



## Clues For Combating The Common Cold

(NAPSA)—If your kids are like most, the Centers for Disease Control and Prevention predicts they'll get three or more colds this year. While there's still no cure, there are steps that parents can take to ease the symptoms.

First, know a cold when signs arise. Symptoms typically include cough, watery nasal mucus, sneezing, sore throat and fatigue. While not typical, fever can occur in children, as well.

Next, consider these tried-and-true options:

- Make sure your child gets plenty of rest.

- Give plenty of liquids.

- Use a humidifier in your child's bedroom at night. The humid environment will help to keep your child's nose and chest clearer, making it easier to breathe.

- Elevate your child's head during rest, which can help him or her breathe more comfortably.

- Try an over-the-counter cough and cold syrup—if you can.

### The Problem

According to a new Harris Poll survey of U.S. parents with children ages 4 to 13, almost 40 percent say it isn't always easy to give their children over-the-counter liquid cough and cold medicines, with one in four saying their children complain that liquid medicines taste bad.

### A Solution

To help, there's now a line of over-the-counter cough and cold medicines for children formulated with trusted, effective ingredients and 10 percent real cocoa for a real chocolate taste to help make it easier to get children to take the medicine they need.



**Children may be more willing to take their medicine when they like the taste.**

Dye-free, alcohol-free and gluten-free, it's called Dr. Cocoa for Children and is available in three formulas:

- Long-Acting Cough Relief is for the non-drowsy, temporary relief of coughs due to minor throat and bronchial irritations as may occur with a cold. It's intended for use in children ages 4 to 13.

- Daytime Cough+Cold Relief is for the non-drowsy, temporary relief of coughs due to minor throat and bronchial irritation as may occur with a cold, along with nasal congestion (stuffy nose). It is for use in children ages 4 to 13; use in children under the age of 6 should be on the advice of a doctor.

- Nighttime Cough+Cold Relief temporarily relieves cough due to minor throat and bronchial irritation as may occur with a cold, sneezing, nasal congestion, runny nose and itchy, watery eyes, to help children rest. Intended for use in children ages 6 to 13.

All three are available at stores nationwide.

### Learn More

For further facts and a coupon, visit [www.drcocoa.com](http://www.drcocoa.com).

Although Dr. Cocoa™ tastes good, it is an FDA-regulated medicine. Parents should use it as directed, and keep it and all medicines safely out of the reach of children. For specific questions about dosing or formulations, parents should speak with a pediatrician.