



# Humphreys®

## Humphreys Pharmacal, Inc.

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### **FOR IMMEDIATE RELEASE**

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### **WITH HUMPHREYS' LATEST NATURAL REMEDY, INSOMNIA RELIEF #40, THE REST IS EASY!**

#### **Natural Products Expo West - Anaheim, CA, Booth #2677, March 24-26<sup>th</sup>, 2006 –**

For approximately 60 million Americans who suffer occasional sleeplessness and restlessness, Humphreys Pharmacal, a trusted name and leader in natural family remedies since 1854, introduces a safe, effective, natural solution – **Humphreys Insomnia Relief #40**. The inability to fall asleep – the tossing, turning and mounting frustration – or the inability to stay asleep – constant awakening – has numerous causes. Whether it's a racing mind, stress, or even pain, this non-prescription, botanical formula offers multi-symptom relief for a healthy night's sleep without the after effects caused by numerous pharmaceutical and over-the-counter drugs.

**Insomnia Relief #40** is the latest from Humphreys Pharmacal, containing natural ingredients shown in the *Materia Medica* (the science or study of the sources, nature, properties, and preparation of homeopathic drugs) to help induce a sound sleep. These ingredients include chamomile for restlessness, as well as coffee seed and *hyoscyamus niger* as sleep aids. Many other OTC sleep aids contain anti-histamines that can leave you feeling groggy in the morning and are only recommended for a maximum of 14 days. This formula is non-habit forming, with no known side effects or contraindications, so it can be taken as often as needed to help individuals enjoy a peaceful night's sleep — awakening physically and mentally refreshed.

“Our new insomnia #40 remedy is great for individuals looking for a gentle, effective alternative that will not conflict with other medications they may be taking,” said Bryan Jackowitz, Marketing Manager for Humphreys Pharmacal. “This formula not only helps people to ease into a comfortable sleep, but also to awaken feeling refreshed and rested, without that next-day groggy feeling that comes along with many other sleep aids.”

Both primary and secondary insomnia can cause lost productivity the following day due to fatigue and a difficulty to concentrate. Primary insomnia is not associated with any other condition, while secondary insomnia is caused by such circumstances as illness, pain, and certain pharmaceuticals. Although the total number of hours of sleep one



requires varies widely from person to person, it is the ability to have a healthy and sound sleep that contributes to overall wellness. This is where **Humphreys Insomnia Relief #40** comes in: it can help assure a restful night of sleep. Every household should have this bedtime buddy in its medicine chest!

### **Humphreys Tablets**

Because Humphreys' has pioneered combination remedies since the 1850s, the company has decades of research and development under its belt. One of Humphreys' discoveries is in the delivery of the remedy, assuring exceptional tolerance and efficacy. Like Humphreys' pellets, their tablets do NOT dissolve instantly, but instead are timed to dissolve gradually, allowing for proper absorption in the body. Through this slow release, the inherent health benefits of the natural ingredients in Humphreys' remedies may be absorbed fully and steadily, allowing maximum relief. And all of Humphreys' tablets have the added advantage of being completely lactose-free!

### **Humphreys Pharmacal: For Today's Families**

Since 1854, the Humphreys Family has produced the highest quality natural products for personal care and skin care. Originally formulated by the respected homeopathic physician, Dr. Frederick Humphreys, M.D., all of their products are based on traditional, time-honored natural ingredients to care for your family in the gentlest ways possible. We continue to produce our products in the same manner, harvesting many of our natural ingredients by hand and utilizing time-honored processing techniques – resulting in therapeutic products that work with your body, encouraging it to return to a natural state of health. In addition to Insomnia Relief #40, look for more new remedies from Humphreys, including two flavored versions of their best-selling Teething Pellets #3, Very Berry and Very Cherry, as well as other remedies for relief from coughs, colds, stress, and pain – the latest in the Humphreys' legacy of wholesome, natural wellness products, safe and effective for the entire family. Visit [www.humphreysusa.com](http://www.humphreysusa.com) or call 1-866-267-8710. Humphreys...*It's what's inside*

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## News Release

### WITH HUMPHREYS' LATEST NATURAL REMEDY, INSOMNIA RELIEF #40, THE REST IS EASY!



The non-prescription, botanical formula of **Humphreys New Insomnia Relief #40** offers multi-symptom relief whether it's a racing mind, stress, or even pain – for a healthy night's sleep without the after effects caused by numerous pharmaceutical and over-the-counter drugs.

**\*For digital files of this image please email [bjackowitz@whazel.com](mailto:bjackowitz@whazel.com)**

#### Humphreys Tips to Improve Sleep

- **Establish a Sleep Routine.** Train your body to sleep by going to bed and waking up at the same times every day.
- **Develop a pre-bedtime routine** by doing the same things prior to going to sleep, such as taking a warm bath, or reading, or sipping soothing herbal tea. After awhile, these pre-slumber rituals help the mind-body connection get ready for sweet dreams.
- **Use the bedroom primarily for sleeping**, further establishing the mind connection. In this room, don't eat, watch TV, do work.
- **Bedroom environment.** Make sure it is conducive to sleep – as quiet and dark as possible.
- **Don't toss and turn.** If you haven't fallen asleep after 30 to 45 minutes. Get up, take a dose of Humphreys Insomnia Relief #40 and venture out of the bedroom for a little while; read, watch TV. Then, climb back into bed.