

COMMON COLD? FLU? COUGH?

NATURAL REMEDIES THAT WORK

Respiratory tract infections are one of the most common diagnoses in the Western world, and more than 90% of cases are caused by viruses. Depending on the virus, the harmless initial symptoms may develop into illnesses such as common cold, sinusitis and acute bronchitis.

Common cold and flu are viral infections affecting the nose, sinuses, throat and airways. Cold and flu spread when the infected droplets pass from person-to-person by touching, coughing and sneezing. They spread easily, especially between children who spend a lot of time together (e.g. at childcare or school).

Most people recover within about 7 to 10 days. However, the flu can have very serious associated complications and those with higher risk includes elderly, children and those with weakened immunity.

Common cold and flu are both respiratory illnesses but they are caused by different viruses. Because these two types of illnesses have similar symptoms, it can be difficult to tell the difference between them based on symptoms alone. In general, flu is worse than common cold, and symptoms are more intense. Sore throat and runny nose are usually the first signs of a cold, followed by coughing and sneezing.

Although the vast majority of respiratory tract infections are caused by viruses, antibiotics are probably prescribed more often than anything else to treat them. Antibiotics fight against bacterial infections, not viruses, and are therefore generally not effective. Unnecessary use of antibiotics also increase the risk of bacterial resistance and they also cause side effects.

As antibiotic resistance increases, it is more and more important that we use alternative medicines to treat cold and flu. There are a few natural remedies that have proven to be effective and safe in treating the accompanied symptoms as well as tackling the root cause of the viral infections.

Plant-based cold and cough remedies made from pelargonium root and ivy leaf can be recommended in place of antibiotics to relieve the cold and flu symptoms. These natural remedies are popularly prescribed by doctors in Germany and various European countries for cold and cough.

Unlike other herbs, pelargonium root tackles the root cause of the infection (or infection causing pathogens) and may deter the development of an acute respiratory tract infection. It has 3-fold actions that include antibacterial, antiviral and immune-modulatory activities. This may help to protect the body against infections by inhibiting the activity of harmful bacteria and virus and increasing the body's immune response to infection.

Ivy leaf is used for the treatment of cough, particularly when associated with lots of viscous mucus as well as adjuvant treatment of inflammatory bronchial conditions such as bronchitis and asthma.

The combination of pelargonium root and ivy leaf help to speed up the recovery and also shorten the duration of the illness. For best results, start taking these natural remedies as early as possible, immediately after the first signs of symptoms. This combination is a safe and effective alternative for the whole family.

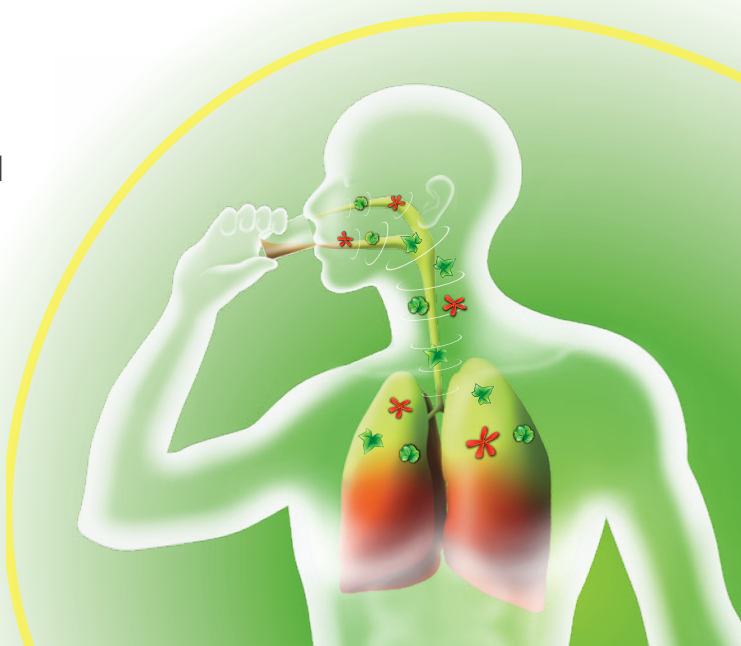
Benefits of Combination Formula

- Shortens duration of cold
- Reduces severity of sore throat and nasal congestion
- Reduces frequency and severity of cough
- Relieves irritating cough
- Loosens thick phlegm
- Eases breathing

IvyLeaf
EFLA 151

Pelargonium
EFLA 956

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