

A B C D E F G H Children's Health

Making Sure All The Medicine Goes Down

(NAPSA)—When a cold strikes, giving children medicine can be challenging. A recent survey by the National Association of Child Care Professionals and Taro Pharmaceuticals found that 61 percent of parents spill liquid medicine when administering it to their youngsters. More than half also reported their children resist taking medication.

With children averaging six to 10 colds a year—nearly three times as many as adults—that can add up to a lot of stained pajamas.

The National Institutes of Health reports that most colds occur during the fall and winter in the U.S. The seasonal variation may relate to the opening of schools and to cold weather. Contrary to popular belief, cold weather is not the culprit, but it prompts people to spend more time indoors, increasing the chances that viruses will spread, especially among children.

Naturally, parents want to provide quick relief of common cold symptoms, which can include fever, nasal discharge, difficulty breathing, swollen sinus membranes, sneezing, sore throat, cough and headache, and which



No more crying over spilled medicine: spill-resistant medication can be a real relief to both parents and children.

can last up to 14 days. A fever can climb to 102° in very young children, making it even more important to ensure they get the accurate dose of medicine.

“As a mother of three young children, I know how difficult it is to get a sick, cranky child to take his medicine,” said Dr. Jennifer Trachtenberg, a pediatrician and clinical instructor at Mt. Sinai Medical Center in New York City.

For stressed out parents, there is no longer any need to cry over spilled medicine. A new line of single-symptom children’s medicine for fever and pain, cough and congestion comes in spill-resistant formulas that pour easily and stay on the spoon, which helps ensure that the child gets the right amount of medicine.

ElixSure™, developed by Taro,

uses a patented NonSpil™ technology. Its unique formulation does not require shaking prior to use, which is an added benefit in accurate dosing. ElixSure also comes with a calibrated, flat-bottomed dosing spoon that fits comfortably into a child’s mouth.

Flavor is a key factor when it comes to getting children to take medicine. Most cold medicines today are flavored. ElixSure comes in bubble gum, grape and cherry flavors. Dr. Trachtenberg offers these additional tips to make sure children get the medicine they need to feel better.

- Do have cold medicines on hand and clean out the cabinet of any expired products.
- Do administer the dose based on your child’s weight rather than age.
- Do use the dosing instrument included with the medicine rather than a household spoon.
- Do use single-symptom formulas to avoid treating your child for a symptom he doesn’t have.

Always read the label before administering medication. When in doubt, call your pediatrician.

For more information, visit www.elixsure.com.