

Safe and Reliable Cough Cold and Flu Medicine for Children Still

NEWTOWN SQUARE, Pa., Oct. 18 /PRNewswire/ -- Many parents are left questioning how to safely administer cough, cold and flu products to their children this winter. The U.S. Food and Drug Administration (FDA) recently raised concerns over patterns of misuse leading to overdose. Although initial focus was centered on infants younger than 2 years of age, an FDA panel convened on October 18 to review safety for cough suppressants, decongestants and antihistamine agents in children younger than 6 years of age.

(Photo: <http://www.newscom>.)

Click Here to Download Image "Antihistamines cause drowsiness and dry mouth while decongestants may act like a stimulant. Suppressing the cough interferes with the body's way of clearing the lungs, and these medications should be used sparingly," writes Lauren Feder, M.D., in *Natural Baby and Childcare* (Hatherleigh Press, 2006). In her book, this Los Angeles general practitioner, whose patients primarily consist of children, recommends using homeopathic medicine as one of several safe treatment options.

Homeopathic medicines, which include over-the-counter (OTC) drugs for cough, cold and flu symptoms, are made of micro-doses of natural ingredients. This type of medicine is generally considered one of the safest choices for self-treatment. They do not contain any of the ingredients under question for use with youngsters that are commonly found in other OTC decongestants and antihistamines.

"They work in a different way," explains Dr. Feder about homeopathic medicines. "The principle is that the body knows what to do best for itself. Rather than suppressing symptoms, these medicines work with the body by sending it a signal to help rebalance itself. What I like about using a homeopathic medicine is that there is no risk of overdosing, nor does it interact with another medication."

For years, Dr. Feder has recommended Oscilloccinum?, one of the best-selling homeopathic medicines in U.S. natural markets. With a safety record of 65 years in the French market and 20 years in the U.S. market, Oscillo?, as it's also known, is supported by clinical studies and has no reported side effects. Dr. Feder says she's seen great results and has never seen a negative reaction in her practice.

"It's an OTC that can be useful for nearly everyone in the family household-from 2 to 102. Because homeopathic medicines are not body-mass dependent, there's no need to give more or less medicine depending on body weight," says Dr. Feder. "Oscillo works best when taken at the first sign of fever, chills and body aches. And there's no wrestling with kids to take it either because they love the taste of Oscillo's melt-away pellets."

Oscillo is regulated as a drug by the FDA.(1) A 2006 survey of pharmacists through Pharmacy Times magazine ranked Oscillo as the number one pharmacist-recommended homeopathic flu medicine.

To take quick action, parents can conveniently pick up Oscillo in the adult section as a family medicine on shelves nationwide in most supermarkets, pharmacies, health food stores and general merchandise stores. Consumers can visit the new www.Oscillo.com Web site for a coupon or to find the nearest store that carries Oscillo.

Boiron's complete winter product line, which includes Children's Chestal? cough syrup, can be found primarily in health food stores and independent pharmacies nationwide.

About Boiron

Boiron, world leader in homeopathy, is a \$500 million public company with 3,700 employees in more than 60 countries. It produces more than 1,500 homeopathic medicines. For more than 70 years, Boiron has been committed to funding scientific research and educating the public and healthcare professionals on homeopathic medicines. As a pharmaceutical company, Boiron maintains the highest standards in manufacturing, complying with U.S. Food and Drug Administration regulations, the Homeopathic Pharmacopoeia of the United States and drug Good Manufacturing Practices.

Footnote

(1) U.S. Food and Drug Administration Sec. 400.400. Conditions under Which a Homeopathic Drug May be Marketed (CPG 7132.15).

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Pharmaceutical Co., Ltd., Shandong green leaves from the R D center to Shandong Province natural medicines engineering technology research centers and Yantai University School of medicine, we have traversed a course of the past five years. Over the past five years, we learned from the laboratory construction started, the survival and development of pressure, experienced a difficult start-up process; Over the past five years, from scratch, at present, has been in possession of a well-trained research and development of innovative drugs specialized talent, already have advanced, including NMR the equipment, already has accumulated a number of technical achievements. Be proud to say: We have taken the first step of victory; We have built a successful enterprise as the main platform for research and development of innovative drugs, we have become the influential natural medicine research and development bases. In the course of life, five years is short, look back on the entrepreneur s footsteps, every one of us should feel enriched and proud. The research and development of innovative drugs in China has just started as a national pharmaceutical industry technology innovation Explorer, and the historical responsibility requires us to catch up with the accelerating pace. As a vibrant and dynamic team, we aspire to academic exchanges and create a college-research atmosphere, Therefore, we hope the academic session with colleagues closer contacts and exchanges.

About the Author

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