

Beef up against the cold and flu

EVERY year, up to 30% of the population will catch influenza, with incidence of flu peaking from April to June and October to December.

The flu and the common cold are both viral infections of the upper respiratory tract. The influenza virus causes flu, whereas the rhinovirus sparks off the cold.

Many people do not know how to properly differentiate between the flu and the cold. Initially, the flu may seem like a common cold with a runny nose, sneezing and sore throat. But though the cold can be a nuisance, one usually feels much worse off when down with the flu.

The initial symptoms for both are a runny nose, sneezing, sore throat and cough. The flu virus is more virulent and usually develops faster than a cold. It is usually also accompanied by high fever, fatigue and weakness, and muscle aches and pains.

The primary objective in flu remedy and cold is to reduce the duration of the symptoms and improve your quality of life. One of the most troubling effects of flu is the prolonged cough that follows. This is because the use of antibiotic

the body's resistance increases and can ward off the flu and cold virus. Generally for colds, this product will assist recovery in one or two days while the flu usually takes longer, which is about three to five days to recover.

Flu may lead to secondary bacterial infection, and old people and children are especially susceptible individuals. Both these groups have weaker immune systems and the flu can prove to be fatal in young children, the elderly and those with underlying chronic illnesses. Here are some tips to help boost your immunity:

- Eat right and sleep tight
A poor diet and bad night's sleep can lower your immunity and make you more vulnerable to infections. Generally, it would do well for adults to settle with seven to eight hours of sleep per night. Older children and teenagers need between nine and 10 hours every night. A balanced diet includes fruits and vegetables, whole grains and small amounts of lean protein.

- Regular exercise
Regular cardiovascular exercise such as walking, biking, aerobics helps boost your immune system. Even if you do come down with the flu, there

will be less severe symptoms and you will recover faster than those who aren't as fit. The multifunctional herbal combination from Germany may be taken to help cushion the flu attack. This was extensively used during the recent H1N1 infection to strengthen the immune system.

- Limit air travel
Researchers say that the decreased numbers of air travel passengers during the fall of 2001 actually slowed the spread of the flu as well as delayed the start of the flu season by several weeks. Limit your air travel during the height of the holiday travel season. If you must travel, this herbal product can help protect you by reducing your risks of contracting any infection.

- Avoid crowds during flu season
The flu spreads easily wherever people congregate, and this could mean childcare centres, schools, office buildings, auditoriums, even cruise ships. Avoid crowds wherever possible at the peak of the flu season and you reduce your chances of infection.

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It is believed that strengthening the body's immune system can ward off viral attacks and relieve the symptoms.

and the flu infection itself weakens the immune system. Clinical studies have shown that by strengthening the immune system, the recovery from the cough will be faster.

Now you can use a German herbal combination to shorten the duration of the flu and cold. Backed by 20 clinical papers, this product has been prescribed by German physicians for the last 50 years since it was developed by Erich Schaper and Albert Brummer.

The unique blend of herbal extracts helps activate the immune system. In doing so,