



# New Robitussin® COUGHCAST™ Tool Helps Consumers Prepare for Coughs, Colds and the Flu by Tracking Cough Incidence Rates in Their Area

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Robitussin® Helps Consumers Who Can't Take a Holiday from Their Busy Lives this Winter Season

(BUSINESS WIRE)--'Tis the season for shopping, parties, luncheons and hustle and bustle. This year, Robitussin® wants to help make sure you don't have to take an unnecessary and unwanted "time-out" from holiday festivities due to a cough, cold or the flu. Already this year, the U.S. has experienced its earliest flu season in nearly 10 years and areas across the country are seeing higher-than-normal flu rates, according to the Centers for Disease Control and Prevention. Cough is one of the primary symptoms of cold and flu and as the country approaches peak season, the makers of Robitussin® have introduced Robitussin® COUGHCAST™. This new interactive tool, available at [www.Robitussin.com](http://www.Robitussin.com), allows people to track cough activity in their local area so they can be prepared to effectively treat their symptoms and avoid missing workdays, school functions and social gatherings.

Winter activities and travel – with increased exposure and close contact to others – make people more susceptible to a cold or flu, which is easily spread through coughing, sneezing and talking. Only a few months into the 2012-2013 cold and flu season, nearly 18.2 million U.S. adults have experienced troublesome cold and flu symptoms and more than 18 million have reported suffering from cough, making it one of the most highly reported symptoms.<sup>1</sup>

On average, there are more than one billion cases of the common cold each year in the U.S. and it is estimated that between five and twenty percent of the population will get the flu. Most adults are likely to have a common cold two to four times a year and up to 50 percent of people suffering from a cold will have a cough.

One of the best gifts people can give themselves this season is the gift of feeling well – even when a cough or cold hits. Robitussin® has reliably treated cold symptoms through a variety of different formulations tailored to fit different symptom combinations, making for a more enjoyable holiday season!

#### About Robitussin® COUGHCAST™

Robitussin® COUGHCAST™ is a tool that tracks cough levels in areas across the country as the nation moves towards the peak of the season. U.S. national and regional data on cold and flu trends and market conditions reported by COUGHCAST™ were captured by IMS Health ([www.imshealth.com](http://www.imshealth.com)), a leading provider of information, services and technology for the healthcare industry around the world, on behalf of Pfizer Consumer Healthcare. COUGHCAST™ was designed to help consumers prepare for and manage symptoms as the season approaches peak weeks of respiratory activity.

All data is accurate as of December 1, 2012.

#### About Robitussin®

Robitussin® products provide effective relief of your specific cough and cold symptoms. Robitussin® offers the new Mucus + Chest Congestion. The Adult Robitussin® Peak Cold line of products includes new Robitussin® Cold + Flu Daytime, Robitussin® Cold + Flu Nighttime, Maximum Strength Cough + Chest Congestion DM, Cough + Chest Congestion DM, Sugar Free Cough + Chest Congestion DM, Multi-Symptom Cold, Maximum Strength Multi-Symptom Cold, Nighttime Multi-Symptom Cold, Nasal Relief and Nighttime Nasal Relief. The Adult Robitussin® Lingering Cold line of products includes, Long-Acting Cough and Long-Acting CoughGels®. The Children's Robitussin® product line includes Children's Cough Long-Acting, Children's Cough & Cold CF and Children's Cough & Cold Long-Acting.

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.newshq.businesswire.com/pages/pfizer-consumer-healthcare-introduces-robitussin-coughcast-new-interactive-tool-allows-people->

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1 IMS Fan 52 Data. Accessed December 12, 2012.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20121212005853/en/>

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