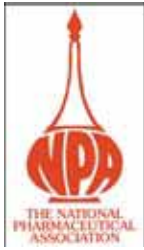


Press Release



FEBRUARY, 2004

YOUR LOCAL PHARMACIST – HELPING YOU STAY IN PEAK CONDITION ON THOSE SKIING HOLIDAYS!

Mountains, clean air and a fresh fall of snow - there's nothing quite like Winter sport!

John D'Arcy, Chief Executive of the National Pharmaceutical Association (NPA) which represents the nation's community pharmacists, says "Winter sport is great - but if you don't prepare in advance, you run the risk of incurring some nasty injuries. From aches and sprains to broken legs and even sunburn - the key is 'preparation'."

He goes on to suggest some very simple tips.

- Firstly, you should try and make sure that you are as fit and healthy as possible, to prepare your body for the strain any Winter sport places on it. Build your fitness levels up gradually, in advance of your trip, with a regular and appropriate exercise routine. If you ski, in a day on the slopes, you'll use nearly all your major muscle groups, sometimes for hours at a time. It goes without saying that if you have any existing injuries you should speak with your pharmacist or doctor first. The good news is, if you suffer from any minor limb weakness or encounter a sprain, there are various products including

supports and braces available from your local pharmacy which can help you to avoid further injury and offer greater mobility. However, supports and braces are intended for ‘occasional’ help - so you should not rely on them indefinitely. If you wear a support for too long, the muscles may weaken as they learn to rely on the support of the brace.

- To help prevent a sprain, make sure you do warm-up exercises and gentle stretching before you start your major ski runs. If you are unfortunate enough to encounter a minor sprain, ibuprofen and aspirin are effective painkillers. Remember though that neither ibuprofen nor aspirin should be taken if you are pregnant, asthmatic or suffering from a stomach disorder.
- The cold and wind can trick you into thinking that the sun is less powerful than it actually is - so make sure you take a sun block and a lip-salve with sun-protector. Don’t forget your ears including their backs if your hat doesn’t cover them; the underside of the tip of your nose and neck, both of which can be burned by the reflected rays from the snow.
- And as for those inevitable aching muscles, a specially formulated spray or muscle rub can certainly help ease the soreness.
- Lastly, don’t forget to pack a hangover cure for those après ski parties!

So make sure you’re in ‘peak’ condition for those Winter hols - and have a chat with your local pharmacist who will advise you on the most suitable products to take with you.

Ask Your Pharmacist – You’ll be taking good advice !

Notes to editors

1. 1. The National Pharmaceutical Association (NPA) is the trade association that represents the professional and commercial interests of the owners of around 11,000 community pharmacies in the United Kingdom.

2. 2. If you would like to arrange a media interview with a pharmacist local to your area, please contact the Press Office on 01727 858687 Exts 3265, 3227 or 3311. Alternatively, you can e-mail us at press.office@npa.co.uk. www.askyourpharmacist.co.uk

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