

**S**NORING is a common sleep disorder that affects about 42% of men and 31% women (US National Sleep Foundation 2002) in the population. It causes headaches, fatigue and reduced work performance.

Of course, it would be an understatement to say snoring is just sound pollution, it affects the snorer's partner and affects the quality of one's sleep. In serious cases, snoring may even be a symptom of obstructive sleep apnea – a sleep disorder characterised by pauses in breathing during sleep, which may pose serious cardiovascular problems.

### Mouth breathing – a common cause of snoring

Most snorers sleep with their mouth open. In fact, most people can only snore when their mouth is open! And when we do that, we are actually breathing through our mouth, instead of our nose like Mother Nature intended. This happens because as we age, our throat muscles become weak and our jaw drops, thereby opening our mouth during snooze. Hence, based on this premise, the most effective way to reduce and prevent snoring is to breathe through one's nose – not the mouth.

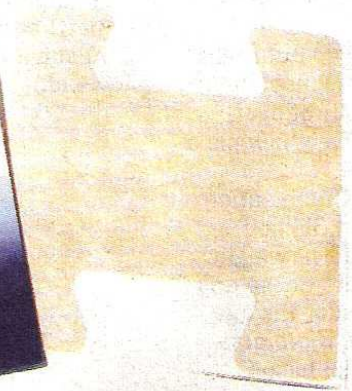
### Snoring remedies that work

Since mouth breathing frequently causes snoring, the best way to reduce or eliminate snoring is to sleep with our mouths closed. This prevents mouth breathing and at the same time, encourages natural nasal breathing. This is exactly how Chin-Up Strips work. Unlike most other snoring remedies that only reduce the sound of snoring and do not actually reduce snoring, Chin-Up Strips attack the root of the problem directly and effectively.

FDA-approved in 2004, Chin-Up Strips is a natural, non-invasive and drug-free remedy that helps eliminate snoring. Extensively tested in sleep centres in the United States, Britain and Canada, Chin-Up Strips have been proven to improve sleep efficiency and reduce snoring for both men and women. It is now widely used by snorers in the United States, Britain, Australia and Japan to improve their sleep quality.

It is easy and simple to use. All you have to do is stick it on your jaw before you sleep! Made from lightweight, medical-grade hypoallergenic material, you would hardly feel its there when you sleep.

# LOSING SLEEP?



Chin-Up Strips are designed to combat snoring in a safe and cost-effective manner.

### Proven tips to stop snoring

Complement the use of Chin-Up Strips with the following remedies to halt snoring:

- **Lose Weight:** Snoring is more common among obese or overweight individuals. Reducing your weight may reduce fat deposits in the throat area, thereby providing a more spacious airway and reducing snoring.

- **Avoid Alcohol & Tranquilisers:** Alcohol and sleeping pills relax the throat and jaw muscles, increasing the likelihood of snoring as they limit your airway.

- **Stop Smoking:** Smoking causes swelling of the tissues in the throat and damages your respiration system. This will, sometimes, cause obstructions to the airway.

- **Change Your Sleeping Position:** Sleep on your side or on your stomach, as snoring is less likely to occur in these positions.

- **Exercise:** As we age, our body, including the throat, loses elasticity and muscle tone. During sleep, the jaw drops and the mouth opens, causing the back of the tongue to sag and block airflow. By exercising, you improve muscle tone to reduce blockage and snoring.

By reducing or eliminating snoring, you can actually improve you and your partner's sleep quality and get the deep, peaceful rest that the body requires. And before you know it, you will experience significant improvements in your energy level and health.

The best thing about Chin-Up Strips is that it is very affordable. At only RM19.90 per pack for 10-day use, it is a small price to pay but a lot to gain.

Chin-Up Strips are available at the following pharmacies and dealers: Klang Valley: Jusco Aeon Wellness (Mid Valley, Sunway Pyramid, One Utama, Metro Prima, Cheras Maluri and Bukit Tinggi), Guardian, Caring, Vitacare, Health Lane, Constant, Revive, Maycare, Pinang Medical Supplies, and other leading pharmacies.

Kedah: Pinang Medical Supplies. Penang: Wellings Pharmacy, Farmasi Sri Nibong, AG Pharmacy, Pharmalink Pharmacy, Maycare, Pinang Medical Supplies, etc. Malacca: Pinang Medical Supplies. Johor: Maycare, Pinang Medical Supplies, Pharma Zat.

□ For details on Chin-Up Strips, please call 03-2287 2522 or visit [www.beautyimpress.com](http://www.beautyimpress.com)