

Clinical Studies of Zz Snore (Generic version of Asonor)



Swedish User Test in 2012

Buzzador®

In September 2012 the Swedish consumer organization Buzzador®, with more than 300.000 members, selected a consumer panel of 1.000 persons in the target group of women between 30 and 60 having a snoring partner. They were asked to make their partner and/or themselves try Asonor and give feed-back on the outcome after a 5 week period.

The conclusions confirmed why Asonor® for many years has been the preferred and trusted solution for snorers and their partners:

- ↳ 76% have valued Asonor® positively or very positively.
- ↳ 66% found Asonor® more effective than products they used before the test
- ↳ 78% will recommend Asonor® to friends and family
- ↳ 44% purchased or would continue to buy Asonor® after the test period

The features and benefits of Asonor® were expressed by the participants as follows:

- ↳ The nose spray was easy to use
- ↳ Asonor did not taste or smell at all
- ↳ It provided me with a better sleep, so I felt more refreshed next day
- ↳ I had less headache and migraine
- ↳ Nose and throat felt more relaxed and not dried out



Clinical evidence of 77% efficacy

University State Hospital (Rigshospitalet)
Department of Neurology 1989/90 *)

"The effect of nasal application of Asonor on snoring and sleep apnea"

Hospital controlled acceptance study with 218 every night snorers

Results:

- After 6 months 68% still used Asonor daily.
- **77% significant effect** improvement in self and bed partner reported snoring
- Significant improvement in sleep quality, daytime tiredness and sleepiness compared to baseline
- No serious side effects were observed

*) Initiated and sponsored by Boehringer Ingelheim, Germany



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Clinical Data to support claims

- **Clinical documentation**
 - London study
 - Copenhagen study
 - Post market evaluation (mandatory EU)
- **MOH registrations**
 - Approval of marketing materials and claims