



Boost Your Immune System With Sucrets(R) DEFENSE With Glutathione

Website

LANGHORNE, Pa., Sept. 6 /PRNewswire/ -- Insight Pharmaceuticals(TM) announced today the launch of Sucrets(R) DEFENSE with Glutathione (the body's master antioxidant) - a dietary supplement to provide your body with additional glutathione to help boost and maintain your immune system.

Larry Freedman, Director of Business Innovation at Insight Pharmaceuticals, explains, "Scientists widely recognize that glutathione is vital to your body's natural defense system and that it is depleted at the cell level as the body fights against unwanted invaders. Therefore, it's essential to replenish the body's glutathione levels to boost to your immune system." He continues, "Insight Pharmaceuticals developed Sucrets DEFENSE based on the patent granted to Emory University, in 2000, for discovering vehicles by which glutathione is directly absorbed into the body's cells."

Although glutathione is a natural antioxidant found in many fresh vegetables, meats, fish and vitamins, it is broken down by the stomach and takes time to be absorbed into the cells. In turn, this leaves the immune system vulnerable. "With this information in mind," Freedman states, "the team at Insight developed Sucrets DEFENSE utilizing the Sucrets lozenge technology. By dissolving the DEFENSE lozenge in the mouth, glutathione is absorbed directly into the cells of the mouth and throat, thereby increasing the levels of glutathione at the sites that form your first line of defense against airborne assailants." Freedman adds that there are no side effects to glutathione and the body only uses what is needed.

"This breakthrough is a natural fit for Sucrets," says John Pirovitz, Vice President of Marketing at Insight Pharmaceuticals. "For over 75 years, SUCRETS brand throat lozenges have provided immediate, long-lasting relief for serious sore throat pain - now Sucrets DEFENSE lozenges bring new science and credibility to the booming category of immune system boosters." Pirovitz continues, "This product (Sucrets DEFENSE with Glutathione) delivers on the consumers' desire to take a more proactive role in their health by providing a means to strengthen their immune systems." The supplement is available in great-tasting formulas for adults, as well as specially formulated flavors for children, who are most at risk.

Sucrets DEFENSE with Glutathione is available at most leading food, drug and mass merchandisers throughout the United States.

About Insight Pharmaceuticals: Headquartered in Langhorne, PA, Insight Pharmaceuticals was founded to reinvigorate consumer OTC brands, which have strong brand equities, unique consumer benefits and the potential to respond to innovative ideas and technologies. Insight brands have a loyal base of product users and a continued partnership with the nation's leading retailers.

Insight Pharmaceuticals portfolio includes such notable brands as Anacin(R) Pain Reliever, Sucrets(R) Sore Throat and Cough Lozenges, N'Ice(R) Lozenges, Allerest(R) Allergy Relief, Nostrilla(R) Nasal Spray, Nix(R) Lice Treatment and Bonine(R) Travel Sickness Relief. For more information, visit Insight Pharmaceuticals at <http://www.insightpharma.com/>.

Website: <http://www.insightpharma.com/>



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