

# Cold Virus Or Allergy Attack?

## How To Tell The Difference And Find Relief For Each

(NAPS)—Colds and allergies affect millions of Americans every year. At the first sign of symptoms, many people will take just about anything in their medicine cabinet for temporary relief. Distinguishing between cold and allergy symptoms, however, can sometimes be difficult.

What's the difference between the common cold and an allergy? An allergy is a physical reaction triggered by a substance known as an allergen. Some common allergens are pollens, indoor mold spores, dust mites and animal dander. Allergens enter the nose and throat causing an immunological response and immediate physical reaction such as sneezing or a runny nose.

The common cold, on the other hand, is caused by the rhinovirus that generally enters the body through the nose and resides in the nasal passages and cells. It then infects and re-infects the body for a period of several days, eventually overwhelming the body's immune system.

Since the symptoms of each often mimic one another, how do you tell the difference between an allergy and a cold? Here are a few tips:

- **Itchy eyes and nose**—Allergies often cause these symp-



toms, plus a constant watery post-nasal drip. Cold viruses do not produce itching symptoms and nasal discharge is usually thick.

- **Cold symptoms typically come on gradually**—and may be accompanied by a fever—allergy symptoms often hit quickly as seen in “sneeze attacks.”

- **Allergy symptoms can persist for weeks to months**—the typical lifecycle for a cold is 10 to 14 days.

Finding relief for colds and allergies can often be as difficult as distinguishing between the two. Following are a few helpful hints to help you stay healthy during the cold and allergy seasons:

- **Manage stress**—Rushing around trying to balance activities

can wear you down. Give yourself some time to relax every day.

- **Seasonal cleaning**—To reduce and prevent allergic reactions, remember to regularly wash bedding and use allergy-proof encasings when possible. Use a vacuum cleaner with a double-bagged high efficiency particulate (HEPA) filter.

- **Stock up on remedies that effectively treat each**—Two over-the-counter remedies receiving praise from doctors and consumers nationwide are Zicam Cold Remedy and Zicam Allergy Relief.

“The medical community is supporting alternative remedies that are clinically tested to be safe and effective treatments,” said Dr. Michael Seidman, Henry Ford Hospital. “For example, recent clinical studies have been published in peer-reviewed medical journals on homeopathic remedies such as Zicam cold and allergy products.”

By monitoring lifestyle, listening to their bodies, and making healthy choices, consumers nationwide can minimize their cold and allergy risk. This could be the season to start *getting well sooner!*

For more information about colds and allergies, log on to [www.zicam.com](http://www.zicam.com).