

## PRESS RELEASE

### **Benadryl® offers personalized, tailor-made solutions for different types of cough**

**India, January 24, 2014:** Cough is one of the most common ailments a person suffers from and the occurrence of cough increases due to seasonal changes. Most people ignore cough and don't end up treating it on time as they consider it as a minor ailment or because they are not aware of the need for different treatments basis the type of cough.

There are two kinds of cough; dry cough and wet cough. A dry cough is a condition when one does not expel phlegm or mucus while coughing. Dry cough requires suppression of the cough centre in the brain and a soothing action for the irritated throat. An ideal remedy for dry cough is to choose a cough syrup which suppresses the cough by soothing the irritated throat with a sugar-free mentholated base, without causing unwanted drowsiness. **Benadryl DR Dry Cough Active Relief** was launched in 2013 specifically to help consumers get rid of dry cough.

On the other hand, a wet cough is a condition when one expels phlegm or mucus while coughing. **Benadryl CR Congestion Relief** was launched in 2012 to specifically help treat wet with the motive to treat chest congestion. With mucolytic and expectorant active ingredients, its unique triple action formula thins, loosens and expels phlegm, allowing consumers to get easy relief through self-medication as per their specific cough symptoms.

Speaking on the consistent efforts made by Benadryl in helping consumers understand and overcome their cough, **Dinar Mhatre, General Marketing Manager, Johnson & Johnson Ltd.**, said, "Benadryl understands that consumers need speedy and effective solutions to overcome cough quickly to avoid loss of productivity. The idea behind launching 2 separate variants, Benadryl DR for dry cough and Benadryl CR for wet cough is to offer specific solutions basis the type of cough. Our aim is to support consumers in educating them and creating awareness about the need for choosing different cough syrups to treat different types of cough".

Benadryl DR Dry Cough Active Relief is available in 50 ml at Rs. 45 and 100 ml at Rs. 68  
Benadryl CR Congestion Relief is available in 50 ml at Rs. 40 and in 100 ml at Rs. 60

### **About Benadryl®**

Benadryl® Cough Formula enjoys a strong, 50 year old doctor's heritage as well as an extremely positive emotional consumer connect making it India's No. 1 OTC cough syrup brand. It stands out as a safe and effective OTC relief provider in the cough space.