

Zinc: Protecting Your Family During The Cold Season And Beyond

(NAPS)—In 1789, Benjamin Franklin stated, “in this world, nothing can be certain, except death and taxes.”

It has also been said that there is no cure for the common cold. While that may be true, zinc taken at the first sign of a cold



reduces duration and symptom severity by 42 percent, according to a study by the Cleveland Clinic. Researchers studied 100 patients who had cold symptoms for less than 24 hours, giving half of the patients a zinc lozenge product called Cold-Eeze, and the other half a placebo. “It was a surprisingly dramatic effect. There was nearly a 50-percent reduction in the duration of the symptoms in the common cold, which went from 7.6 to 4.4 days,” reported Dr. Michael Macknin of the Cleveland Clinic.

One of the reasons zinc may be so effective in combating the common cold is that it serves as a critical ingredient to immune cell function while assisting in cell division and growth.

Besides Cold-Eeze, zinc is an active ingredient in other over-the-counter cold remedies, such as Zicam, and even Celestial Seasonings Complete Care Herb Wellness Tea.

For information on zinc and its many uses, contact the American Zinc Association at www.zinc.org.