

COLD & COUGH CARING FOR KIDS

In today's world of dual-income families, many young children spend a lot of their time in child care centre. Many school-age children attend child care programs before and after school as well. When it comes to cold and cough season, it is predominantly seen all-year-round in Malaysia. Parents do their best to keep their children healthy, but sometimes even the most vigilant preventive measures cannot ward off the illness. Adults on average get about 2 to 4 colds per year and children have an average that is easily more than double of the adults.



When your child gets sick with the cold and cough, keeping them home from school can help them recover faster. It also helps prevent the virus from spreading to other children in the school, which is critical to keeping everyone as healthy as possible. Close proximity with infected child will increase the chance of infection as viruses from a sneeze or cough can travel up to 12 feet distance (with supports of air) and survive for up to 24 hours on surfaces like table, basin and door knob.

Natural Treatment for Cold and Cough

The treatment of cold and cough are directed at symptomatic relief. With concerns pertaining to antibiotic resistances and unsatisfactory response from conventional drugs, the demands for safe and effective complementary and alternative medicines (CAM) products for cold and cough has become very popular. CAM is well-accepted and widely used in Germany and other European countries. Natural phytoactive ingredients of Ivy Leaf and Pelargonium Root have been studied extensively in the treatment of upper and lower respiratory tract infections with positive results.

Ivy Leaf Extract

Grown in Europe, Northern and Central Asia, Ivy Leaf (*Hedera helix*) and berries are beneficial for the treatment of respiratory tract diseases. Ivy Leaf is the most popular herbal medicines used in Germany and many other European countries. Ivy Leaf is used for the treatment of cough, particularly when associated with a lot of viscous mucus.

Pelargonium Root Extract

Commonly known as African Geranium, Pelargonium Root (*Pelargonium sidoides*) has been used by the Zulu tribe for centuries to treat cough, cold and upper respiratory tract irritation. It was first marketed in Britain around 1897 by Charles H. Stevens. It also supports a mucolytic effect for cold and cough.



Cold and Cough: Is your child too sick for school?
The American Academy of Pediatrics recommends you answer a few key questions.

- 1. Does your child have a fever?**
Fever of 38°C or more are generally a sign of illness, so children should stay home from school.
- 2. Is your child well enough to participate in class?**
If he / she seems too run down to get much out of her lessons, keep him / her home.
- 3. Does your child have an illness like the flu?**
If you think your children might, don't let them go back to school until you know they not contagious anymore.



EFLA® 151 and EFLA® 956 are the registered trademark of Frutarom Switzerland Ltd.

During cold and flu season, you will experience multiple symptoms that affect your daily activities. Thus, taking combination of a few natural herbs will have better relief than single herb.

The combination of Ivy Leaf and Pelargonium Root is a safe alternative for adults, elderly and also children above 2 years old.

Eases breathing

Loosens thick phlegm

Relieves irritating cough

Reduces frequency and severity of cough

Reduces severity of sore throat and nasal congestion

Shortens duration of cold

Contains Natural Honey

Cherry Flavour

MAL15060007T MAL13115104T MAL18026159T MAL16040039T

This is a traditional product advertisement
KKLIU 2050/2019