



Survey Finds Mothers Take Children's Health into Their Own Hands

Increasing Numbers Turn to Preventive Measures, Natural Remedies

San Clemente, Calif. - (November 17, 2009) - Three out of four mothers with a child between the ages of two through 12 are extremely, very, or somewhat concerned about their child's health this coming winter, according to a survey conducted by Opinion Research Corporation and commissioned by Bionorica, an international company pioneering clinical research of natural remedies including Sinupret® for Kids, a product which supports healthy respiratory function in children (www.bionoricausa.com).

Results also showed that:

- Two out of five mothers report that they are more involved in personally managing their child's health this year.
- Most are using a wide range of actions, centering around preventive and/or natural health remedies to keep their children healthy.
- Concerns about over-the-counter (OTC) medications for children are increasing moms' interest in and use of natural remedies.

"The survey's findings are in keeping with the growing recognition by parents that natural remedies and prevention are vitally important in keeping kids healthy," said Robert Sears, M.D., co-author of the Sears Parenting library and a practicing pediatrician in San Juan Capistrano, California. "I believe we are reaching a tipping point at which parents realize their important role in wellness and prevention, and the value of natural remedies and good health practices for their children."

The survey shows that interest among parents in using natural remedies for their children this fall is double the interest reported just last March by another Bionorica survey. Today, 46% of parents reported they are interested in natural remedies for their children as compared to 23% in the March study who were currently giving children natural remedies.

What Moms are Doing to Keep Children Healthy

The most commonly mentioned actions moms will take to keep their children healthy this winter included:

- Sticking to a healthy diet (87%)
- Getting regular exercise (84%)
- Getting more rest (79%)
- Taking vitamins or supplements (76%)
- Being more vigilant about their child's health (73%)
- Calling their doctor at the first sign of health problems or symptoms (56%)

- Using natural remedies with their children (45%)

Moms are Concerned about the Safety of Over-the-Counter (OTC) Products for Children

Eight out of 10 mothers (81%) surveyed were very aware of the Federal Drug Administration's concern over the use of OTC medications for young children. As a result of this awareness:

- More than half (56%) say they are more likely to ask a doctor about OTC medications than in the past
- Fifty-eight percent have concerns about the side effects of these medications
- Fifty-two percent have concerns about the synthetic or chemical substances in OTC medication
- Four out of ten are more interested in using natural or herbal remedies (40%)

Moms Are More Proactive about Kids' Health Because of:

- Worry over illness or germs (75%)
- More informed about health issues due to access to the Internet and other media (59%)
- Greater interest in natural remedies (35%)
- Difficulties reaching their doctors (21%)

Moms Seek Safe, Effective Natural Remedies for Children

"From previous studies, we know that consumers are more likely to take natural remedies if these products have a proven track record, no harmful side effects, and have undergone clinical testing," commented Prof. Dr. Michael Popp, CEO of Bionorica AG and a trained pharmacist. "That is why Bionorica's mission is to bring people good health from nature, backed by the latest and most rigorous science. Our plant-based products are backed by controlled double-blind studies and have been used for decades with no history of serious side effects."

Methodology

These findings are from six telephone surveys conducted among 6,009 adults (3,006 males and 2,003 females). The sample was further screened to yield an unweighted sample of 433 females who are the parent or legal guardian of a child aged two through 12. The findings in this report are based on that smaller sample. Interviewing for this survey was completed during the period October 1-5, 8-12 and 22-26, 2009. Opinion Research Corporation of Princeton, NJ, conducted the fieldwork.

About Bionorica

Bionorica is one of the world's leading makers of clinically-proven health products and has the highest sales of natural remedies in Germany. Established more than 75 years ago, Bionorica developed, identifies and researches the best in nature, using the most innovative technology to create effective and safe remedies. The company recently introduced Sinupret® for Kids to the U.S., a product used in Europe for over 30 years for nasal, sinus and respiratory support. The company's other clinically-tested products available in the U.S. include Bronchipret® for lower respiratory support,

Cyclopret® and Menopret® for women's health, and Flexipret™ for minor joint and back pain. For more information visit www.bionoricausa.com.

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