



Humphreys®

Humphreys Pharmacal, Inc.

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FOR IMMEDIATE RELEASE

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BETTER THAN CHICKEN SOUP... HUMPHREYS' NEW COUGH CONTROL #7 AND COLD RELIEF #77

*These latest natural remedies from Humphreys ease colds & calm coughs,
helping the entire family feel better – sooner!*

Natural Products Expo West - Anaheim, CA, Booth #2677, March 24-26th, 2006 – With the knowledge that anyone can catch a cold at any time throughout the year, Humphreys Pharmacal, a trusted name and leader in homeopathic family remedies since 1854, introduces a one-two punch for fighting off colds and coughs for the whole family. **Humphreys Cough Relief #77** is perfect for treating symptoms of the common cold, and its companion formula, **Cough Control #7**, is a soothing remedy for that nagging cough that can be used both day and night. These two additions to Humphreys' high quality line of well-respected remedies are safe for people of all ages, and for all those with sensitivities to certain ingredients found in OTC cough and cold medicines.

Cold & Cough Remedies Deliver a One-Two Punch!

The common cold is a virus that activates during times of slight immune compromise, and manifests itself as a stuffy and runny nose, stuffy head/headache, sneezing, and coughing accompanied by green-tinged mucus discharge. The cough is the most persistent and last of the symptoms to leave, so Cold Relief #77 for symptoms of the common cold and Cough Control #7 for cough are the perfect solution – safe and natural – delivering a powerful defense against colds and their inherent symptoms.

“More than ever before, people are turning to the natural products marketplace for safe, natural and effective alternatives to relieve coughs and colds without the drowsiness or aftereffects of many conventional OTC antihistamines,” stated Bryan Jackowitz, Humphreys Pharmacal's Marketing Manager. “Our Cough Control #7 and Cold Relief #77 products fill that need in the marketplace by offering effective, time-honored natural remedies that work in harmony with the body, gently stimulating it to heal itself without contraindications or side effects.”



Both the Cold Relief #77 Tablets and the Cough Control #7 Pellets contain natural ingredients shown in the *Materia Medica* (the science or study of the sources, nature, properties, and preparation of homeopathic drugs) to help ease the annoying symptoms of colds and attendant coughs, thereby allowing for better concentration to fulfill daily activities. Cold Relief #77 Tablets contain a blend of natural ingredients with antihistaminic properties and a fever reducer: Arsenicum album, Gelsenium sempervivrons, Alum sepa, and Acontinum nipellus. With this combination of ingredients, the tablets provide a powerful and safe treatment to ease chills, fever, runny nose, cough, and red/itchy/watery eyes. Cough Control #7 is an all-natural, non-drowsy formula that is safe and easy to take, both day and night. These homeopathic pellets include a balanced combination of Belladonna, Phosphorus, Spongia tosta, and Bryonia alba, each of which is a well-known, potent cough suppressant. Safe for people of all ages, Humphreys' homeopathic remedies have no side effects and can be used at the first sniffle and throat tickle!

A Better Delivery: Traditional “Perfect” Pellets and Tablets

Because Humphrey's pioneered combination remedies in the 1850s, the company has years of research and development under its belt. One of Humphreys discoveries is in the delivery of the remedy, assuring exceptional tolerance and efficacy. Humphreys Homeopathic Remedies are offered in what the company refers to as their traditional “perfect pellets”. These lactose free pellets are specifically formulated to release s-l-o-w-l-y so that their inherent health benefits can be fully absorbed, steadily, through the mucous membranes in the mouth and digestive system. Other pellets that “dissolve instantly” may be rushing through a very important aspect of delivering their essential ingredients. Humphreys' slow-and-steady absorption serves to sustain all of the beneficial effects of each ingredient, as found in each unique combination formula.

And, like Humphreys' pellets, Humphreys' tablets do NOT dissolve instantly, but instead 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 cough and cold remedies, 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 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 or call 1-866-267-8710. Humphreys...*It's what's inside*

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News Release

BETTER THAN CHICKEN SOUP ... HUMPHREYS' NEW COLD RELIEF #77 AND COUGH CONTROL #7



Humphreys Pharmacal introduces **Humphreys Cough Control #7** and **Humphreys Cold Relief #77**, a one-two punch for fighting off colds and coughs for the whole family. These two additions to Humphreys' line of well-respected remedies are safe for people of all ages, and for all those with sensitivities to certain ingredients found in OTC cough and cold medicines.

***For digital files of this image please email bjackowitz@whazel.com**

Humphreys Tips to Ease Cold and Cough

- **Sleep in a slightly upright position** – which helps allow for easier breathing.
- **Steam it up!** Boil a pot of water, and place your face over the steam arising for a few minutes, or, steam up the bathroom and sit with a good book. Steam loosens tight phlegm and allows for some draining.
- **Vaporize it!** In the bedroom, use a hot steam vaporizer to create a warm, humid environment, which also helps loosen phlegm and allow for easier breathing. Try aromatherapy – add eucalyptus and lavender oils in the steamer and in the vaporizer. These essential oils help clear passages faster, and provide a soothing scent.
- **Drink up!** The body needs fluids to help liquify the phlegm. Orange juice and plenty of water throughout the day will not only give a boost of antioxidant vitamin C, but serve to help detoxify as well. Hot tea with lemon and honey will soothe the throat and serve as a treat.
- **Rest assured.** Sometimes a common cold is the body's way of telling you it needs a little break. So take one - kick back, enjoy a movie or catch up on your reading!
- **Take Humphreys #7 for cough and #77 for common cold** – and feel better sooner!