

# MAMMA MIA! BRITAIN GETS A CASE OF 'STREEP THROAT'

Submitted by: Pegasus Public Relations (Worthing)

Wednesday, 14 January 2009

---

With sing-along sensation, 'Mamma Mia!' topping the UK's all-time DVD sales charts, the nation has 'Voulez-vous-ed' and 'Waterloo-ed' its way into 2009.

The winter release, which was issued just five weeks ago, racked up enough sales over the Christmas period to become the first disc to sell more than five million DVDs in the UK, toppling the previous record held by 'Pirates of the Caribbean: Curse of the Black Pearl'.

But the Abba-themed karaoke craze combined with the recent cold snap has put a strain on Britain's vocal chords, according to leading ear, nose and throat (ENT) specialist, Professor Janet Wilson, with cases of what experts have coined 'Streep-throat' skyrocketing.

Professor Wilson said: "While hugely enjoyable, excessive singing can play havoc with the vocal cords and cause enormous strain on the throat, resulting in unwelcome hoarseness, inflammation and pain. Difficulty in singing ranks alongside throat clearing as the top symptom in our survey of those attending our voice clinic.

"We all know that sore throats are prevalent at this time of year. Excessive voice use - including movie sing-a-longs - can make matters worse. The most reliable way to prevent voice strain in the winter is to keep your upper passages well hydrated."

Every winter, more than nine million Britons battle the dreaded sore throat alongside other symptoms caused by colds and flu and other seasonal viruses. If your throat does start to feel the strain of your sing-along excesses, there are a few steps that you can take to ensure that it doesn't get the better of you...

Be a 'Super Trooper'... top tips for keeping 'Streep Throat' at bay

1. Drink fluids... but not alcohol! Ensure you're drinking plenty of water – whether hot or cold (although you may find that warm drinks and soups have a soothing effect). Generally speaking, adults need between six to eight glasses of water per day<sup>1</sup> – that's between one and a half and three litres of fluid
2. Give your voice a rest! Tempting as it might be to continue belting out your favourite songs, if you have any throat pain try and give your voice a break – you could be helping to ensure your throat recovers more quickly
3. Several times a day, try gargling with warm water mixed with 1tsp of table salt – but try not to swallow
4. Take steps to avoid cigarette smoke and other airborne irritants, which can further aggravate a sore throat
5. Use medicated throat sprays, which go straight to the source of the pain for fast, targeted relief. Ultra Chloraseptic® Anaesthetic Throat Sprays contain a local anaesthetic to numb the throat, dissolved in an antiseptic base to fight infection

Ultra Chloraseptic® Anaesthetic Throat Sprays are available in two great tasting, sugar-free flavours

– Cherry and Original Menthol, both in pocket-friendly capped bottles for ease of use ‘on the go’, allowing you to tackle your sore throat whenever it strikes.

Ultra Chloraseptic® Anaesthetic Throat Sprays are available from pharmacy counters in the UK without prescription. Available in a Cherry and in an Original Menthol flavour. Ultra Chloraseptic costs £4.69 with each bottle containing over 30 adult doses. Contains Benzocaine. Always read the label.

REF: 8378            January 2009

ENDS

Issued by: Pegasus Public Relations

On behalf of: Prestige Brands (UK) Ltd

Press enquiries: Terri Foster / Laura Charwood (01903) 821550 [tfoster@pegasuspr.co.uk](mailto:tfoster@pegasuspr.co.uk) /

[lcharwood@pegasuspr.co.uk](mailto:lcharwood@pegasuspr.co.uk)

1 Source: BBC Health - [http://www.bbc.co.uk/health/healthy\\_living/nutrition/healthy\\_water.shtml](http://www.bbc.co.uk/health/healthy_living/nutrition/healthy_water.shtml)

Notes to editors:

Ultra Chloraseptic® Anaesthetic Throat Spray

Ultra Chloraseptic® Anaesthetic Throat Sprays are an ideal way to help ease the pain of a sore throat and help you make the most of your day.

The products contain the active ingredient benzocaine (a local anaesthetic to numb pain) which is dissolved in an antiseptic base (used to fight infection). The swivel head applicator delivers the spray straight to the throat, for fast, effective and targeted relief.

Ultra Chloraseptic® Anaesthetic Throat Sprays are available in two great tasting, sugar-free flavours – Cherry and Original Menthol.

Both are available in pocket-friendly capped bottles for ease of use ‘on the go’ bringing ultra-fast, ultra-targeted relief for the pain and discomfort caused by sore throats.

Ultra Chloraseptic® Anaesthetic Throat Sprays are available from pharmacy counters in the UK without prescription. Available in a Cherry and in an Original Menthol flavour. Ultra Chloraseptic costs £4.69 with each bottle containing over 30 adult doses. Further information can be found at [www.ultrachloraseptic.co.uk](http://www.ultrachloraseptic.co.uk). Contains Benzocaine. Always read the label.

Ultra Chloraseptic case studies and samples are available upon request