

Coldefenxin

VA-085

Decreases the severity and duration of cold and flu symptoms

Key Points:

- Combination of natural herbal remedies, vitamin C and zinc to relieve the symptoms of cold/flu by boosting and strengthening immune response, and by exerting antiviral and anti-inflammatory effects.
- Highly concentrated Echinacea (20:1 extraction ratio) which provides effective dose at the onset of cold and flu symptoms in fewer capsules.

Indication:

For people suffering from cold/ flu.
For people who are at high risk of catching a cold/flu, such as hospital workers or those with family members infected with cold/flu.

Recommended Treatment:

Adults - Take 1 capsule every 4 hours, or as directed by a health care practitioner.

For people experiencing the first onset of cold or flu symptoms.

Focus Treatment:

Adults - Take 2 capsules every 3-4 hours during the first 2 days of symptoms. Then take 1 capsule every 4 hours for as long as symptoms last, or as directed by a health care practitioner.

Description:

Coldefenxin contains natural active ingredients that have been proven effective in numerous clinical trials to help cold/flu patients by increasing the body's immune response against invading pathogens, controlling oxidative stress and exerting anti-inflammatory effects.

Highly concentrated 20:1 echinacea and quintozene-free American ginseng extracts are the foundation ingredients for this highly effective formulation, which also contains high dose vitamin C and zinc. All these ingredients have been shown to be effective in boosting and strengthening the immune system and helping to fight against cold/flu viruses.

Quantity: 70 | Dosage Form: Vegetarian Capsules

Ingredients (per capsule):

Echinacea Extract 20:1 (<i>Echinacea purpurea</i>) (whole plant)	60 mg
(equivalent to 1200 mg dried echinacea)	
American Ginseng Extract (<i>Panax quinquefolius</i>) (root)	75 mg
(standardized 10% ginsenosides) (quintozene free)	
Zinc (zinc gluconate)	7.5 mg
Vitamin C (as ascorbic acid)	200 mg
Rosemary Extract (<i>Rosmarinus officinalis</i>)	30 mg
(aerial parts) (6% rosmarinic acid)	

Non-Medicinal Ingredients: L-leucine, pullulan/ hypromellose (capsule)

Suggested Use:

At the onset of a cold, take 1 capsule every 4 hours, or as directed by a health care practitioner. Usage for longer than three weeks is not recommended.

Vegetarian formulation.

Coldefenxin is most effective when taken right at the onset of a cold or flu, as it can strengthen the immune system and inhibit the growth of the virus, resulting in shorter severity and duration of the cold/flu symptoms and complications. It can also be used to boost the immune system during cold/flu season or when around people with cold/flu, lessening the chances of becoming severely ill.

Echinacea

Echinacea purpurea has been used for years to treat colds, flus and infections, especially of the respiratory tract. Studies have shown that echinacea aids in the instantaneous augmentation of the immune response to pathogens by causing an increase in the number of circulating white blood cells, activation of phagocytosis by human granulocytes, production of cytokines by macrophages, and secretion of chemokines.

Echinacea works by boosting immune response at the first sign of cold/flu, and taking a focused dose at the onset is very crucial to its effectiveness.¹ Taken as a prophylaxis, Echinacea can lower the likelihood of experiencing a clinical cold by

55%² and taken at the onset of the first symptoms related to a cold, the total daily symptom scores (10-point scale) were found to be 23.1% lower in the Echinacea group than in placebo. Response rate to treatments was greater in the Echinacea group, suggesting that Echinacea is most effective at lessening the severity and duration of the common cold when taken early in the illness.³

Much of the controversy related to the effectiveness of Echinacea for is the timely initiation of treatment. Medication must be started immediately after occurrence



of the first symptoms of a cold for maximum benefit.² Another crucial factor is the dosage. Many Echinacea products on the market use dosages that are too low to be useful. Coldefenixin contains a highly concentrated 20:1 Echinacea extract.

American Ginseng

American Ginseng contains oligosaccharides that have demonstrated immune-modulatory effects, including the stimulation of immunoglobulin production by lymphocytes and the enhancement of natural immune responses by macrophages. Moreover, in a recent study on human peripheral blood mononuclear cells cultured with live influenza virus, American ginseng extract was shown to be effective at enhancing the production of IL-2 and IFN- γ , which are major T-cell and natural killer cell cytokine responses associated with virus-elicited adaptive immunity.⁵

It has been shown that American ginseng (200 mg twice daily) can reduce the risk of acute respiratory illness of elderly participants (> 80 years) in an institutionalized setting by 89%.⁴ Additionally, 400 mg/day of American ginseng for a period of 4 months at the onset of the flu season can reduce the mean number of colds per person, the severity of symptoms (4 point scale; 77.5 vs. 112.3 in the placebo group), and the number of days cold symptom was reported (10.8 days in ginseng group vs. 16.5 days in the placebo group).⁵

American Ginseng is also able to help maintain the body's oxidative status by possessing direct and indirect antioxidant functions, and reducing the duration of inflammatory symptoms from common cold and yielding faster relief.⁶

Zinc

A strong antioxidant, zinc is also known to play a central role in the immune system. Zinc-deficient persons experience increased susceptibility to a variety of pathogens. Studies show that zinc deficiency results in not only decreased lymphocyte concentrations, but also in depressed T- and B-lymphocyte function.

Zinc has been clinically proven to suppress inflammation in the respiratory tract caused by human rhinovirus.⁷ Administration of zinc also shortens the duration and severity of cold symptoms, providing both prophylactic and therapeutic effect against the common cold.⁸

A trial involving 100 patients administered 13.3 mg of zinc gluconate (equivalent to 1.9 mg of zinc) to patients at the onset of a cold. The results showed that the time to complete resolution of symptoms was significantly shorter in the zinc group than in the placebo group (median, 4.4 days compared with 7.6 days), demonstrating zinc's treatment effect at the onset of a cold.⁸

Vitamin C

Vitamin C's ability to boost immune function and prove prophylactic effect against the common cold/flu is well known. It has been evaluated in numerous studies and shown to affect the immune system by enhancing proliferative responses of lymphocytes and interferon production, as well as preventing defects in neutrophils.⁹

High cellular concentration of vitamin C and its rapid decline in plasma and leukocytes during stress and infection also suggests a role in the process of immune response. Vitamin C is found to be a stimulant of leukocyte functions, especially of neutrophil and monocyte chemotaxis.¹⁰

Vitamin C is also a well-known antioxidant that can help to reduce the oxidative stress resulting from immune response within the cells.

Rosemary

Rosemary contains anti-oxidative properties which can neutralize free radicals produced by immune activation. The addition of rosemary works synergistically with the other active ingredients to protect the body from oxidative damage, and also helps to prevent oxidation of the other active ingredients. Rosemary is also known to have anti-microbial effects.

Cautions:

Consult a health care practitioner in cases of autoimmune disorders, progressive systemic diseases, if taking immunosuppressants or if symptoms persist. Do not use if allergic to Asteraceae (daisy) family, or if pregnant or breastfeeding. Zinc supplementation can cause copper deficiency.

References:

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The information in this guide is for use by health care practitioners as a reference only.