WHAT IS CLAIMED IS:

1. Use of an effective amount of (i) a norepinephrine reuptake inhibitor (NRI) and (ii) pimavanserin in the preparation of a medicament for the treatment of a disease or disorder associated with pharyngeal airway collapse in a subject while the subject is in a non-fully conscious state, wherein the medicament is to be administered to a subject in need thereof.

2. The use of claim 1, wherein the NRI is a norepinephrine selective reuptake inhibitor (NSRI).

3. The use of claim 2, wherein the NSRI is selected from the group consisting of Amedalin, Atomoxetine, CP-39,332, Daledalin, Edivoxetine, Esreboxetine, Lortalamine, Nisoxetine, Reboxetine, Talopram, Talsupram, Tandamine, and Viloxazine.

4. The use of claim 1, wherein the NRI is a norepinephrine non-selective reuptake inhibitor (NNRI) selected from the group consisting of Amitriptiline, Amoxapine, Bupropion, Ciclazindol, Desipramine, Desvenlafaxine, Dexmethilphenidate, Diethylpropion, Doxepin, Duloxetine, Imipramine, Levomilnacipran, Manifaxine, Maprotiline, Methylphenidate, Milnacipran, Nefazodone, Nortriptyline, Phendimetrazine, Phenmetrazine, Protryptyline, Radafaxine, Tapentadol, Teniloxazine, and Venlafaxine.

5. The use of claim 1, wherein the NRI is selected from the group consisting of Atomoxetine and Reboxetine.

6. The use of claim 5, wherein the NRI is Atomoxetine.

7. The use of claim 6, wherein the Atomoxetine is to be administered at a dose of 20 – 100 mg.

8. The use of claim 7, wherein the Atomoxetine is to be administered at a dose of 25 – 75 mg.

9. The use of claim 1, wherein the pimavanserin is to be administered at a dose of 20-40 mg, preferably 34 mg.

10. The use of any one of claims 1-9, wherein the disease or disorder is Obstructive Sleep Apnea or Simple Snoring.

11. The use of claim 10, wherein the disease or disorder is Obstructive Sleep Apnea.

12. The use of claim 1, wherein the non-fully conscious state is sleep.

13. The use of claim 1, wherein the NRI and the pimavanserin are to be administered in a single composition.

14. The use of claim 13, wherein the single composition is an oral administration form.

15. The use of claim 14, wherein the oral administration form is a syrup, pill, tablet, troche, or capsule.