

SUDAFED®

# SERIOUS SINUS SUFFERERS OPEN UP™

As any serious sinus sufferer can tell you, sinus pain and pressure often leaves them feeling squeezed, congested, beat down and crushed—desperately seeking relief from their sinus symptoms.

Sinus sufferers are willing to go to great lengths to OPEN UP™. According to a survey commissioned by the makers of SUDAFED®, sinus pain and pressure is impacting Americans in their personal, work and love lives.

## A SINUS SUFFERER'S PORTRAIT OF PAIN

53%

of people frequently experience sinus pain and pressure.

How sinus sufferers describe pain and pressure...

35%

Like a balloon about to pop



17%

Like being hit with a sledgehammer



38%

Like they are stuck in traffic congestion



15%

Like a nut being crushed by a nutcracker



Four out of five sinus sufferers would give up something for **ONE YEAR** if it meant never experiencing sinus pain again. And you may be surprised by what these people are willing to forgo:

41%

Social media

21%

Vacation days

20%

Carbohydrates



66%

of people feel that, when experiencing sinus pain and pressure, everyone can tell just by looking at them.

## PRESSURE AT WORK

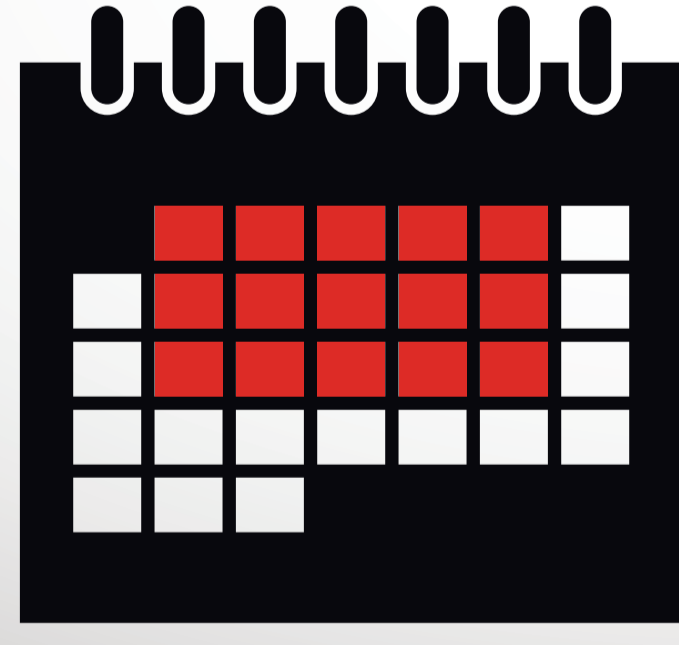
Sinus pain and pressure leaves no time for sick days...

15 DAYS

The average number of days each year that employed men and women go to work with a cold or sinus pressure and congestion—that's three full work weeks!

83%

of people would be more likely to go to work than take a sick day when experiencing sinus pain and pressure.



## PAIN AT HOME

Sinus sufferers experiencing restless nights and romantic woes...

70%

of Americans in a relationship admit to having some sort of strategy to avoid getting sick from their significant other, such as:

53%

No kissing

27%

No hugging or cuddling

18%

Sleeping separately



72%

of women say their significant other is a bigger baby when sick with a cold. What's more, a majority of men (61%) agree that they are, in fact, a bigger baby than their partner.

\*Source: Wakefield Research survey conducted between August 7 and August 14, 2013, among 1,000 nationally representative U.S. adults ages 18 and older. The margin of error at the 95 percent confidence level is +/- 3.1 percentage points. Survey sponsored by the makers of SUDAFED®.