

High street pharmacist reveals easy way to save money on winter cold and cough products

Every year adults experience an average of 2 to 3 colds¹ which are more likely to appear during colder months. With such a vast array of high street products available, it can be difficult for consumers to pick a product for their needs, which is both effective and offers good value for money.

Colds, flus and other respiratory illnesses are more common in colder months and leading high street healthcare retailer Superdrug has introduced its switch and save initiative so consumers can save money on products, as people search for immediate relief to the classic symptoms such as frequent sneezing, runny nose and a sore throat, as well as products that provide supplementation to help boost immunity.

Whilst many people may opt for branded medicine to help cough and cold symptoms, Superdrug's Pharmacy Superintendent Niamh McMillan reveals how own brand items can offer similar results as branded items at a fraction of the price.

Niamh explains, "Many own brand products use exactly the same ingredients as branded items and are just as effective to help with symptoms of cold and flu, but also help support your immune system.

Whilst the branded items may appear more effective thanks to brand awareness and marketing, it's worth taking the time to review and compare own brand and branded ingredient lists and see where the product similarities lie.

If you're unsure about the most appropriate medicine for your symptoms you can speak to one of our friendly in-store pharmacists who will be happy to help."

Superdrug's own brand range is both effective and good value for money, offering relief to common flu-like symptoms as well supporting your immune system through the winter months.

Some of the savings you could make by switching to Superdrug's Own Brand range includes:

- [Superdrug Nasal Decongestant Spray, 15ml, £2.99](#), vs Vicks Sinex Micromist Nasal Spray, 15ml, £5.25
- [Superdrug Vitamin D Tablets x 90, £4.99](#), Vitabiotics Vitamin D Tablets x 96, £5.35

¹ <https://cks.nice.org.uk/topics/common-cold/background-information/prevalence/>

- [Superdrug Max Day & Night Capsules x16, £2.99](#) vs Lemsip Max Day & Night x16, £5.79
- [Superdrug Blackcurrant Sore Throat Dual Action Lozenges x24, £3.49](#) vs Strepsils Blackcurrant Sore Throat Lozenges x24, £5.79
- [Superdrug Dry Tickly Cough Syrup 200ml, £4.49](#) vs Lemsip Dry Cough Relief 180ml, £8.45

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