A Season For Sharing

(NAPSA)—Cold and flu season is in full swing, which means people will be sharing more than just holiday cheer. Every year, more than 62 million cases of the common cold are reported in the U.S., according to the National Institute of Allergy and Infectious Diseases, and as many as 24 million people report suffering from a sore nose. All that nose blowing and wiping can make a nose feel sore and add to the discomfort and misery of the common cold.

While there are steps you can take to alleviate the discomfort associated with a cold—drinking plenty of hot liquids, taking a cold remedy and getting plenty of rest—your poor sore nose may suffer. Reaching for a soft, soothing tissue may offer your nose a bit of relief.

In addition to reaching for a tissue, here are three simple tips to help you through cold and flu season:

1. First, blow your nose. Wipe your nose with a soft tissue. Be careful not to rub too hard. Then, blow as hard as you can to get the mucus out.

2. To soothe sore, chapped skin, apply lip balm, moisturizer or any unscented medicated lotion.

3. Share selectively. Germs are awfully easy to spread, and nobody wants to share a cold. On the other hand, if you know someone

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who's coming down with a cold, share those home remedy necessities! You can help stock up on cans of soup or herbal tea—you can even send a Kleenex Share Pack for free online at www.kleenex. com/SoftnessWorthSharing while supplies last.

The Softness Worth Sharing promotion is designed to encourage sharing with anyone, anywhere in the U.S. and Canada. To participate, consumers can visit Kleenex.com and follow the simple directions to send a free Share Pack to someone special. Everyone who sends a Share Pack will receive a free sample of new Kleenex Cool Touch tissue and they can track the chain of sharing they've inspired via an interactive map. Last year, more than 1 million people shared the softness with friends and family.