

Combat **COLD & FLU** During Holiday

Holiday is a great way to relieve stress and take a break from your busy life at work. However, travel may increase the risk of getting a cold and flu due to increased exposure to germ surfaces in airports and train stations. Viruses in tiny droplets released from sneezing and coughing may stay active for long hours on surfaces like table, wash basin and door knob.

It is important for us to treat the first sign and symptom of cold and flu in order to prevent further development of the illness. Complementary and alternative medicine (CAM) is an effective and safer choice as compared to conventional drugs and other treatments available in the market. CAMs have been studied extensively in areas related to cold and flu.

Ivy Leaf Extract

Ivy leaf is the most popular herbal medicine used in Germany and many other European countries. It is well known for its benefits in treatment of respiratory tract diseases. Ivy leaf contains *α-Hederin* which it is able to reduce mucus viscosity, promote bronchial fluid secretion and muscle relaxation. These features help to reduce cough frequency and make breathing easier. Ivy leaf also has anti-inflammatory and antimicrobial effect which are contributed by *Hederacoside C*.

Thyme Herb Extract

Thyme has been used medicinally for thousands of years to treat cough and upper respiratory infection. Thyme contains *thymol* and *carvacrol* which have similar antispasmodic effect as ivy leaf. It is effective in relaxing airway spasm, reducing mucus viscosity and cough frequency. Besides, *thymol* has been shown to have antibacterial and antifungal activities in clinical studies.

Pelargonium Root Extract

Pelargonium root has been used by the Zulu tribe in South Africa for centuries to treat cough, cold, upper respiratory tract irritation and tuberculosis. Pelargonium root contains *Umckalin* which it can help airway to remove phlegm and foreign particles. Studies have shown that it has antimicrobial and antiviral activities. These features help to protect our body against infections by inhibiting the activities of harmful bacteria and virus as well as increasing our body's immune response during travelling.

Approximately 20% of travelers have upper respiratory health problems after a long-distance flight



The immune system and overall health are severely compromised during long-distance flight

Tips for Preventing Cold and Flu During Travel



Consume fresh fruits and vegetables



Wash your hands and face regularly



Increase water intake



Wear a mask



Avoid touching your eyes, nose and mouth

IvyLeaf
—EFLA 151

Thyme
—EFLA 633

Pelargonium
—EFLA 956

EFLA® is the registered trademark of Frutarom Switzerland Ltd.

References: (1) Zitter JN, Mazonson PD, Miller DP, Hulley SB, Balmes JR (2002) Aircraft cabin air recirculation and symptoms of the common cold. *JAMA*; 288:483 – 6. (2) Holzinger F, Chenot JF (2011) Systematic review of clinical trials assessing the effectiveness of ivy leaf (*Hedera helix*) for acute upper respiratory tract infections. *Evidence-Based Complementary and Alternative Medicine*, Vol. 2011:382789. (3) Blumenthal M, Busse W.R et al. *The Complete German Commission E monographs – Therapeutic Guide to Herbal Medicines*. Austin: American Botanical Council. 1998 (4) Schmidt M, Thomsen M and Schmidt U (2012) Suitability of Ivy extract for the treatment of paediatric cough. *Wiley Online Library*, Doi: 10.1002