

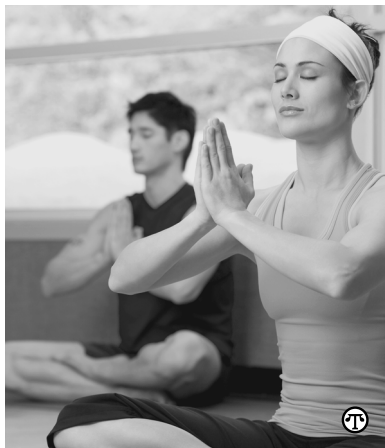
# Health Awareness

## Some Natural Advice On Fighting Coughs And Colds

(NAPSA)—According to a report by the American Medical Association, the common cold costs the American economy more than \$40 billion each year due to missed days from school and work, as well as visits to the doctor. With that kind of loss in productivity, it's no surprise that Americans are actively looking to minimize the effects of their coughs and colds to keep themselves from being slowed down.

One option that has become increasingly prevalent in the search for cough and cold relief is the idea of “self-nurturing”—that is, remedies that help people feel good emotionally while functionally treating cough and cold symptoms. As a result, Americans have steadily been gravitating toward products and remedies with natural elements to help deliver a sense of security along with reliable effectiveness.

“It’s clear that Americans feel a responsibility to themselves and others to keep coughs and colds to a minimum,” said Dr. Brian Levine, medical director of The Cough Center in Orange County, Calif., the only independent clinic in the country dedicated to the treatment of cough. “In the past year, my patients have been most interested to learn about the



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variety of natural options available to suppress and soothe coughs and colds, and they have been pleasantly surprised to learn how simple and convenient it can be.”

Dr. Levine suggests the following tips and advice for fighting coughs and colds using more natural approaches:

- **Relax and Rest:** Utilize relaxation techniques, such as massage, yoga and meditation, and make sure you consistently get at least seven hours of sleep each night.

- **Eat a balanced diet:** Increase consumption of nutrient-dense foods to help ensure adequate micro and macro nutrient intake to help support your immune system.

- **Carry Fast Relief in Your Pocket:** Take a cough drop like HALLS Naturals™ with 100 percent natural menthol, which starts working within 10 seconds to provide fast cough and sore throat relief. It’s available in four great-tasting flavors to keep your taste buds happy, too.

- **Read and Rejuvenate:** Reading an inspirational book while you are sick in bed can help boost your endorphin level and also take your mind off your illness, providing you relief and an escape from your cold.

“Coughs and colds are more than just an inconvenience to a person’s body. A nasty cough, or even just feeling under the weather, can affect your mood and productivity the entire day,” said Dr. Levine. “Fortunately, by practicing these easy tips, a person can feel better quickly.”

For more information and tips on how to help you and your family feel better this cough and cold season, visit the HALLS Family Resource Center at [www.gethalls.com](http://www.gethalls.com).