

COMMON COLD? FLU? COUGH? NATURAL REMEDIES FOR ALL AGES

Common cold and “flu” (influenza) 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 include elderly, children and those with weakened immune system.

Although the vast majority of respiratory tract infections are caused by viruses, antibiotics are probably



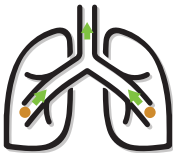
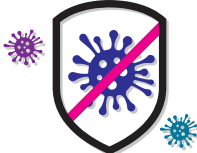

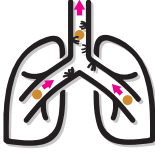
prescribed more often than anything else to treat them. Antibiotics fight against bacterial infections, not viruses, and are therefore generally not effective. Unnecessary use of antibiotics also increases the risk of bacterial resistance and they also cause side effects, including nausea, vomiting and diarrhoea.

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 accompanying symptoms as well as tackling the root cause of the viral infections.

Natural Cold and Flu Remedies

Plant-based cold and flu 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.

During cold and flu season, you will experience multiple symptoms that affect your daily activities. Thus, taking a combination of a few natural herbs will have better and faster relief than a single herb. Unlike conventional cough medicines which only relieve the symptoms of cold and flu, natural herbs have wider therapeutic effects and treat the root cause of cold and flu.

Triple Action of Ivy Leaf	Triple Action of Pelargonium Root
 <p>Relieve coughing Helps to loosen thick phlegm so that it is easier to cough up and decreases the intensity and frequency of coughing.</p>	 <p>Decrease activity of bacteria Traps and inactivates bacteria and decreases the adhesion of bacteria to tissues.</p>
 <p>Clear chest congestion Reduces the mucus viscosity so that it can be coughed up more easily and helps clear the chest congestion.</p>	 <p>Interfere virus growth Reduces virus binding to host cell and its replication process to prevent infections.</p>
 <p>Open up the airways Promotes airway smooth muscle relaxation to open up the air passage and breathe easily.</p>	 <p>Improve mucociliary clearance Increases ciliary beat frequency of nasal epithelium cells to support mucolytic effects.</p>

The combination of pelargonium root and ivy leaf is a safe and effective alternative for adults, elderly and also children above 2 years old. These herbs are non-drowsy and does not affect your daily activities or make you feel sleepy. It is suitable for vegetarians or vegans because these natural ingredients are of plant origin.



IvyLeaf
EFLA 151



Pelargonium
EFLA 956

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