



Just in Time for Peak Travel Season, Introducing New Robitussin® DM Max Liquid-Filled Capsules

Monday, November 25, 2013 - 04:00am

Robitussin® Helps Consumers Avoid the “COUGHequences” by Offering Powerful Cough Relief in a Convenient and Travel-Friendly Form

With more than 40 million Americans expected to travel this holiday season, facing the increased chance of catching a cough, cold or flu while on the road, Robitussin® has introduced Maximum Strength Cough + Chest Congestion DM, its new liquid-filled capsules that control cough on-the-go. This formulation not only harnesses the power of Maximum Strength Robitussin® cough liquid, but is a convenient option for those hitting the road or boarding a plane this holiday season.

Travelers should take steps to avoid the consequences of cough – or “COUGHequences” – this holiday season by avoiding contact with cold and flu sufferers, frequently washing their hands, and treating cough, cold and flu symptoms when they appear. Each year in the U.S., there are more than one billion cases of the common cold and on average, five to 20 percent of the population get the flu. Cough is one of the most common symptoms of cold and flu, affecting up to 50 percent of sufferers.

Robitussin® has a variety of products tailored to effectively treat different symptom combinations for the entire family, including new Maximum Strength Cough + Chest Congestion DM liquid-filled capsules and new Maximum Strength Nighttime Cough DM.

Plus, whether traveling cross country or staying close to home, families can track when cough activity spikes in their local area via the Robitussin® COUGHCAST™ tool. This tool, available on Robitussin.com, can let people know when cough is most likely to strike, so they can be prepared to effectively treat their symptoms – and avoid the “COUGHequences” of missed vacations, holiday parties and workdays.

About Robitussin®

Robitussin® has effectively treated cough, cold and flu symptoms for more than 50 years, and is doctor recommended and the #1 pharmacist recommended brand for cough, cold, and flu liquid combination products. Robitussin® products provide effective relief to treat the whole family’s cough and cold symptom combinations. Robitussin® offers the new Maximum Strength Robitussin® Cough + Chest Congestion DM Liquid-Filled Capsules and Maximum Strength Robitussin® Nighttime Cough DM. The Adult Robitussin® line of products includes Robitussin® Maximum Strength Cough + Chest Congestion DM, Cough + Chest Congestion DM, Cold + Flu Daytime, Cold + Flu Nighttime, Mucus + Chest Congestion, Sugar Free Cough + Chest Congestion DM, Multi-Symptom Cold, Maximum Strength Multi-Symptom Cold, and Nighttime Multi-Symptom Cold. Robitussin® also offers a line of long-acting products, including Long-Acting Cough and Long-Acting CoughGels®. The Children’s Robitussin® product line includes Children’s Cough & Cold Long-Acting, Children’s Cough Long-Acting and Children’s Cough & Cold CF.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following link: <http://smp.businesswire.com/pages/just-time-peak-travel-season-introducing-new-robitussin-dm-max-liquid-filled-capsules>.

#

Media Relations: MacKay Jimeson 212-733-2324