

# UNDERSTANDING SORE THROAT

Sore throat is a very common complaint which often involves inflammation, or which is usually associated with inflammation. The signs of inflammation are pain, heat, swelling, redness and difficulty swallowing.

Sore throats can be caused by infectious and non-infectious triggers. Most cases are infectious, with a large proportion caused by viruses.

However, they may also be caused by:

- Bacterial infection
- Smoking
- Shouting or voice strains
- Polluted environment
- Changes in air temperature
- Heaty food or spicy food
- Lack of rest
- Low immunity
- Not drinking enough water

## Sore Throat Management

There are many different active ingredients in medicated lozenges to relieve painful sore throats. Here are some commonly seen ingredients and their function:

### ✓ Anti-inflammatory

Reduces inflammation and swelling to relieve pain.

### ✓ Anaesthetic

Provides a numbing action for pain relief

### ✓ Anti-bacterial

Helps kill bacteria that can cause minor infections

### ✓ Antibiotics

Prescribed by doctors usually if the sore throat is severe and/or caused by bacteria e.g. Strep throat infections.

## The Difflam Difference

Difflam products contain benzydamine hydrochloride – a clinically proven anti-inflammatory ingredient that treats swollen inflamed throats, the primary cause of pain. By targeting inflammation, Difflam effectively relieves painful sore throats.\*

Difflam is available in various formats and flavours and sold at all Watsons outlets. [Pharmacy only items are found at Watsons Pharmacy stores only]

For further information, please read product information leaflet. Should symptoms persist, please consult your healthcare professional. \*Data on file, iNova Pharmaceuticals. Individual response varies.

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**Enjoy 15% OFF the retail price for all Difflam products.**

Enjoy the same promotion at Watsons Online\* when you enter this code :DIFFLAM. [\*Only Difflam Anti-Inflammatory Anti-Bacterial Lozenges (OTC) are available online]



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#### Terms & Conditions apply:

- Present this eDM at the point of purchase at Watson's Personal Care Stores Pte Ltd for redemption.
- Promotion is valid till 31st August 2020.
- Promotion is not valid with other discounts, offers, and promotion packs.
- Only "Difflam Anti-Inflammatory Anti-Bacterial Lozenges" is applicable for online and in-store purchase.
- Other Difflam products is only available at Watson's Pharmacy stores. Kindly consult your pharmacist.
- Promotion is not applicable at Resorts World Sentosa, Jewel Changi, all Changi Airport stores and Watsons atrium events.
- Jubilee Card discounts are not valid in conjunction with other discounts and promotions.
- Voucher is not refundable or exchangeable for cash.
- Limited to one voucher per customer.
- While stocks last.

\*For online purchases, members enjoy FREE delivery with min. \$40 nett spend. Non-members enjoy FREE delivery with min. \$80 nett spend.