

## **Funding:**

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## **Slate# 1**

### **Do You Know How To Treat the Common Cold?**

New Survey Reveals Only 9% of Adult Travelers Very Knowledgeable About How To Treat The Common Cold

Video Press Kit

TRT: 6:19

Plus Additional Soundbites and B-Roll

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## **Slate# 2**

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## **Slate #3**

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#### **Slate #4**

##### **Story Description:**

As the busiest travel season of the year is almost upon us, so is cold and flu season. What may surprise you is that most Americans don't know how to treat these common ailments. According to a new survey, only nine percent of travelers age 30 and older say they feel "very knowledgeable" about how to treat the common cold. Two thirds say they are somewhat or not at all knowledgeable about treating the common cold.

While there is no cure for the common cold, there are steps that can be taken to help get better. While many believe chicken soup or more rest alone will do the trick, only a third were aware of the effectiveness of an intranasal zinc to cut down on severity and duration of symptoms.

##### **Supplemental Pitching Opportunities**

###### **Available Spokespeople for Local Market (or National) Interviews**

**Dr. Marc Siegel, Internal Medicine  
New York University**

**Available in the New York City area**

**Allison Janse  
Author  
*The Germ Freak's Guide to Outwitting Colds and Flu***

**Available in the Fort Lauderdale, South Florida area.**

###### **Local Opportunities for Stations to Shoot Themselves**

**Find travelers and ask them how often they get sick and how knowledgeable they are about treating the common cold. Talk to people about their concerns of traveling during cold and flu season – at one of the busiest travel times of the year. Shoot video of people at local airport security declaring liquids.**

#### **Slate #5**

## **Story Angle 1 with supporting video and bites**

### **Zicam Travel Well Survey**

**The new survey conducted by Harris Interactive on behalf of Matrixx Initiatives, Inc. found one third of US travelers 30 or older have been negatively impacted during a trip from a cold. However, only nine percent of those surveyed consider themselves “very knowledgeable” about how to treat the common cold. Meanwhile, of the travelers who take medicine with them on trips, only 33% have carried a Zinc cold remedy – a homeopathic treatment clinically proven to reduce the duration of the common cold.**

**Ironically, 58% of U.S. travelers aged 30 and older say getting the common cold while traveling is just as annoying as sitting next to a crying child while traveling.**

**The survey was conducted online with 1366 US adults ages 30+ who have traveled by air at least once in the past year on a leisure, business or a combine leisure and business trip.**

**Video shows the Zicam Travel Well Survey and Allison Janse looking over it. Generic footage of travelers. People who are sick, sneezing.**

**Marc Siegel, MD  
New York University**

The new Zicam Travel Well Survey shows that US travelers over the age of 30 in over almost 80 percent of the cases believe that traveling is absolutely the worst time to get the common cold. And why would that be? Well, because when you're traveling you're not sleeping in your own bed. You have business to attend to. You're trying to relax. What a miserable time to get a cold.

**Allison Janse  
Author  
*The Germ Freak's Guide to Outwitting Colds and Flu***

I think the travel survey shows that people really need help figuring out how-- who to treat the common cold. people need to know that there are products available like zinc products that can help them fight the common cold.

## **Story Angle 2 with supporting video and bites**

### **How Intranasal Zinc Works**

**The Hirt Study examined the efficacy of intranasal zinc in two peer-reviewed, published clinical studies. The study shows that zinc gluconate nasal gel – the active ingredient in Zicam Cold Remedy intranasal gel – is effective in reducing the severity of symptoms and duration of the common cold by up to 75% faster when treatment begins within the first 24 hours of symptom onset.**

**The common cold is a self-limiting condition (research shows that most people get over a cold between 10-14 days), so the term “cure” is not scientifically applicable. However, unlike most over-the-counter and prescription cold remedies that are designed to temporarily suppress the symptoms of the common cold, Zicam Cold Remedy is clinically proven to reduce the duration of the common cold and the severity of symptoms when taken at the onset.**

**Video shows sick people and people buying and using intranasal zinc.**

**Marc Siegel, MD  
New York University**

There is no cure for the common cold. But there is some things you can do to feel better. Within the first 48 hours of symptoms, you can take an intranasal zinc preparation to cut down on the severity and the length of symptoms. You can also have a decongestant, get some rest. Drink some chicken soup. Those will help you feel more comfortable.

## **Slate #7**

## **Story Angle 3 with supporting video and bites**

### **Tips for travelers**

**Doctor Siegel says travelers are at a much great risk of getting sick, because of being in close quarters with germs and viruses – as well as being under stress and out of their normal routines.**

**Allison Janse offers some tips that correspond with the latest TSA Air Travel requirements. All liquids should be less than 3 ounces, they must be declared, and they must fit into a quart sized plastic zipper bag. She suggests using this to pack smart and include handy wipes to wipe off trays and arm rests, bringing hand sanitizer to augment hand washing – and packing a zinc cold remedy in the event you start seeing symptoms of the common cold.**

**Video shows Janse packing a “stay healthy” travel kit. Close up on kit. Janse washing hands. Also video of Dr. Siegel consulting a patient.**

**Marc Siegel, MD**  
**New York University**

People should plan ahead for their trips. Both from a business or relaxation perspective. And keep a product around. Like Zicam. Just in case you get a cold. And you want to cut down on the severity and the duration of symptoms.

**Allison Janse**  
**Author**  
***The Germ Freak's Guide to Outwitting Colds and Flu***

The cold and flu season is upon so, so we've gotta be prepared. When you travel you can bring your instant hand sanitizer. you can bring your wipes. And, if you do get sick when you travel, you can bring a product like zinc products to fight it when you're on the road.

### **Slate #8**

#### **Suggested Anchor Lead-in:**

A new national survey conducted by Harris Interactive shows only 9 percent of travelers 30 and older say they feel “very knowledgeable” about how to treat the common cold – something extra important as we enter cold and flu season and one of the biggest travel times of the year. Sonia Martin shares survey results, and has tips on things travelers can do to treat their colds.

### **Slate #9**

#### **Reference Package:**

VIDEO	AUDIO
	<b>ANNOUNCER:</b> Nearly two-thirds of U.S. travelers 30 and over say they are somewhat or not at all knowledgeable about treating the common cold – according to the new Zicam Travel Well Survey conducted by Harris Interactive. Yet, 2 out of 5 travelers surveyed say colds have negatively impacted their trips. Allison Janse wrote <i>Germ Freak's Guide to Outwitting Colds &amp; Flu</i> – she says being a mother of premature twins made her start researching how to avoid germs.
<b>Allison Janse</b> <b>Author</b> <b><i>The Germ Freak's Guide to Outwitting Colds and Flu</i></b>	<b>ALLISON:</b> You can do everything I say in my book. you can eat right, exercise, walk around in a bubble suit. But, eventually, you're gonna get sick. And, in my research, I found that homeopathic zinc products can shorten the duration of your illness.
	<b>ANNOUNCER:</b> Travelers are at increased risk

	<p>of getting sick – because of things like greater exposure to viruses, stress and other variables. The survey showed 4 in 5 of the US Travelers surveyed believe the worst time to catch the common cold is while traveling. Dr. Marc Siegel, New York , says that obtaining relief is possible, but that it's important to begin treatment as soon as symptoms occur.</p>
<p><b>Marc Siegel, MD</b>  <b>New York University</b></p>	<p><b>DR. SIEGEL:</b> There is no cure for the common cold. But there are some things you can do to get better. Especially in the first 48 hours. You can take an intranasal zinc preparation, like Zicam. To cut down on severity and duration of symptoms. 3:06:35 You can also take a decongestant. Get more rest. Drink some chicken soup. And sleep.</p>
	<p><b>ANNOUNCER:</b> Nearly 90% of the U.S. travelers surveyed say reducing the duration of the common cold would be important or very important for treating the common cold, but only 33% of those travelers who typically use over-the-counter medication to treat or get over the common cold, have used a zinc cold remedy.</p>
<p><b>Allison Janse</b>  <b>Author</b>  <i><b>The Germ Freak's Guide to Outwitting Colds and Flu</b></i></p>	<p><b>ALLISON:</b> I think the survey showed me that people really need help figuring out how to treat a common cold when they're on the go. For instance, most people didn't know that zinc products are available to help them. I mean, yes, we'd like to avoid all germs and never get sick, but that's not gonna happen. If you do get sick, there are things you can do to fight back.</p>
	<p><b>ANNOUNCER:</b> On behalf of Matrixx Initiatives, this is Sonia Martin.</p>

**Slate #10**

**Suggested Tag:**

For more information log on to [Zicam.com](http://Zicam.com).

**Slate #11**

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