

Sucrets® ICE FAQ

Q: How does Sucrets ICE help relieve sore throat pain?

A: Sucrets ICE is the newest member of the Sucrets family of products that have been trusted by doctors and moms for more than 75 years. The active ingredients in Sucrets ICE include Menthol, which acts as an oral anesthetic that dulls the pain, and Pectin, which is a demulcent, that soothes the throat and mouth. It also includes Echinacea and Zinc.

Q: Who can use Sucrets ICE?

A: Sucrets ICE is indicated for adults and children 3 years of age or older. It can be repeated every two hours as needed for long-lasting relief of sore and irritated throat and mouth pain. For children under 3 years of age, consult your doctor or dentist before use.

Q: Why is Sucrets ICE a good option for children?

A: For children 3 years of age or older, Sucrets ICE is a cooling and soothing “frozen lozenge” that provides immediate relief. Parents will no longer have to struggle with their children to get them to take their medication. Sucrets ICE easily melts in their mouth and tastes great. Kids especially like the grape flavor.

Q: Was there a consumer need that drove the development of Sucrets ICE?

A: Currently, only lozenges and throat spray(s) are available in the marketplace. While clearly effective, neither of these forms are geared towards people with potential choking or gagging issues: primarily children. We did research and conducted focus groups and targeted in on the ice pop concept—a great product form for children and their parents. We invested in developing and manufacturing an ICE delivery format. As we finalized the product and conducted final focus groups, we learned, to our surprise and delight, that the ICE format is also appealing to adults as end users. We felt we had a winner: a new product form in a mature and staid category.

Q: Are there any other products like this available on the market?

A: Sucrets ICE is the only medicinal product like this available on the market.

Q: How long does it take for Sucrets ICE to freeze?

A: Each package of Sucrets ICE comes with six single-use pouches that freeze in less than an hour.

Q: Should I store my Sucrets ICE in the freezer?

A: You can choose to either store your Sucrets ICE at room temperature or in the freezer. Just make sure not to store in very high temperatures greater than 100° F.

Q: Will Sucrets ICE still be effective if I don't freeze it before I take it?

A: The active ingredients are effective whether at room temperature or frozen. However, the ice adds additional soothing and relief, so the preferred format is frozen.

Q: How is Sucrets ICE different than Sucrets Lozenges?

A: Both Sucrets ICE and all other Sucrets Lozenges contain active ingredients that provide sore throat and/or cough relief. The Sucrets ICE pops offer the added benefit of cooling relief and, unlike hard lozenges, melt quickly in the mouth, reducing choking concerns. Since all Sucrets products are efficacious, preference for ICE versus a lozenge is dependent upon each individual.

Q: Are you concerned that Sucrets ICE will be used as a frozen treat?

A: Sucrets ICE is medicine. It is strictly for relief of sore throat pain associated with cough and cold symptoms. It should be treated as all medications and kept out of the reach of children. It will be shelved strictly in pharmacy sections of mass retailers or in cough/cold sections of pharmacies and food stores.

Q: What flavors is Sucrets ICE available in?

A: Sucrets ICE is available in two flavors: grape and pomegranate. The flavors were selected based on what flavors are currently most appealing to children and adults, respectively.

Q: Where can I buy Sucrets ICE?

A: Sucrets ICE is currently available at major grocers, drug stores, pharmacies, and mass merchandise locations nationwide.

Q: How much does Sucrets ICE cost?

A: Sucrets ICE retails at the same price point as our lozenges.