

No More Coughing Breathe Easy with Ivy Leaf



Young children are at risk of getting cold and cough during the seasonal changes in weather. About 80% of coughing in children is caused by viral infections or changes in weather.

When children are under the weather, it is difficult for the parent and the whole family. When they are not feeling well, it will affect their appetite and nutrient intake indirectly. A continual cough can interfere with their concentration, school work, daily activity and sleep.

Coughing is our body's natural way to protect and clear out irritating materials (e.g. smoke, dust or pollutant) and excess secretions (mucus, sputum, phlegm) from our throat, air passages and lungs. It normally goes away by itself after a few days but a persistent cough may indicate an underlying problem.

What are the causes of coughing?

The most common cause of coughing in children is viral infections, which is also known as common cold. Children usually caught the virus when they are in contact with other children who are carrying the infecting virus at school or childcare. The virus that cause infections can be in the droplets of moisture and are spread easily during coughing or sneezing.

In Southeast Asia, haze poses a serious and recurring problem every year due to the burning of forests in certain countries to clear land and also due to emission from power stations, industrial activities, traffic pollution as well as farming practices. Children that are constantly exposed to dust or pollutant will always suffer from

coughing and the body will naturally produce more mucus to remove the irritants.

What is ivy leaf?

The medicinal use of ivy leaf (*Hedera helix*) can be traced back to the ancient Greece. This natural ingredient has a long history of use to support respiratory health. Ivy leaf grows across Europe and into certain part of central and northern Asia.

Among all the herbal medicines used in Germany, ivy leaf is used most frequently, found in 32.2% of all herbal medicines and in 43.9% of mono-herbal medicines. Nearly half of herbal medicines are prescribed by medical doctors, suggesting a certain degree of acceptance among medical doctors.

Ivy leaf has been clinically proven to be effective and safe to treat cold and cough in children. The use of ivy leaf for the treatment of cough associated with cold has been officially supported by the Herbal Medicinal Product Committee of European Medicines Agency (EMA).

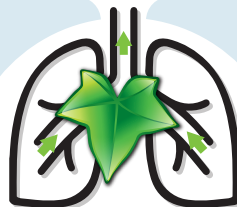
How does ivy leaf work?

The main components of ivy leaf that provide the clinical benefits are called saponins. Hederacoside C is the main saponin which further breakdowns into a-hederin.

The saponins in ivy leaf increase the fluid secretions in the airways which help to liquefy thick mucus in the chest, making it easier to 'cough out'. Another action of ivy leaf that makes it an effective cough remedy is its antispasmodic effect that may help to relax the airway spasms and reduce cough frequency.

Loosens thick phlegm

Ivy leaf promotes bronchial fluid secretion and reduces the viscosity of mucus



Relieves irritating cough

Ivy leaf reduces the release of histamine and blocks the inflammation pathway

Reduces severity of cough

Ivy leaf exhibits antibacterial and antiviral actions and reduce cough intensity and frequency

IvyLeaf
—EFLA®151

Eases breathing

Ivy leaf promotes muscle relaxation in the airways and makes breathing easier

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