50. A compound according to any one of claims 1 to 4, for treatment of sensory discomfort associated with oral mucositis in a human.

51. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea in a human.

52. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness and/or discomfort in the airways (e.g., larynx, trachea, and/or bronchi) in a human.

53. A compound according to any one of claims 1 to 4, for treatment of cough in a human.

54. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with asthma in a human.

55. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with chronic obstructive pulmonary diseases (COPD) in a human.

56. A compound for use according to any one of claims 40 to 55, wherein the treatment is by topical administration.

57. A method of treating sensory discomfort of non-keratinized stratified epithelial (NKSE) tissue of a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

58. A method of treating sensory discomfort of an ocular surface, a lining of the oral cavity, an internal portion of the lips, a pharyngeal surface, an esophageal surface, or an anogenital surface of a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

59. A method of treating sensory discomfort of an eyelid, a margin of an eyelid, an anterior part of an eyeball, a conjunctiva, a lachrymal system, a pre-corneal film, or a cornea of a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

60. A method of treating sensory discomfort of a lining of the oral cavity, an internal portion of the lips, a pharyngeal surface, or an esophageal surface of a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

61. A method of treating sensory discomfort of an anogenital surface of a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

62. A method of treating eye discomfort in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

63. A method according to claim 62, wherein the eye discomfort is eye discomfort caused by extended wear of contact lenses, eye discomfort caused by eye strain and/or fatigue, eye discomfort caused by air pollutants, or eye discomfort caused by excessive exposure to the sun.

64. A method according to claim 62, wherein the eye discomfort is eye discomfort caused by conjunctivitis.

65. A method according to claim 62, wherein the eye discomfort is eye discomfort caused by dry eye syndrome.

66. A method of treating sensory discomfort associated with oral mucositis in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

67. A method of treating airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

68. A method of treating airway (e.g., larynx, trachea, and/or bronchi) tightness and/or discomfort in the airways (e.g., larynx, trachea, and/or bronchi) in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

69. A method of treating cough in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

70. A method of treating airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with asthma in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

71. A method of treating airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with chronic obstructive pulmonary diseases (COPD) in a human comprising administration of a therapeutically effective amount of a compound according to any one of claims 1 to 4.

72. A method according to any one of claims 57 to 71, wherein the administration is topical administration.

50. A compound according to any one of claims 1 to 4, for treatment of sensory discomfort associated with oral mucositis in a human.

51. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea in a human.

52. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness and/or discomfort in the airways (e.g., larynx, trachea, and/or bronchi) in a human.

53. A compound according to any one of claims 1 to 4, for treatment of cough in a human.

54. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with asthma in a human.

55. A compound according to any one of claims 1 to 4, for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with chronic obstructive pulmonary diseases (COPD) in a human.

56. A compound for use according to any one of claims 40 to 55, wherein the treatment is by topical administration.

57. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort of non-keratinized stratified epithelial (NKSE) tissue of a human.

58. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort of an ocular surface, a lining of the oral cavity, an internal portion of the lips, a pharyngeal surface, an esophageal surface, or an anogenital surface of a human.

59. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort of an eyelid, a margin of an eyelid, an anterior part of an eyeball, a conjunctiva, a lachrymal system, a pre-corneal film, or a cornea of a human.

60. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort of a lining of the oral cavity, an internal portion of the lips, a pharyngeal surface, or an esophageal surface of a human.

61. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort of an anogenital surface of a human.

62. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of eye discomfort in a human.

63. The use according to claim 62, wherein the eye discomfort is eye discomfort caused by extended wear of contact lenses, eye discomfort caused by eye strain and/or fatigue, eye discomfort caused by air pollutants, or eye discomfort caused by excessive exposure to the sun.

64. The use according to claim 62, wherein the eye discomfort is eye discomfort caused by conjunctivitis.

65. The use according to claim 62, wherein the eye discomfort is eye discomfort caused by dry eye syndrome.

66. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of sensory discomfort associated with oral mucositis in a human.

67. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea in a human.

68. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness and/or discomfort in the airways (e.g., larynx, trachea, and/or bronchi) in a human.

69. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of cough in a human.

70. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with asthma in a human.

71. Use of a compound according to any one of claims 1 to 4 in the manufacture of a medicament for treatment of airway (e.g., larynx, trachea, and/or bronchi) tightness, discomfort in the airways (e.g., larynx, trachea, and/or bronchi), choking, cough, and/or dyspnea associated with chronic obstructive pulmonary diseases (COPD) in a human.

72. The use according to any one of claims 57 to 71, wherein the medicament is for topical administration.