



SUCRETS®

SUCRETS ICE Grape | Pomegranate

FOR IMMEDIATE RELEASE

NEW SUCRETS® ICE COOLS SORE THROAT PAIN

Fruit-flavored, “frozen lozenge” provides breakthrough method to help medicine go down

Langhorne, PA, December 2, 2008—“A spoonful of sugar helps the medicine go down”—parents know in reality it just isn’t that easy. That’s why Insight Pharmaceuticals has introduced Sucrets® ICE—unique, frozen single-use packages that offer cooling, soothing relief to both children’s and adults’ harshest sore throats.

Sucrets ICE is the newest member of the Sucrets family of products that has been trusted by doctors and moms for more than 75 years. The introduction of Sucrets ICE marks a new category in cough and cold medicines.

“Parents will no longer have to struggle with their children to get them to take their sore throat medicine or worry about the potential for choking on a traditional lozenge,” said Mickael Tukdarian, vice president and general manager, Insight Pharmaceuticals. “Sucrets ICE is delivered as fruit-flavored ice—a form that children are familiar with and enjoy.”

Sucrets ICE provides relief of sore throat pain with added succulence of fruit-flavored ice. It includes the active ingredients Menthol and Pectin to act as an oral anesthetic that relieves pain and demulcent that soothes the throat. It also includes Echinacea and Zinc.

Available in grape and pomegranate flavors, each package of Sucrets ICE comes with six single-use pouches that freeze in just an hour. For adults and children 3 years of age and older, Sucrets ICE will slowly melt in their mouths, and can be repeated every two hours.

“When people are sick, they want immediate, long-lasting relief,” added Tukdarian. “Sucrets ICE not only works, but also tastes great. Our motto is: ‘Just freeze it and squeeze it!’”

(more)



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Sucrets offers a full line of throat care products “Made Stronger to Last Longer”. Whether someone has a serious sore throat, cough, or scratchy throat associated with seasonal allergies, Sucrets has a product to meet their needs. In addition to Sucrets ICE, the Sucrets family also includes: Sucrets Herbals, Sucrets Complete, Sucrets Cough, and Sucrets Sore Throat.

Insight Pharmaceuticals will support the launch of Sucrets ICE with national radio advertising and public relations campaigns this winter. Consumer marketing efforts will consist of sampling and website promotions, as well as a comprehensive mix of consumer couponing to encourage trial. Early next year, the company will also launch its Sucrets ICE Cool Kids Contest in search of America’s coolest kids.

Sucrets ICE is currently available at major grocers, drug stores, pharmacies, and mass merchandise locations nationwide. For more information on Sucrets ICE, please visit www.sucrets.com.

ABOUT INSIGHT PHARMACEUTICALS

Headquartered in Langhorne, PA, Insight Pharmaceuticals was founded in 1997 as a manufacturer and marketer of niche consumer over-the-counter medications that aid users in managing common ailments. The company’s philosophy to provide effective medications that offer maximum relief for a variety of symptoms has led to the acquisition of such notable brands as Sucrets® Sore Throat and Cough Lozenges, N’Ice® Lozenges, Anacin® Pain Reliever, Nix® Lice Treatment, and Bonine® Travel Sickness Relief, among others. Insight brands are available at most leading retailers throughout the United States.

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