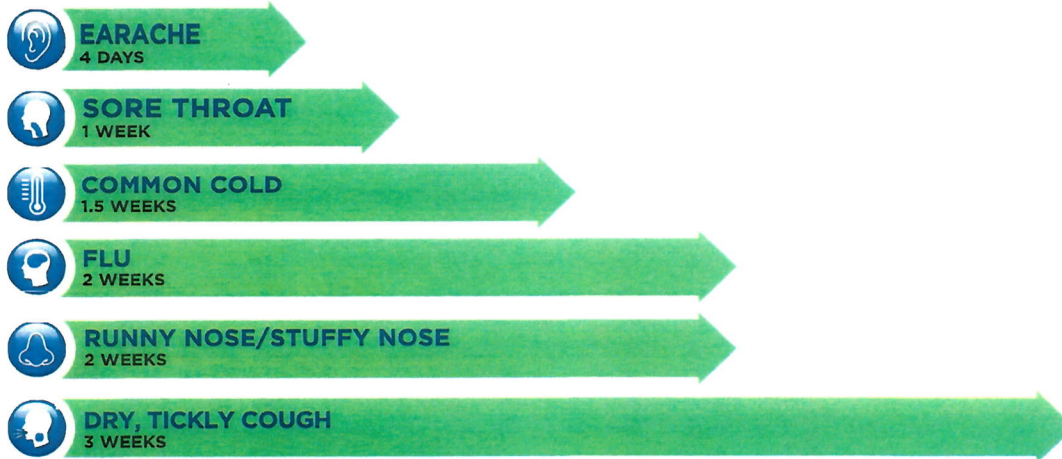


MOST COLDS, SORE THROATS, AND COUGHS ARE CAUSED BY VIRUSES,¹⁻⁶ SO ANTIBIOTICS WON'T WORK⁷

Cold and flu symptoms may last for more than a few days, as your immune system can take a while to tackle the infection. If you have any concerns, please see your healthcare provider right away.⁸⁻¹³



GET EFFECTIVE RELIEF FOR YOUR SYMPTOMS USING THE **A B C** APPROACH:

- A** ASSESS YOUR SYMPTOMS AND TELL YOUR HEALTHCARE PROVIDER
- B** BEAT YOUR SYMPTOMS WITH EFFECTIVE PRODUCTS TAILORED TO YOU
- C** CARE FOR YOURSELF—DRINK PLENTY OF FLUIDS AND REST

LISTEN TO YOUR HEALTHCARE PROVIDER— ONLY TAKE ANTIBIOTICS IF YOU NEED TO

- When you take antibiotics, bacteria in your body can become resistant to the antibiotic.^{14,15} These antibiotic-resistant bacteria can stay in your body for up to 1 year¹⁶
- The resistant bacteria can be spread¹⁷ to family and friends, making it harder to treat them


References: 1. Ebell MH, et al. JAMA. 2000;284:2912-2918. 2. Van Gageldonk-Lafeber AB, et al. Clin Infect Dis. 2005;41:490-497. 3. Kenealy T, Arroll B. Cochrane Database Syst Rev. 2013;6:CD000247. 4. Scott JG, et al. J Fam Pract. 2001;50:853-858. 5. Baron S. Medical Microbiology 4th edition. Chapter 93. Infections of the Respiratory System. 1996. University of Texas Medical Branch at Galveston, Galveston, Texas. 6. Creer DD, et al. Thorax. 2006;61:75-79. 7. Hildreth CJ, et al. JAMA. 2009;302:816. 8. Respiratory tract infections (self-limiting): prescribing antibiotics. Clinical guideline 69. National Institute for Health and Care Excellence. <https://www.nice.org.uk/guidance/cg69>. Published July 2008. Accessed July 2018. 9. Spinks A, et al. Cochrane Database Syst Rev. 2013;11:CD000023. 10. Macy E. Perm J. 2012;16:61-66. 11. Flu symptoms & complications. Centers for Disease Control and Prevention. <https://www.cdc.gov/flu/consumer/symptoms.htm>. Updated February 29, 2019. Accessed July 2018. 12. Gwaltney JM, et al. JAMA. 1967;202:494-500. 13. Arruda E, et al. J Clin Microbiol. 1997;35:2864-2868. 14. Global action plan on antimicrobial resistance. World Health Organization. <https://www.who.int/antimicrobial-resistance/publications/global-action-plan/en/>. Published 2015. Accessed July 2018. 15. Zaman SB, et al. Cureus. 2017;9:e1403. 16. Costelloe C, et al. BMJ. 2010;340:c2096. 17. Antimicrobial resistance. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance>. Published February 15, 2018. Accessed July 2018.

Reference number: UK/CC-NHS/0818/0005
Date of preparation: August 2019.

Produced and distributed by RB with the support of GRIP, which was convened and funded by RB. Reckitt Benckiser has funded and supported the development of this material, including review of content for code compliance. The views and opinions represent those of the Global Respiratory Infection Partnership (GRIP) and are not necessarily the views of Reckitt Benckiser as the sponsor.

The Global Respiratory Infection Partnership (GRIP) is an international group of healthcare professionals committed to reducing inappropriate antibiotic use for respiratory tract infections in primary care and the wider community, helping to counteract antibiotic resistance.

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HOW CAN I PREVENT A COLD OR FLU?

You never know where you might catch a cold or flu. Easily spread through the air and on surfaces from droplets made when an infected person coughs, sneezes, or talks, the cold and flu virus is highly contagious—but that doesn't mean you have to get sick.

Take these simple steps to protect yourself and your family:

- **Get vaccinated.** The yearly flu vaccine is your first line of defense against flu viruses. Everyone 6 months of age and older should get vaccinated for the flu
- **Wash your hands.** Throughout the day, make sure to wash your hands with soap and water. This really is one of the best ways to keep a cold from spreading
 - **How you wash matters.** Wet your hands and apply some soap. Now, vigorously rub your hands together, all over. Keep it up for 20 seconds. Just about the time it would take you to sing “Happy Birthday” twice. Then rinse well under running water and dry your hands. If you can, use a paper towel to turn the faucet off
 - **No sink? No worries.** Use an alcohol-based hand wipe or gel
- **Disinfect surfaces.** The flu virus can live on surfaces for up to 48 hours. So, make it a habit to disinfect countertops and other surfaces that get touched often, such as phones, TV remote controls, light switches, and faucets
- **Separate dirty clothes.** Keep clean clothes away from dirty laundry, as germs can be transferred through contact
- **Keep germs from spreading.** Don't touch your eyes, nose, or mouth, since that's where viruses can enter your body to make you sick. Also, if someone at home is sick, ask them to cover their nose and mouth when they cough or sneeze

SOURCES:

Centers for Disease Control and Prevention website. www.cdc.gov. Accessed May 7, 2015.

Hygiene Council website. www.hygienecouncil.org. Accessed May 7, 2015.

Flu.gov website. www.flu.gov. Accessed May 7, 2015.



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MANAGE COLD SYMPTOMS AND GET RELIEF

Although there are no vaccines or approved antiviral drugs against cold viruses, the symptoms of infection can be managed to provide some relief during the infection period.

Relief for Colds

- Expectorants can relieve chest congestion
- Antihistamines can relieve runny nose
- Pain relievers to ease headaches/body aches and reduce mild fever
- Decongestants and nasal sprays to reduce nasal and airways congestion
- Cough syrups to control coughing and cough spasms
- Stay hydrated by drinking lots of fluids
- Eat chicken soup — It's not a myth
- Get plenty of rest to give your body and immune system a better chance to fight the infection
- Make yourself comfortable by adjusting the room temperature and humidity
- Soothe the sore throat with a salt water gargle
- Nutritional supplements such as vitamin C, zinc lozenges, and Echinacea capsules are reported to assist in alleviating cold symptoms and supporting recovery

Which ingredients are best for which symptoms?

Symptoms	Ingredient(s)
Chest Congestion	Guaifenesin
Cough	Dextromethorphan
Wet Cough	Guaifenesin + Dextromethorphan
Sinus Pressure and Congestion	Guaifenesin + Pseudoephedrine
Fever	Acetaminophen

SOURCE: **Mayo Clinic website**. www.mayoclinic.org. Accessed May 7, 2015.



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I HAVE A COLD. HOW LONG UNTIL I FEEL BETTER?

When it comes to a cold, the time it takes to get better might feel like forever. Most symptoms are caused by inflammation and mucus and are part of your body's way of fighting infection. With different symptoms affecting you, it can take anywhere from a few days to a couple of weeks to feel better:

Chest Congestion

A buildup of mucus in the chest that causes wet cough

Usually lasts 7-10 days

Earache

Dull or burning pain inside the ear

Usually lasts 3 days

Sore throat

Throat feels sore or tender, difficulty swallowing

Lasts up to 1 week

Runny nose/nasal congestion

Inflammation of mucosa causing a blocked nose or constant runny nose

Usually lasts 1-2½ weeks

Dry/tickly cough

Unproductive cough

Lasts up to 3 weeks

Treat symptoms the moment they become disruptive to your daily routine with the appropriate over-the-counter medications so you can begin to feel better, sooner.

Call your doctor if your symptoms have not improved after 7-10 days or have gotten worse.

SOURCES:

National Institute for Health and Care Excellence Clinical Guideline 69. Respiratory tract infections - antibiotic prescribing. Issued July 2008.

Mayo Clinic website. www.mayoclinic.org. Accessed May 7, 2015.



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HOW CAN I TELL IF I HAVE ALLERGIES OR A COLD?

It can be difficult to tell if your symptoms are caused by a cold or seasonal allergies. However, there are certain signs and symptoms that can help to distinguish colds from allergies.

The chart below lists how often certain symptoms are caused by colds or seasonal allergies.

Symptoms	Colds	Allergies
Cough	Usually	Sometimes
Body aches and pains	Sometimes	Never
Fatigue	Sometimes	Sometimes
Itchy eyes	Rarely	Usually
Sneezing	Usually	Usually
Sore throat	Usually	Sometimes
Runny nose	Usually	Usually
Fever	Rarely	Never
Duration	3-14 days	Weeks

Seasonal allergies differ from colds in that they appear mostly in the spring and fall when pollen and mold are most prominent. In contrast, colds can be caught at any time after contact with infected people or exposure to objects or droplets in the air that contain cold viruses. Allergies to food or pollen and ragweed are caused by your immune system becoming “sensitized” to allergens over time. Skin tests performed in your doctor’s office can identify if you are sensitive to certain allergens.

When you have a cold, it’s important that you treat early. You can use expectorants for chest congestion and pseudoephedrine for sinus pressure. In tandem with medications, you should get as much rest as possible. Additionally, keeping hydrated allows your body to keep mucus moving. When mucus stays still in your body, that’s when it causes problems and discomfort. The earlier you treat your cold, the more likely mucus is to keep moving, which may help you feel better faster.

SOURCE: **National Institute of Allergy and Infectious Diseases website.** www.niaid.nih.gov. Accessed May 7, 2015.



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