Press Release.

New study demonstrates successful cough treatment extends beyond symptom relief.

A new real-world study from Opella provides pharmacists with compelling evidence that the success of a cough treatment should be measured by its impact on a patient's overall well-being, alongside traditional symptomatic relief.

With most consumers[1] making treatment decisions in the pharmacy, the pharmacist's recommendation plays a pivotal role in helping patients return to their normal routines and make the moment theirs again.

Key Findings:

- **Fast Relief from the First Dose:** Patients reported fast relief from the very first dose of treatment[2], with data showing improvements in daily functioning from the first day of treatment, allowing them to rapidly start regaining control over their day.
- **Restored Social Engagement:** A clinically meaningful improvement in the social impact of cough was achieved within 72 hours, reflecting patients' ability to engage more comfortably in conversations and everyday social activities.
- **Improved Sleep Quality:** Sleep disruption is a primary patient concern. After just 48 hours, difficulty falling asleep, staying asleep, and sleep-related tiredness scores improved significantly, with the percentage of patients reporting these challenges dropping by 59%, 56% and 55% in each category.

Milena Leone, Global Brand General Manager, Opella.
"When a cough disrupts daily routines, effective and timely care is essential. This study provides valuable, real-world evidence that the right treatment goes beyond managing the physical symptom; by delivering fast-acting relief from the first dose, it helps people move past the disruption of cough and resume their daily lives more quickly."

About the Study
The RWE Cough Study was a prospective, observational study conducted in Italy with adult consumers who had purchased Ambroxol or Bromhexine for an acute chesty cough. The study evaluated daily effectiveness and quality of life impacts over a seven-day period using validated tools, including the Cough Severity Diary (CSD) and the Leicester Cough Questionnaire (LCQ).

For more information or to review the findings in full, go to p. 79 here.

MAT-GLB-2605783-v1.0-10/2026

1 In Germany, 58% of consumers make their cough and cold treatment decisions in-store.
2 After first intake, 53% (41%) of bromhexine (ambroxol) users agreed/strongly agreed they felt immediately relieved, and 57% and 44%, respectively, reported relief from the urge to cough. Source: I&P Tracker 2025, Dive SO Units WWP MAT Dec'25, "Understand the Shopper Journey on the C&C Category to Drive an Omnichannel Strategy", Germany, May 2023.