

U.S. Companies Now Budgeting Hangovers In Production Cost?

The all-too-common hangover is costing companies money and costing Americans time and health.

Memphis, TN ([PRWeb](#)) June 30, 2006 -- This week, a Memphis-based medical company unveiled a new hangover pill that promises to cleanse the body of toxins and restore natural hormonal balances, giving avid drinkers the ability to recover faster.

The new pill called Altoxin is manufactured by Selmedica Healthcare. A company spokesman said Altoxin is a dietary supplement that incorporates herbs that have been used effectively for centuries to fight the signs of hangovers, like headache and nausea, plus choice herbs that have been shown to improve liver function and help your body flush out toxins.

“The blend of botanicals that make up Altoxin are the result of the international research of multiple universities, scientists and doctors over the past two decades,” the spokesman said.

Dr. Anil Minocha, professor of medicine and director of Digestive Disease at The University of Mississippi Medical Center, Jackson, Miss., said alcohol hangover involves numerous changes in the balance of hormones, neurotransmitters and biological substances in the body.

Alcohol hangovers are not just a nuisance, and their socio-economic impact is not insignificant, Minocha said. In the U.S. alone, he said, the cost of alcohol use is a staggering \$148 billion dollars each year, much of it due to work missed or decreased occupational productivity due to hangover.

“Hangovers account for an average annual opportunity cost of \$2000 per working adult,” Minocha said. “Contrary to popular misconception, light to moderate drinkers account for the most work related costs.”

Cindy Mills of Memphis said she tried Altoxin after attending several parties during spring break and was amazed at the results.

“I ordered some Altoxin and figured I would give it a try during spring break. Although we were partying all night, I didn’t want to miss the beautiful mornings on the beach. I took it before I started the night, and the next morning, I didn’t have a hangover at all. I wasn’t sick or in pain. I enjoyed fun nights and wonderful mornings.”

For more information about hangovers, visit www.altoxin.com.

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Contact Information**Rachelle Ross**

Increase Media

<http://www.altoxin.com>

901-737-2189

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