

A woman with long dark hair in a braid is sitting in a meditative lotus position on a dark rug. She is wearing a light-colored sports bra and dark leggings. Her eyes are closed, and she has a peaceful expression. The background is a dimly lit living room with a bookshelf, a potted plant, and a couch.

Breathe
Right®
NASAL STRIPS

ALR approved copy lines

Breathe Right® Nasal Strips
Approved Claims & Usage Occasions

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Breathe Right Nasal Strip

A Regulated Medical Device

Breathe Right Nasal Strips are an FDA regulated Class I medical device.

Allowable Intended Use:

Provides temporary relief from transient causes of breathing difficulties resulting from structural abnormalities* and/or transient causes of nasal congestion associated with reduced nasal airflow.

Mechanism of Action (MOA):

The device decreases airway resistance and increases nasal airflow. The external nasal dilator is constructed from one or more layers of material upon which a spring material is attached, with a skin adhesive applied to adhere to the skin of the nose; it acts with a pulling action to open the nares.

Any deviation from the above stated intended use or MOA requires FDA premarket clearance before commercialization.

*Deviated Septum

Breathe Right Claims Oversight

Foundation Consumer Brands must comply with FDA requirements to legally market or distribute the device in the U.S. including accurate and non-misleading claims.

Who has Claims Oversight

FDA: Focuses on truthfulness and scientific accuracy of device labeling and claims.

FTC: Focuses on consumer protection and false or misleading advertising.

Foundation Consumer Brand Advertising Review Process

All advertising must be reviewed through the ALR Process before executing in market.

Breathe Right

Rules for Engagement

- All advertising materials must clearly identify that Breathe Right is **for the relief of nasal congestion**
- Never make any ‘improves performance’ claim or reference to ‘improved performance’ within ANY copy. E.g., Mental performance/agility, academic, physical, or competitive performance
- All advertising materials must have a super to state “Use as directed.” – both on-screen and in all post copy. Must be visible on screen when product is shown, on all carousel/story frames, and for at least 3 seconds during duration of videos.
- When discussing personal experiences with product, do not make overpromises or overarching statements for the general public, i.e., “everyone will sleep better.”
- Claims may be combined and/or adjusted for tone but may not lose essence & primary message. I.e., Combining “Instant nasal congestion relief” and “opens your nose to help you breathe more comfortably” may look like: “Instantly relieves nasal congestion to help you breathe more comfortably.”

Claims Pillars

For Temporary Relief of
Nasal Breathing Difficulties due to:

Nasal Congestion

And /
Or

Deviated Septum

At any time, for example:

Sleep
Wellness

Snoring

Sport

Colds &
Allergies

Travel



Top Performing Overall

Benefit Claims

Can be used to promote the benefits of wearing the Breathe Right Nasal Strips on any occasion

- Breathe Right opens your nose to instantly relieve nasal congestion
- Breathe Right provides continuous nasal congestion relief for up to 12 hours
- Opens your nose for nasal congestion relief you can feel right away
- Breathe Right opens your nose to help you breathe more comfortably and easily
- Breathe Right instantly relieves nasal congestion
- Breathe Right improves nasal airflow for better breathing when you have nasal congestion
- Breathe Right provides proven, drug-free nasal congestion relief



Additional Overall Benefit Claims

Can be used to promote the benefits of wearing the Breathe Right Nasal Strips on any occasion

Opens your nose:

- so that you can breathe more easily/breathe more comfortably for nasal congestion relief
- so you can take in air more easily when you have a stuffy/blocked nose
- to instantly relieve nasal congestion
- to breathe more easily when you have a stuffy/blocked nose
- for easier breathing when you have a stuffy/blocked nose

Helps you:

- take in air more easily wherever if you have a stuffy/blocked nose
- breathe more easily through the nose when you have a stuffy/blocked nose
- breathe more comfortably when you have a stuffy/blocked nose
- breathe more easily when you have a stuffy/blocked nose



Additional Overall Benefit Claims

Can be used to promote the benefits of wearing the Breathe Right Nasal Strips on any occasion

- Breathe Better, anytime, anywhere, when you have nasal congestion.
- Breathe Better. Feel Better. When you have nasal congestion.
- Better breathing starts with us, with instant nasal congestion relief
- Relieves nasal congestion by improving nasal airflow
- When you have a stuffy/blocked nose– Breathe easier / comfortably
- When you have a stuffy/blocked nose – Breathe more easily / comfortably



Product Features

Can be used to highlight the unique features and mechanism of Breathe Right

- Drug-Free / is Drug-Free / A Drug-Free Option
- Drug-Free and safe to use alongside medicinal treatments / OTC medicine / OTC CCF/A medications
- Exclusively designed with trusted 3M medical grade adhesive
- The only nasal strip made of 3M materials
- Flexible spring-like bands
- Flexible spring-like bands gently lift and open the nose for relief you can feel right away
- Flexible enough to curve with your nose, but strong enough to have a natural resistance to bending
- Safe for adults and children 5+
- How it works: Each Breathe Right® nasal strip is uniquely engineered with flexible “spring-like” bands that gently stick to the area right above the flare of each nostril. As the bands attempt to straighten back to their original shape, they gently lift the sides of the nose—instantly opening your nose for relief you can feel right away.



Product Variant Claims

Can be used to highlight the differences & benefits of Breathe Right SKUs

- **Extra Strength:** 50% stronger (vs original)
- **Tan:** For normal skin; breathable and form-fitting material that comfortably adheres once exposed to air, made to stay put, no matter the activity
- **Clear:** For sensitive skin / Easy removal / gentle for sensitive skin; hypoallergenic, flexible, and non-porous material that makes them easier to remove
- **Scented:** have scents that are activated by a simple 'scratch and sniff' motion
 - **Lavender:** calming lavender scent, Extra Strength, good for sleep and relaxation
 - **Menthol:** refreshing and soothing blend of menthol, eucalyptus and camphor scents, Extra Strength, cooling sensation, good for soothing yourself on sick days
- **Sizing:** Small/Med & Large. Recommend the Sm/Med size for children (and any tiny-faced folks!) and the Large size for adults



Deviated Septum

Can be used to promote the benefits of wearing the Breathe Right Nasal Strips with a deviated septum

- Helps relieve nasal congestion due to a deviated septum*
- Helps relieve nasal congestion due to a deviated septum* for a better night's sleep
- Instantly relieves nasal congestion due to a deviated septum*
- Opens your nose so you can take in air more easily and breathe more comfortably when you have a deviated septum*
- Improves nasal airflow, allowing you to take in air more easily, for relief you can feel right away when you have a deviated septum*

*for temporary relief. Not an alternative for surgical correction.



Top Performing Claims: **Sleep Wellness**

Can be used to promote the benefits of wearing the Breathe Right Nasal Strips at night

- Instantly relieves nighttime nasal congestion
- 80% of Breathe Right users reported relief from nighttime nasal congestion*
- Breathe Right relieves nasal congestion while you sleep so you can wake up refreshed
- Breathe Right relieves nasal congestion symptoms for better sleep
- Breathe Right helps 79% of people with nasal congestion sleep better*
- 71% of Breathe Right users with nasal congestion woke up feeling refreshed*

*This claim must carry the legal super: Study data on file



Additional Sleep Wellness & Snoring Claims

- Helps relieve nighttime nasal congestion
- Helps relieve snoring due to nasal congestion
- Reduces snoring due to nasal congestion
- Helps reduce snoring due to nasal congestion for a better night's sleep
- 9/10 (90%) of Snorers with nasal congestion reported better sleep with Breathe Right*
- Relieves nasal congestion to Breathe Better, Sleep Better, Feel Better.
- Relieves nasal congestion to Breathe Better & Sleep Better.
- Opens the nose to relieve nasal congestion so you can Breathe Better, Sleep Better, Feel Better
- Clinically shown to reduce snoring due to nasal congestion
- Breathe Right relieves nasal congestion symptoms for better sleep
- Offers instant relief for nighttime nasal congestion



*This claim must carry the legal super: Study data on file

Sleep & Partners

Can be used to promote the nighttime benefits of partners wearing Breathe Right Nasal Strips

- 90% of partners experienced more uninterrupted sleep when their snoring partner wore Breathe Right*
- 95% of partners said their partner's snoring decreased with Breathe Right*
- 85% of partners slept better when their partners with nasal congestion wore Breathe Right*

*This claim must carry the legal super: Study data on file



Additional Sleep Study Claims

May be used to support HCP/Pharmacist Education on sleep benefits

- In a consumer study, Breathe Right users with nasal congestion experienced a 35% increase in sleep quality*
- In a consumer study, 59% of Breathe Right users with nasal congestion woke up less often*
- In a consumer study, Breathe Right helped 79% of users with nasal congestion sleep better*
- In a SleepScore Labs study, Breathe Right helped 79% of users with nasal congestion sleep better*
- In nasal congestion sufferers with the worst sleep quality scores, Breathe Right improved overall sleep quality*
- In a consumer study, Breathe Right helped nasal congestion sufferers with the worst sleep quality scores sleep longer*

*This claim must carry the legal super: Study data on file



Top Performing Claims: **Athletic/Sport**

Efficacy claims must always reference nasal congestion relief:

- Breathe Right improves nasal airflow for better breathing when you have nasal congestion
- Breathe Right makes nasal breathing easier when exercising with nasal congestion
- Breathe easier with Breathe Right when you have nasal congestion

Additional Features/Benefits

- Designed with long-lasting hold for sports and exercise (pending study results)
- Sweat-resistant (pending study results)
- Athlete-tested / Workout-tested
- Comfortable to wear while exercising



Additional Athletic/Sport Claims

Efficacy claims must always reference nasal congestion relief

- 97% of Breathe Right users with nasal congestion report breathing easier through their nose while working out*
- 94% of users with nasal congestion report easier breathing through the nose while exercising*
- In sufferers of nasal congestion, Breathe Right reduces nasal breathing resistance
- Breathe Right helps instantly relieve nasal congestion to help you breathe better through the nose while working out
- Helps you take in air more easily / comfortably when suffering from nasal congestion during sports /exercise
- Helps you breathe more easily /comfortably when suffering from nasal congestion during sports/exercise
- Suffering from Nasal Congestion? Breathe Right <insert claim>

*This claim must carry the legal super: Study data on file



Colds & Allergies Claims

Can be used to support relief of nasal congestion when suffering from colds or allergies

- Offers instant relief of nasal congestion from colds or allergies
- Helps relieve nasal congestion/ stuffy nose/ blocked nose due to colds or allergies
- Relieves nasal congestion caused by cold or allergies
- Drug-free and safe to use alongside medicinal treatments/ OTC medicine
- Open your nose so you can take in air more easily and breathe better if you have a stuffy nose/blocked nose [from colds or allergies]



Wellbeing / Mindfulness

Claims Related to Relief of Nasal Congestion

- Helps you take in air more easily when suffering from nasal congestion [wherever you are]
- Helps you take in air more comfortably when suffering from nasal congestion [wherever you are]
- Is Drug-Free
- Opens the nose to Breathe More Easily to relieve nasal congestion
- Opens the nose so that you can breathe more comfortably if you have nasal congestion
- Opens the nose so that you can breathe more easily if you have nasal congestion
- Opens your nose so you can take in air more easily and breathe more comfortably if you have nasal congestion
- Take in air more easily and breathe more comfortably if you have nasal congestion



Breathe Right Sparkling Saline Nasal Rinse Spray

- The first reference to the product must always be the full name, “Breathe Right Sparkling Saline Nasal Rinse Spray.” After first use, can shorten to “Breathe Right Sparkling Saline” or “Sparkling Saline.”
- Clears away mucus, dust, pollen and irritants to help relieve nasal congestion.
- Clears your nose to help relieve nasal congestion.
- Effervescent, Drug-Free Relief from Stuffy Nose. A Sparkling Sensation Only Bubbles Can Bring
- MEET THE TINGLE – THE ONLY SPARKLING ISOTONIC SALINE NASAL SPRAY THAT BUBBLES AS IT CLEARS: **Breathe Right Sparkling Nasal Rinse Spray** is the first and only CO₂-infused isotonic saline nasal spray in the U.S. It’s the fizzy formulation that’s revitalizing the saline nasal spray aisle—gently rinsing away mucus, dust, pollen, and irritants with microbubbles for nasal congestion relief you can feel.
- CLEARS YOUR NOSE INSTANTLY – WITH A FIZZY FEEL: This isn't your average nasal rinse spray. With just purified water and salt, the microbubble-rich mist **supports your nose’s natural cleansing process** —to help relieve nasal congestion fast and deliver first-class sparkling refreshment for noses in the know.
- MICROBUBBLES. MAJOR REFRESH: **Feel the sparkle as this refreshing saline nasal rinse spray soothes your nasal passages.** It's nasal congestion relief with a twist—ideal for colds, allergies, dry environments, or just a stuffy night. Gentle on your nose. Wild on your senses.
- DAILY-USE SAFE & DRUG-FREE: **Non-medicated**, preservative-free, and non-drowsy—use it anytime, as often as needed. **Safe for daily use.** Your nose will thank you.
- CLEVERLY DESIGNED FOR CLEAN RELIEF: The can sprays from any angle, delivering a **superfine mist** for super clean noses. Our hygienic tip keeps everything sterile in the can and provides a clean, convenient experience—every time.

