



Natural Ways to Fight Cough & Colds

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Introduction

- Cough & Cold/Flu season runs from October to April
- Germs that cause cold and flu spread very easily:
 - o Direct contact with someone who has a cough, cold or the flu
 - o Touching anything that has been touched by someone who is sick
 - o Through the air when someone sneezes or coughs
- Building a strong immune system, and knowing how to avoid the spread of germs are your best defense against getting sick
- If you do fall ill, be prepared with natural solutions to fight symptoms



Is it a cold or the flu?

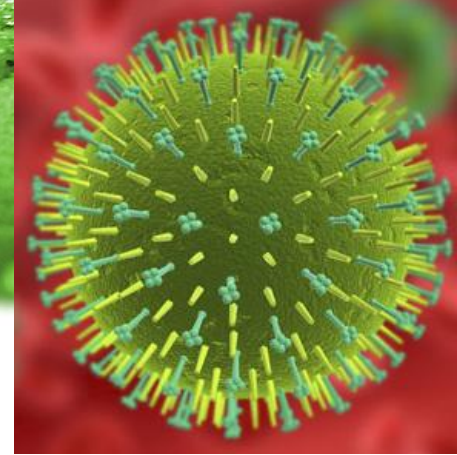
COLD - caused by a viral infection of the upper respiratory tract (lining of nose, throat, sinuses and large airways)

- Symptoms include:
 - Head congestion
 - Sore throat
 - Coughing
 - Sneezing
 - Tiredness
 - Aches and pains
 - Headache
 - Fever

FLU - acute viral infection of the respiratory tract caused by one of several strains of the influenza virus

- Symptoms tend to have a rapid onset (24-48 hours after infection)
 - Fever
 - Cough
 - Muscle pain
 - Fatigue
 - Headache

Cold & Flu Facts



- Estimated that between 3 to 7 million Canadians get the flu each year*
- Most adults get 1-2 colds per year; most children get 5-8[†]
- Difficult to treat or prevent the common cold with conventional medicine - viruses are varied and widespread
- Since antibiotics treat bacterial infections, they are ineffective for treatment of a cold or flu virus
- Over-the-counter medications for cough and cold won't cure infections; dangerous with misuse
- We are more prone to colds in the winter since cold viruses survive better in low humidity; cold temperatures keep us indoors where we are more likely to come into contact with germs



The Flu Shot

- Flu vaccine can decrease chance of infection and stop viral spread (particularly to immune-compromised individuals, elderly, children)
 - National Advisory Committee on Immunization recommends everyone over the age of 6 months be vaccinated
- However, sometimes flu vaccine is only 40-50% effective, since viruses that cause the flu are constantly changing
- Consult your health care practitioner for help in deciding if flu shot is right for you
- Whether you get the shot or not, there are many preventative measures you can take to prepare for flu season



Cough & Cold Survival Guide



Start with the Basics...



HANDS-OFF!

- Always wash hands with warm, soapy water for **at least 20 seconds**
- Cold and flu viruses spread through hand-to-hand contact and through droplets of air when someone sneezes or coughs
- **Avoid touching** your eyes, nose or mouth, and **use a tissue** when sneezing or coughing
- For on-the-go protection, carry an **anti-bacterial hand sanitizer** to keep hands germ-free
- According to the WHO, if you wash your hands you're 24% less likely to get a respiratory infection and 45-50% less likely to get a stomach bug

Start with the Basics...



DRINK UP!

- Keeping hydrated is essential during cold and flu season
- When dehydrated, your nasal passage is prone to cracking, allowing viruses to sneak in and cause infection
- When you're sick, hot fluids such as tea, broths and soups can help relieve chest infection and nasal congestion by loosening mucus
- Fevers can also cause dehydration, so be sure to drink extra fluids
- **Aim for at least eight cups (2 litres) of fluid each day**
 - Water
 - Orange juice
 - Tea with lemon and honey
 - Soup/Broth

Start with the Basics...



EAT WELL, SLEEP WELL

- A healthy, well balanced diet is important year round for optimal health, but it's especially important during cold and flu season
- **Aim for 7-10 fruits and vegetables per day** → chock full of nutrients to keep your immune system strong and prepared to fight infection
- **Aim for 7-9 hours of restful sleep** → helps your body ward off infection and fight symptoms if you do get sick



Other tips



STEAM INHALATION

- Pour boiling water in a large bowl; inhale vapors by placing a towel over your head
- Add 5-6 drops of eucalyptus essential oil for antimicrobial effect
- Steam clears out congested sinuses; moisturizes nasal passage, lungs

HUMIDIFIER

- During the winter months the air loses humidity:
 - Dry nasal passages → germs seep into cracks in nose
 - Dry airways → strenuous to breathe and dry coughing
- Running a cool-mist humidifier, particularly at night, can help you breathe easier to get a more restful sleep

Stop a Cold Before it Starts



The Sunshine Vitamin



- Vitamin D is a fat soluble vitamin obtained from sun exposure or through food/supplements
 - Most foods naturally contain very small amounts of vitamin D
 - Milk, egg yolks, fatty fish (i.e. salmon)
- Sun exposure limited during winter months; many factors block production from sun:
 - Sunscreen use, heavy clothing, clouds/air pollution, dark skin pigmentation, window glass
- Evidence suggests current vitamin D recommendation for healthy adults (600 IU/day) is too low
- Adults should supplement at least 1,000 IU/day in fall and winter
- Children should supplement with 400 IU daily

Vitamin D: Coughs & Colds



- Vitamin D levels lower in winter months → cough and cold season
- Vitamin D may help prevent colds and flu by boosting body's immune defense system
 - Adequate levels of vitamin D activate antimicrobial peptides, which then fight off bacteria and viruses
- Canadian Health Measures Survey (2010):
 - 4% of Canadians aged 6 to 79 were vitamin D deficient
 - 66% of Canadians not getting enough to vitamin D to prevent major diseases, such as cancer (97% deficient by end of Feb)
- Vitamin D supplementation necessary during cold and flu season to help your body defend itself against invading germs

Jamieson Vitamin D

- Formulated with Vitamin D₃ → The same form naturally produced in the body during exposure to sunlight
- Vitamin D₃ more bioavailable than Vitamin D₂, which needs to be converted into D₃ in the body
- Only Jamieson uses Quali[®]-D, the world's premium, natural vitamin D₃.

Liquid



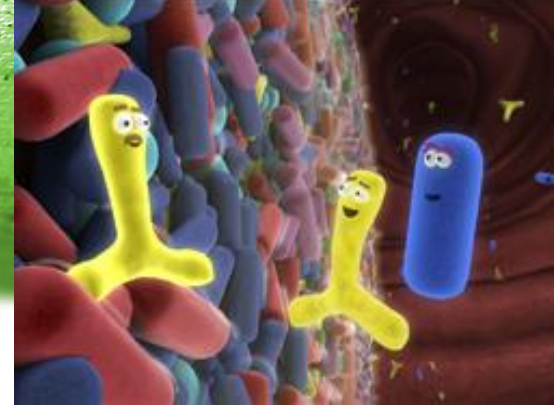
Chewables



Softgel



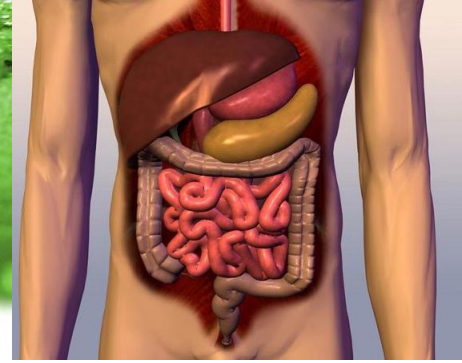
Probiotics: The Good Bugs



Probiotics & Immunity

- To strengthen your immune system, try a daily probiotic supplement
- These “good” bacteria help ward off cold and flu bugs by inhibiting growth of harmful bacteria and viruses in the digestive tract
- More than 400 species of bacteria live in your digestive system
- Probiotics have also been indicated for:
 - Maintaining general health
 - Preventing diarrhea caused by acute infections and/or antibiotic use
 - Lactose intolerance
 - Irritable Bowel Syndrome (IBS) and Inflammatory Bowel Disease (IBD)
 - Food allergies
 - Eczema
 - Candidiasis (vaginal yeast infections)

Probiotics and Illness



How does a healthy digestive tract prevent illness?

- Probiotics help breakdown, absorb and digest nutrients from food, all of which contribute to overall health and energy
- Healthy bowel presents natural barrier against “bad” bacteria and toxins entering bloodstream; also help to constantly repair bowel lining
- Probiotics produce antibodies that account for nearly 30% of our immunity; increase production of anti-viral cells that fight infection
 - Institute for Physiology and Biochemistry of Nutrition (2005) → Participants who took a probiotic supplement daily for at least three months experienced shortened duration of the common cold by almost two days and had less severe symptoms

Probiotic Supplements



Why do you need to supplement with probiotics?

- Many factors (stress, unbalanced diet, antibiotics) can disrupt normal balance of bacteria in the body → reduces their protective effects; lowers effectiveness of immune system
- Yogurt with live active cultures is a source of probiotics; but most do not contain clinically tested strains of bacteria (with proven health benefits), nor do they offer therapeutic levels of probiotics
- Probiotics are also found in miso, kefir and sauerkraut but many people do not consume these foods

Choosing a Probiotic Supplement

- ✓ Choose clinically tested bacterial strains
- ✓ Look for a mixture of *Bifidobacterium* and *Lactobacilli* strains to ensure entire digestive system is populated with good bacteria
- ✓ Guaranteed cell count (CFU) until expiry
- ✓ “Gastro-protected” supplements ensure probiotics survive passage through the stomach intact
 - Stomach acid will kill off bacteria, gastro-protection ensures that *all* probiotic cells reach the intestine
- ✓ Shelf stable probiotics do not require refrigeration → cells are protected and will not die off at room temperature
 - Perfect for travel & great to keep in your purse or desk

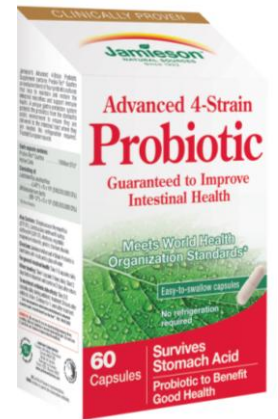
Jamieson Probiotics

- Probiotic supplements need to be taken daily in order to replenish the good bacteria in your digestive tract



Jamieson Probiotic Sticks Convenient, no water needed, dissolves directly in the mouth. Also clinically shown to reduce stress-related gastrointestinal symptoms

Jamieson Advanced 4-Strain Provides four probiotic cultures to help maintain and restore intestinal balance of good bacteria



- Other Jamieson probiotics formulas: Chewable Strawberry Yogurt flavour, Probiotic 10 Billion, Probiotic 30 Billion, Acidophilus Probiotic Complex & Super Strain Acidophilus

Nature's Favourite Remedy

Vitamin C



- Vitamin C may not prevent common cold, but has been shown to reduce duration of a cold and severity of symptoms
- Found in fruits (oranges, cantaloupe, kiwi, grapefruit, strawberries) and vegetables (broccoli, cauliflower, red pepper, tomato juice) → dark green, red and yellow!
- Many people don't get the recommended 7-10 servings/day (~50-100 mg vitamin C/serving)
- Try having fruit or vegetable at every meal and snack; use bagged lettuce/pre-cut vegetables or frozen/canned vegetables
- To treat a cold, take 1,000 mg time-released vitamin C 1-2 times/day
- For maintenance, take 500 mg daily

What To Do When Symptoms Hit



No More Sore Throats

Zinc Lozenges

- Cold and flu season can mean dry, sore throats for many people
- Dissolving a zinc lozenge in your mouth can provide quick relief and has also been shown to reduce other symptoms of the common cold:
 - Coughing
 - Headaches
 - Runny noses
 - Sore throat
- Choose lozenges that have five to ten milligrams of zinc gluconate or zinc citrate per lozenge
- Do not exceed 10 lozenges/day



The Immune Enhancer

Echinacea



- If you feel cold and flu symptoms coming on, take Echinacea to help minimize the duration of symptoms and alleviate sore throats
- Echinacea Angustifolia is a wildflower native to North America and known for its traditional medicinal benefits
- Increases production of infection-fighting cells, leaving your body better prepared to fight off cold and flu viruses
- Echinacea is important for both prevention and treatment of symptoms

Jamieson FluShield™

Not all Echinacea products are equal!

- Jamieson FluShield™ is a groundbreaking, natural flu-fighting formula that boosts the immune system to better resist viral infections
 - It is from a premium and uniquely effective form of *Echinacea angustifolia* – selected from among 40 plant genotypes for its high concentration of immune-boosting polysaccharides
 - The only flu-defence product formulated with proprietary, NPN-approved echinacea



Jamieson FluShield™



Not all Echinacea products are equal!

- Jamieson's active ingredient in FluShield™ is the result of over ten years of scientific research and scrutiny
- Highest level of polysaccharides → polysaccharides are known to boost the immune system in humans
- No isobutylamides (immune-suppressing compounds found in many plants including Echinacea species)
- Patented raw material specially made and grown by Indena, exclusive to Jamieson in North America, starting with its launch in Canada

Jamieson FluShield™



Dosing Tips

- Intended for adult use only
- Take one capsule, three times daily for up to 21 days
- Ideal time to start taking it is within 24 hours of the onset of symptoms
- FluShield™ can be taken along with other preventative measures such as getting the flu shot:
 - Study published in *Alternative Medicine Review* - Individuals who got the flu shot while taking Jamieson's patented Echinacea experienced an improved immune response to the shot
 - This means that taking both measures in the same season can protect you better than taking none or only one of these proven flu protectors

Other Natural Health Products

Siberian Ginseng

- This type of ginseng may help to prevent a cold or flu by stimulating the immune system → increases production of infection-fighting cells
- Always look for a standardized extract (650 mg three times daily)

Garlic

- Traditionally used in herbal medicine to relieve symptoms associated with upper respiratory tract infections → sulfur compound “allicin” boosts the immune system
- Odourless Garlic (500 mg twice a day)



B vitamins

- B vitamins are important for energy production
- High stress levels depletes B vitamins → leads to fatigue, stomach upset and lowered immunity to colds and viral infections
- Timed Release B Complex (100 mg once a day)

Conclusion

Be Prepared This Cold and Flu Season!

- Wash hands for a minimum of 20 seconds
- Stay hydrated
- Eat 7 – 10 fruits and vegetables
- Get 7 – 9 hours of restful sleep
- Build up your immune defense:
 - Vitamin D, Probiotics, Vitamin C
- Natural remedies fighting cold and flu symptoms:
 - Zinc Lozenges & Echinacea (FluShield™)
 - Garlic, Ginseng, B vitamins





Questions?

Thank you

For more information:
www.jamiesonvitamins.com

