

# Health Bulletin

## Is Your Medicine Cabinet Set For Cold And Flu Season?

(NAPSA)—For everyone with a healthy interest in staying well, Len Horovitz, M.D., a pulmonary medicine specialist at Lenox Hill Hospital in New York City, offers advice on managing a cold:

- Exercise regularly to maintain your physical and mental health;
- Get plenty of rest and drink lots of water;
- Wash hands frequently to kill harmful viruses and bacteria;
- Take zinc drops with Zinc Gluconate Glycine (ZIGG™) at the first sign of a cold to reduce its duration and severity; and

• Consider natural cold remedies such as COLD-EEZE® instead of products with such potentially harmful drugs as phenylpropanolamine (PPA). In addition to the original cold drops, COLD-EEZE has introduced a new sugar-free version for diabetics and a new cinnamon gum.

The Zinc Gluconate Glycine, an exclusive formula in COLD-EEZE, is clinically proven to reduce the duration and severity of the common cold by 42 percent when used at the first sign of the condition. This translates to three less days of suffering with a cold.

“The best defense against the common cold is to be prepared to treat the symptoms at the first sign,” Horovitz says. “The first precaution to take before the sneezing and sniffing season strikes is to rake any old, expired and potentially unsafe cold prod-



**Taking zinc drops with Zinc Gluconate Glycine, like COLD-EEZE, at the first sign of a cold could help many people feel better faster, studies suggest.**

ucts out of your medicine cabinet, especially any containing PPA.”

### Cold Hard Facts

Citing potential health hazards, the U.S. Food and Drug Administration has advised consumers to stop using products with PPA, which was a common ingredient in many different brands. Many product packages also include warnings about the effects of pseudoephedrine, a prevalent ingredient in numerous cold medicines, for those with conditions such as high blood pressure, heart disease and diabetes.

In two double-blind, placebo-controlled studies conducted at the Cleveland Clinic and Dartmouth College and published in the

*Annals of Internal Medicine*, patients taking COLD-EEZE recovered completely from their colds more than three days faster, on average, than the patients who received a placebo. In addition, individual symptoms went away faster.

“The zinc formula in COLD-EEZE also takes the worry out of your cold remedy,” Horovitz explains. “On the other hand, products with decongestants can cause potential side effects such as sleeplessness, drowsiness and even elevated blood pressure.”

Although colds are more common during the winter months, cold weather and getting chilled have little or no effect on the development or severity of a cold. Most colds occur during the fall and winter because cold-causing viruses survive better when humidity is low, which is the norm during fall and winter.

“Antibiotics should never be prescribed for a cold. They are ineffective against viruses, including the cold virus,” Horovitz said. “COLD-EEZE actually helps people get better faster, unlike over-the-counter decongestants and antihistamines that provide only temporary symptom relief.”

COLD-EEZE cold drops are recommended by pharmacists four to one over its nearest competitor according to a *Pharmacy Times* survey.

Visit [www.coldeeze.com](http://www.coldeeze.com) for more information.