

Natural Remedies Blow Colds Away

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OREGON GRAPE

Blood purifier and fever-buster

This herb has a high content of the alkaloids, berberine, hydrastine and canadine, which have strong antibiotic activity against a wide variety of harmful organisms including staphylococcus, streptococcus, chlamydia, salmonella and candida. Berberine's action against some of these pathogens is actually stronger than that of antibiotics commonly used for these foreign invaders.

VITAMIN C

Prevention and relief

Numerous studies have proven the effectiveness of vitamin C in higher dosages for the prevention and relief of cold and flu symptoms.

Researchers from Heber City, Utah reported that vitamin C decreased cold and flu symptoms reported by 85 per cent of men and women.

A New form of vitamin C has been developed and patented in the USA that has proven particularly effective - Ester-C is a buffered form of vitamin C that reduces the acidity and is especially gentle on the stomach.

This enables the user to take higher levels without gastrointestinal discomfort.

ECHINACEA

For super immunity

A number of reviewed studies have demonstrated improvements in health among those using the herbal remedy, echinacea, including reductions in the incidence and duration of colds.

For example, one eight week double-blind study in 109 subjects showed a decrease in the incidence of colds, with the echinacea group reporting half the number of incidences of "pronounced respiratory infections requiring absence from work or bed rest".

LICORICE

for cough relief

Licorice is a helpful remedy for coughs as it acts as an expectorant, facilitating the movement of mucus from the respiratory tract. Additionally, licorice has anti-microbial, immune boosting and adrenal supportive properties.

ST JOHN'S WORT help for sad days

SAD or Season Affected Disorder is now widely recognized as a cause of depression during the winter months.

A two-page spread in Newsweek (May 5, 1997) entitled, "A Natural Mood Booster," described the success and safety of a herb called St. John's Wort (*Hypericum perforatum*) in treating depression.

Newsweek reports, "It's been popular for about 15 years in Europe as a natural remedy for depression. In Germany, where it's currently the leading treatment, physicians write some three million prescriptions a year-25 times the number they write for Prozac."

ZINC COMPLEX

Immunity & anti-viral

Zinc is involved in virtually every aspect of immunity.

Zinc supplementation produced a significant restoration of serum thymulin (a hormone produced by the thymus gland). Typically, as we age the level of thymulin and other immune-enhancing thymus hormones decrease. The reduction of these hormones leads to an impaired immune system. Zinc like vitamin C, also

possesses direct antiviral action. This includes antiviral activity against several viruses that cause the common cold.

Lifestyle changes to avoid infections include regular handwashing, drinking plenty of water and limiting sugar intake.

“When the cold season reaches us , sometimes the simplest remedies, such as vitamin C and Echinacea, can have the best results,” says Keith Woolley, Director, Boots Herbal Stores (an authorised Viridian stockist). www.ethicalvitamins.co.uk

[You can find this press release here](#)