

# Cold Prevention Pointers

## No Coughing Matter: Tips To Kill The Cough This Cold Season

(NAPSA)—A cough associated with the common cold is more than just a nuisance. Coughs are the number-one reason people visit the doctor in the United States, and they have a serious impact on our lives.

In the workplace, the costs of coughing are high. According to a recent survey conducted by the makers of Halls cough drops, two-thirds of Americans say coughing makes them less productive. The same survey found 68 percent of Americans think people with a cough should not come to work. It is hard to imagine coughs affecting the economy, but they do: Colds and coughs cost the American economy more than \$40 billion per year.

Coughing carries high personal costs as well. Almost half of Americans surveyed agree that people who are out in public and keep coughing are inconsiderate or rude. Coughing can even impact our love lives. When it comes to courtship, half of those surveyed would have a negative impression of someone who kept coughing on a first date.

One possible source of the nation's aversion to coughing? Germs. Two-thirds of people said they feel embarrassed having a cough because they are spreading germs to others.

"It's clear that Americans do not like coughing—neither doing it nor being around it," said Dr. Brian Levine, medical director of The Cough Center in Orange County, Calif., the only independent clinic in the nation dedicated to the treatment of cough. "Some coughs are quite serious and people should see a doctor. For many other types



***Eighty-one percent of Americans do not want to be around someone who keeps coughing.***

of coughs, there are a number of things people can do to help relieve their symptoms."

Here are some of Dr. Levine's tips for killing the cough this cold season:

- **Don't spice it up:** Avoid spicy and fatty foods, which can increase mucus production and contribute to coughs.

- **Take one and pass one:** Use and share cough drops with menthol and advanced vapor action, like Halls, to stop coughs fast.

- **Chew, drink and breathe merry:** Chew sugarless gum, drink plenty of water and breathe steam from a pan or vaporizer to soothe and hydrate the airways and loosen phlegm.

"We all know how unpleasant coughing is. What is surprising is the extent of its social impact as shown by this survey," said Dr. Levine. "Fortunately, with proper care and treatment, many coughs can be addressed."