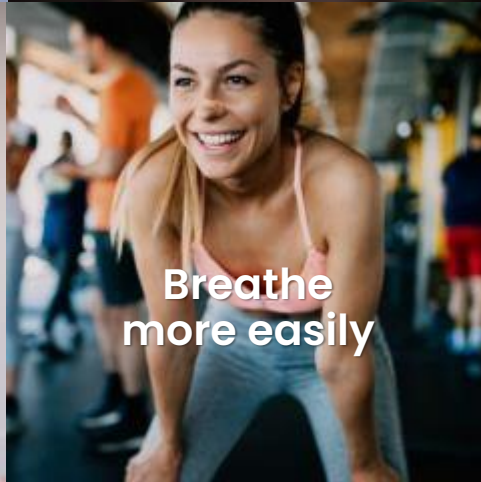
**Relieves nasal
congestion caused
by colds**



**Relieves nasal
congestion**



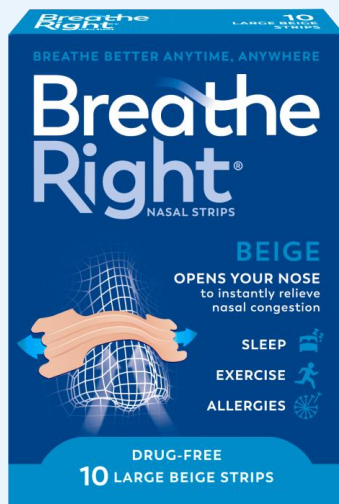
**Breathe more
comfortably**



**Breathe
more easily**

Our product range

(Not all formats are available in all markets)



Breathe
Right®
NASAL STRIPS

Better breathing starts with us



Our UK product portfolio



Original Beige Large, 30s



Original Beige Small/Medium, 30s



Original Beige Large, 10s



Clear Transparent Small/Medium, 10s



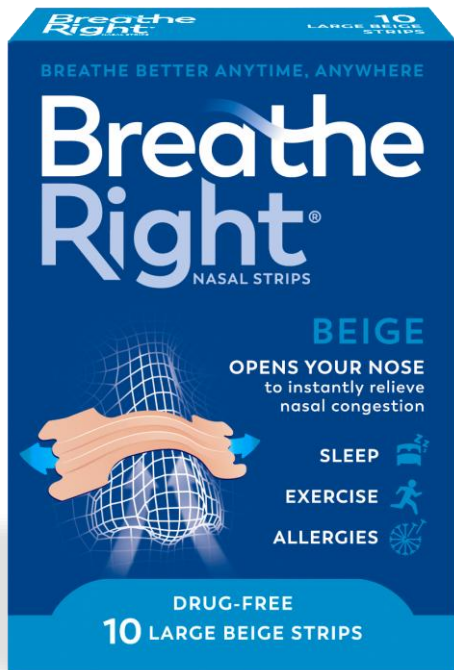
Clear Transparent Large, 10s



BEIGE

Available in Packs of x30 strips or x10 strips

Available in **Small/Medium** and **Large**



Breathe
Right®



Nighttime
Nasal
Congestion



Snoring due to
Night-time
Nasal
Congestion



Nasal
Congestion
due to a
cold



Nasal
Congestion
due to
allergies



Exercise
& Sport

Breathe
Right®
NASAL STRIPS

Nasal Strips
Original, beige fabric
for normal to oily skins

Breathe Right® Original Nasal Strips are flexible spring-like bands that gently lift and open your nose for improved nasal airflow, helping you to breathe more easily.

Breathe Right® Original Nasal Strips instantly relieve nasal congestion that can arise from colds, allergies, or a deviated septum and help reduce snoring for a better night's sleep.

For those with normal to oily skin, then our breathable and form-fitting material comfortably adheres, so that they stay on, whether using them at night, when you are exercising, for general wellbeing or simply relaxing.

Breathe Right® Original Nasal Strips are drug free and safe to use alongside medicinal treatments, during pregnancy and for children over 6 years.

CLEAR

Available in Packs of x30 strips or x10 strips

Available in Small/Medium and Large



Breathe
Right®



Nighttime
Nasal
Congestion



Snoring due to
Night-time
Nasal
Congestion



Nasal
Congestion
due to a
cold



Nasal
Congestion
due to
allergies



Exercise
& Sport

Breathe
Right®
NASAL STRIPS

Nasal Strips
Clear, transparent
for dry, sensitive skins

Breathe Right® Clear Nasal Strips are flexible spring-like bands that gently lift and open your nose for improved nasal airflow, helping you to breathe more easily.

Breathe Right® Clear Nasal Strips instantly relieve nasal congestion that can arise from colds, allergies & a deviated septum, and help reduce snoring for a better night's sleep.

For those with dry or sensitive skins, or who have a greater concern over the appearance of the strip, our Clear Strips feature a hypoallergenic, flexible, and non-porous material that makes them easier to remove.

Breathe Right® Clear Nasal Strips open your nose so you can take in air more easily when suffering from nasal congestion, helping you to breathe more comfortably, so can be used at night, to reduce snoring, when you are exercising, for general wellbeing or simply relaxing.

Breathe Right® Clear Nasal Strips are drugfree and can be used alongside medicinal treatments, they are safe for use during pregnancy and for children over 6 years.

EXTRA STRENGTH BEIGE

Available in Packs of x26 Strips or 8 Strips

Available in One Size to fit most noses



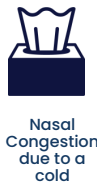
Breathe
Right®



Nighttime
Nasal
Congestion



Snoring due to
Night-time
Nasal
Congestion



Nasal
Congestion
due to a
cold



Nasal
Congestion
due to
allergies



Exercise
& Sport

Breathe
Right®
NASAL STRIPS

Nasal Strips
Extra Strength, beige fabric
for normal to oily skins

Breathe Right® Extra Strength Beige Nasal Strips are flexible spring-like bands that gently lift & open your nose for improved airflow, helping you to breathe more easily. Breathe Right® instantly relieve nasal congestion that can arise from colds, allergies and a deviated septum.

For those with normal to oily skin, then our breathable and form fitting material comfortably adhere, so they stay on. Our Extra Strength Beige Nasal Strips have 50% more fabric and adhesion so are 50% stronger than standard beige strips and come in ONE SIZE to fit most noses.

Breathe Right® Extra Strength Beige Strips open your nose so you can take in air more easily when suffering from nasal congestion, helping you to breathe more comfortably, so can be used at night, to reduce snoring, when you are exercising, for general wellbeing or simply relaxing.

Breathe Right® Extra Strength Beige Nasal Strips are drug free and can be used alongside medicinal treatments, they are safe for use during pregnancy and for children over 6 years.

EXTRA STRENGTH CLEAR

Available in Packs of x26 Strips or x8 Strips

Available in One Size to fit most noses



Breathe Right®

NASAL STRIPS

Nasal Strips

Extra Strength, clear fabric
for dry sensitive skins

Breathe Right® Extra Strength Clear Nasal Strips are flexible spring-like bands that gently lift & open your nose for improved airflow, helping you to breathe more easily. Breathe Right® Extra Strength Clear Nasal Strips instantly relieve nasal congestion that can arise from colds, allergies and a deviated septum.

For those with dry or sensitive skins, or who have a greater concern over the appearance of the strip, our Clear Strips feature a hypoallergenic, flexible, and non-porous material that makes them easier to remove. Our Extra Strength Clear Nasal Strips have 50% more fabric and adhesion so are 50% stronger than standard beige strips and come in ONE SIZE to fit most noses.

Breathe Right® Extra Strength Clear Nasal Strips open your nose so you can take in air more easily when suffering from nasal congestion, helping you to breathe more comfortably, so can be used to reduce snoring, when you are exercising, for general wellbeing or simply relaxing.

Breathe Right® Extra Strength Clear Nasal Strips are drug free and can be used alongside medicinal treatments, they are safe for use during pregnancy and for children over 6 years.

Breathe Right®



Nighttime
Nasal
Congestion



Snoring due to
Night-time
Nasal
Congestion



Nasal
Congestion
due to a
cold



Nasal
Congestion
due to
allergies

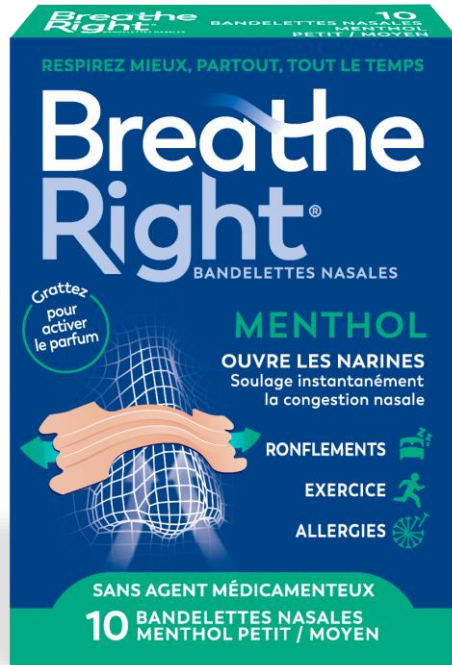


Exercise
& Sport

MENTHOL

Available in Packs of x10 strips

Available in Small/Medium and Large



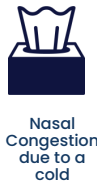
Breathe
Right®



Nighttime
Nasal
Congestion



Snoring due to
Night-time
Nasal
Congestion



Nasal
Congestion
due to a
cold



Nasal
Congestion
due to
allergies



Exercise
& Sport

Breathe
Right®
NASAL STRIPS

Nasal Strips
Menthol scented
for normal to oily skins

Breathe Right® Menthol Nasal Strips are flexible spring-like bands that gently lift and open your nose for improved airflow, helping you to breathe more easily. Breathe Right® Menthol Nasal Strips instantly relieve nasal congestion that can arise from colds, allergies and a deviated septum and help reduce snoring for a better night's sleep.

Our breathable and form-fitting material comfortably adheres, so that they stay on, whether using them at night, when you are exercising, for general wellbeing or simply relaxing.

Breathe Right® Menthol Nasal Strips are coated with capsules that contain menthol, eucalyptus and camphor. Scratch the surface to release the soothing mentholated vapours – scratch again to reactivate.

Breathe Right® Menthol Nasal Strips are drug free and can be used alongside medicinal treatments, they are safe for use during pregnancy and for children over 6 years.

Opens your nose to help you
breathe more easily

**Breathe
Right®**



Breathe Right® Nasal Strips

Breathe Right® Nasal Strips come in two different formats; **Original Beige** which is suitable for normal to oily skin and **Clear Transparent**, which are suitable for dry or sensitive skin.

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®**

Find your perfect fit

☒	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.

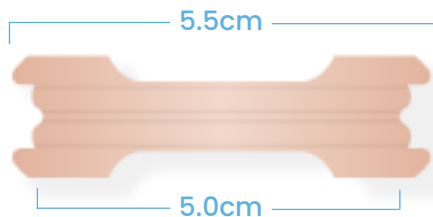


Find Your Perfect Fit

All noses differ in size.
Choose between our **Small/Medium**, **Large** or **Extra Strength** nasal strips to find which works best for your nose and your skin.

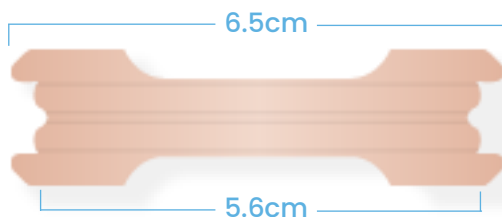
Breathe Right® Original Beige Nasal Strips

Small/Medium

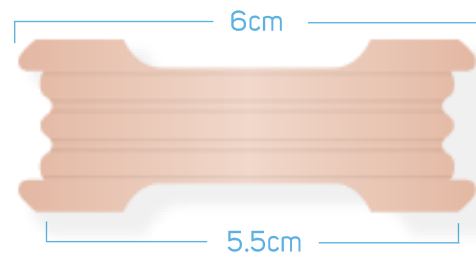


Also available in Menthol

Large



Extra Strength



**Breathe
Right®**

These are average product dimensions

Find Your Perfect Fit

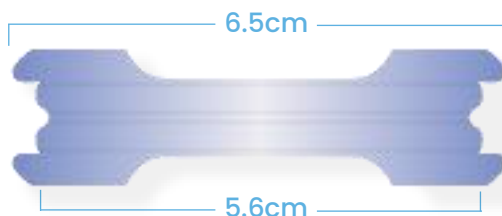
All noses differ in size.
Choose between our **Small/Medium, Large or Extra Strength** nasal strips to find which works best for your nose and your skin.

Breathe Right® Clear Transparent Nasal Strips

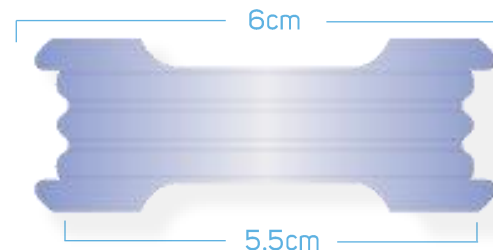
Small/Medium



Large



Extra Strength



**Breathe
Right®**

These are average product dimensions

How to apply



Clean the Skin

The adhesive won't stick properly to wet, oily or moisturised skin, so wash and dry your nose before applying.



Size matters

No, really. Our strips come in different sizes, and skin sensitivity levels, making it easy to determine which strip is best for you.



Position is everything

Place the adhesive side of the strip right above where your nose/nostril flares out.



Breathe easy

Gently rub the strip to secure it into place on your nose. Take a deep breath. More comfortable breathing begins now.



To remove

Wash your face with warm water for 10 seconds, then gently lift each side of the strip and remove. Ta-da!

Technical information

Caution: Before using the product, read carefully the instructions for use enclosed in the package.

Do not use if package is damaged.

Single use: Nasal Strips are for single use.

Paper pouch around the strips may contain natural rubber latex.

Warnings and Precautions

- For external use only
- Do not use over sores, sunburned or irritated skin
- If rash or skin irritations occurs, discontinue use
- Do not use for more than 12 hours per day
- For performance reasons the strips are for single use only. After removal sticker loses stickiness and the strip will not remain in place
- Keep the product out of sight and reach of children
- Not for children 5 years of age
- The paper pouch where the strips are packed may contain natural rubber latex which may cause allergic reactions
- If in doubt about the use of this product, ask a healthcare professional.



Product is wrapped in packaging that may have been in contact with **latex** during its manufacture



DO NOT USE

If you are allergic to latex or Breathe Right Nasal Strips
Sleep Apnoea: Breathe Right Nasal Strips are not intended to treat Sleep Apnoea. Persons who have symptoms of Sleep Apnoea should consult their doctor. Some people may experience adverse reactions when using breathe Right Nasal Strips. These may be application site reactions (e.g., erythema, irritation, pain, exfoliation, excoriation, bleeding, scab and discolouration) and hypersensitivity reaction including rash, pruritus and facial oedema.

How to store Breathe Right Nasal Strips

Do not store above 30 C.

Store in the original package. Please dispose of the product according to your local requirements and always consider the environment.

How to use Breathe Right Nasal Strips

Disposable –use each strip only once. For Single use only.

Can be used day or night.

Correct placement makes sure you get maximum performance. Be careful to place it neither too high nor too low.

Clean: Wash and dry your nose to remove dirt and oils. (For oily skin, use an astringent)

Place: remove the liner and place the strip on the nose.

Apply: Press down ends and rub gently to secure.

How to remove Breathe Right Nasal Strips

Remove your Breathe Right Nasal Strip while washing your face with warm water or when you're in the shower.

Always remove the strip slowly.

Loosen the ends then gently lift the strip from both sides.

Remove your strip properly with water, to reduce the likelihood of skin reactions or injury.

Always use the product as described in the product information. In case of any further concerns, please consult your pharmacist or doctor for advice.

**Breathe
Right®**



Breathe
Right®

Interested in stocking Breathe Right®

Please contact us:

Add your Contact Information Here

www.breatheright.co.uk

Amend to your website address



**Breathe
Right®**
NASAL STRIPS