

(men chattering) (loud coughing)

- What have you got in that cough medicine bottle?

- Cough medicine.

- Hey, this guy still takes cough medicine! (men laughing)

- Aw, he's got a cough. Somebody tell his mommy. (men laughing)

- Big joke. Look, this Formula 44 is extra strong. Works on your cough control center.

- Cough control center. (laughs) Beautiful. You know, the bit? The lines in that guy's head going (soft whirling)? (men laughing)

- I mean it. Formula 44 goes into your bloodstream, then up to your cough control center, and helps turn your cough off here.

- Oh, up here. Well, why don't you just pour it in your ear? (men laughing) (man coughing)

- Okay. Which ear?

Narrator: A cough is no laughing matter. Get Vicks Formula 44 with Silentium. The one they call the strong silent type, because it's extra strong to help silence coughs of colds fast.