



FAMILY GUIDE TO
COPING WITH

COUGHS
& COLDS

Including expert advice from Dr. Michael Dixon, GP.

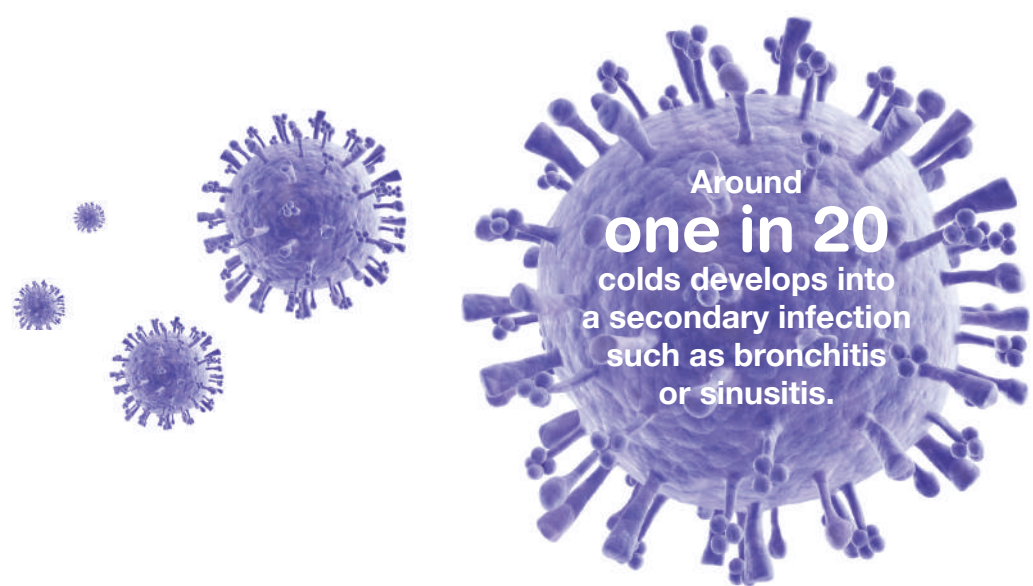
True or False?

Going out with wet hair or not wearing a coat will give you a cold

False!

Despite their name, colds are actually caused by viruses not by changes in temperature

You are likely to catch between **two and four colds every year** and your **children as many as eight!** When everyone around you is coughing and spluttering, it might seem impossible to avoid catching a cold, but there are a few **simple things you can do to help you and your family fend off the germs.**



Around
one in 20
colds develops into
a secondary infection
such as bronchitis
or sinusitis.

What causes a cold?

When someone with a cold sneezes or coughs, millions of viruses are launched into the air, which can then land on you or surrounding surfaces helping colds to spread very quickly. Germs can also be easily transferred by hands – so be careful who you're shaking hands with!

There are as many as 200 different cold viruses capable of infecting the nose and throat in a human.

- Cold virus can enter the body through the mouth, nose and eyes
- Symptoms usually starting two to three days after infection
- Colds cause the lining of nose and throat to become irritated and inflamed
- Symptoms include blocked or runny nose, sore throat, sneezing, coughing, high temperature, tiredness and headaches



Dr Michael Dixon's tips for preventing and treating **coughs and colds**



Wash your hands regularly



Colds germs can easily be picked up from surfaces.

Cover your mouth

When you sneeze or cough, cover your mouth with a tissue, then throw it in the bin – this will help stop infection spreading.

Feed a cold!

Some people lose their appetite if they're suffering from a cold. If you're one of them, try to eat little and often with five or six small meals throughout the day. Nutrient rich snacks include homemade soups and smoothies.



Avoid smoky atmospheres

Avoid smoky atmospheres. As well as exacerbating colds, smoke is a respiratory tract irritant that increases susceptibility to the viruses that cause respiratory infections.



Get plenty of rest

Get plenty of rest. The human body is able to fight infections more efficiently when it's resting, so take some time out from your daily life to recover.



Balanced diet

Eat a balanced diet that includes plenty of fresh fruit and vegetables to boost your immunity and help stave off infections.



Flush it out!

It's really important to stay hydrated so aim to drink at least 8 glasses of water a day. Herbal teas or highly diluted squash also contribute to your daily fluid intake.

Ditch the antibiotics

Dr Michael Dixon says: "People often visit their doctor with a cough or cold but there isn't much we can do. In most cases antibiotics are of no use and the best advice is to get under the duvet, drink plenty of fluids and sweat it out."

Kids and Colds

UK kids skip 16 million school days a year due to coughs and colds.

Colds and coughs are easily passed from one child to the next in schools and nurseries. Children also tend to get a lot more colds than adults because their bodies haven't had time to build up sufficient immunity - each time our bodies have a virus it builds up immunity against it.

When to see a doctor

GPs are often overstretched during winter months with many of their consultations taken up with minor ailments such as coughs and colds. In most cases it is not necessary to see your doctor for a cold or cough, instead it's better to see your pharmacist who can advise you of the best treatment.

However, whilst most coughs and colds run their course without doing any harm, there are certain situations when you or your child should see a GP. These include:

- If you or your child has a chronic condition such as asthma, diabetes or heart disease.
- Mothers of young babies, older and frailer people should seek help if they are unwell.
- All babies under three months with a temperature of over 38 degrees should be assessed by a doctor, as should babies aged three to six months with a fever higher than 39 degrees.
- If your child has a headache or abdominal pain.
- If your child is vomiting but does not have diarrhoea, or has a rash in association with the fever.
- If a child isn't playing, eating or drinking normally, and appears floppy or lethargic.
- If your child's fever doesn't respond to paracetamol or ibuprofen.



Did you know?

Children whose parents smoke are more likely to suffer from coughs and colds.

How a small plant from South Africa offers Cold Relief worldwide

For centuries, the medicine men of South African tribes have used extracts obtained from the plant *Pelargonium sidoides* to treat various respiratory infections.

It wasn't until the late 19th century however, that an Englishman by the name of Major Charles H. Stevens, who was suffering from an upper respiratory tract infection, travelled to South Africa where he was introduced to this traditional medicine. He brought this herbal remedy to Europe under the name of "Steven's Consumption Cure".

Nowadays, *Pelargonium* is grown in specialised farms using ecological cultivation methods and the modern process to manufacture the special *Pelargonium* extract known as EPs®7630.

Pelargonium sidoides extract EPs®7630 is used in the manufacture of Kaloba® a traditional herbal medicine used to relieve common cold symptoms such as sore throat, cough and runny or blocked nose, exclusively based on long-standing use as a traditional remedy dating back to the 1800s.



“ Testimonial ”

Claire, a 33 year-old mother from Worthing, has two children, Bella, 6 and Bruno, 4. She works part-time as a freelance events organiser.

"I am used to my children getting every cough and cold going, especially now that my little girl Bella is at school. It's a bit of a vicious circle for us at the moment because as soon as Bella gets a cold, she passes it to Bruno and then I get it, which is really annoying as it leaves me feeling really rotten for a few days but I can't afford to take time off work. It got really bad in February of this year, when we all had colds continuously for nearly 2 months! One day on the school run I got talking to the mum of one of Bella's friend's, who said she used to be in the same situation. After a family trip to Germany she discovered Kaloba. Bella and I have been taking it at the first sign of a cold and it really seems to help ease our symptoms and has stopped colds interrupting my life so badly!"



This is Claire's personal experience; the benefits of this product have not been scientifically proven.

Fight Coughs & Colds with Kaloba®

Kaloba® is a range of **traditional herbal medicinal products** used to relieve the symptoms of upper respiratory tract infections including common cold, such as sore throat, cough and blocked or runny nose.

NEW
16s Pocket Pack



- ✓ The best researched herbal cough & cold medicine worldwide
- ✓ Contains Pelargonium sidoides EPs®7630
- ✓ Used to reduce severity of symptoms
- ✓ Available in 3 easy-to-take formats: oral liquid, syrup and tablets
- ✓ Kaloba® liquid and syrup are suitable for adults and children 6 years +
- ✓ Kaloba® tablets are suitable for adults and children 12 years +

For best results, Kaloba® should be taken as soon as you know you are getting a cold.

Kaloba that Cold!

For more information on Kaloba® go to www.kaloba.co.uk or call **01628 401980**

Kaloba® is a traditional herbal medicinal product used to relieve the symptoms of upper respiratory tract infections including common cold, such as sore throat, cough and blocked or runny nose, exclusively based on long-standing use as a traditional remedy.
Always read the label.

How to take Kaloba:

Kaloba® Oral Drops



Adults and children over 12 years:

Take 30 drops three times daily.

Children aged 6-12 years:

Take 20 drops three times daily. The correct dosage can be taken straight from a spoon or mixed with half a glass of water. The entire contents of the glass should be drunk straightaway. Take one dose in the morning, midday and evening. After the relief of symptoms, continue treatment for a further 2-3 days to prevent a relapse. However, treatment should not exceed two weeks. Hold bottle vertically. If drops come out too quickly, tilt bottle. Do not exceed the stated dose.

This product is not suitable for children under the age of 6 years.

Kaloba® Syrup



Adults and children over 12 years:

Take 7.5ml of the syrup three times daily (morning, midday, evening).

Children aged 6-12 years:

Take 5ml of the syrup three times daily (morning, midday, evening).

Shake the bottle well before use and use the measuring cup provided. After the relief of symptoms, continue treatment for a further 2-3 days to prevent a relapse. However, treatment should not exceed two weeks. Do not exceed the stated dose.

This product is not suitable for children under the age of 6 years.

Kaloba® Tablets



Adults and children over 12 years:

Take 1 tablet three times daily (morning, midday, evening).

Swallow the tablet whole with some water. Do not chew the tablet. After the relief of symptoms, continue treatment for a further 2-3 days to prevent a relapse. However, treatment should not exceed two weeks. Do not exceed the stated dose.

This product is not suitable for children under the age of 12 years.