



## New natural treatment for common colds

Mundipharma launches mundicare® Cold Defence nasal spray

When taken at the first signs of a cold, mundicare® Cold Defence Nasal Spray is clinically proven to: Shorten the duration of a cold by up to 2 days<sup>1-3</sup> It also helps: Reduce up to 99 per cent of cold viruses from the nasal lining within 3-5 days<sup>1-3</sup> Prevent colds by forming a protective barrier in the nasal lining to trap common cold viruses, helping the body's natural defences eliminate them Reduce the severity of common cold symptoms<sup>4-5</sup>

Thanks to its natural formulation, mundicare® Cold Defence Nasal Spray: Is preservative, steroid and medicine free Can be used during pregnancy and breastfeeding<sup>7</sup> Antibiotic resistance is an ongoing problem in Australia GPs prescribe antibiotics at a rate up to nine times higher than the current guidelines recommend<sup>8</sup> In a recent study more than 50 per cent of people with colds and upper respiratory tract infections were prescribed antibiotics, despite having no benefit in infections caused by viruses<sup>9</sup> Over prescription of antibiotics can contribute to antimicrobial resistance.<sup>9</sup>

Video explaining how mundicare® Cold Defence Nasal Spray works Mundipharma has introduced a new early treatment to help families stay healthy and fight against the common cold. Common colds are viral infections that typically affect adults two to four times per year and children as often as five to 10 times each year.<sup>10</sup> The burden of a cold can be even more pronounced in the elderly, children and those with existing illnesses or risk factors. Clinical trials including more than 350 adults and children have shown that mundicare® Cold Defence Nasal Spray reduced the duration of colds by up to two days and reduced severity of symptoms in children and adults<sup>1-3</sup>. It also led to up to 99% reduction in the amount of virus found in the nasal lining after 3-5 days<sup>1-3</sup>. The treatment contains the natural ingredient iota-carrageenan, also called Carragelose™, derived from red seaweed. It is available in adult and children's formulations and is recommended for use at the first sign of symptoms. Professor Ronald Eccles, who established the Common Cold Centre at Cardiff University in 1988 and has been involved in over 120 clinical trials for over 30 years, said "This is an exciting development in the fight against the common cold." Jane Orr, Managing Director of Mundipharma Australia and New Zealand, said "Every year the common cold puts pressure on families, drains productivity and sick leave, and interferes with daily life," Ms Orr said. "As an early treatment to manage colds, mundicare® Cold Defence Nasal Spray can help keep families and workplaces healthy and productive." Most existing common cold treatments only target symptoms rather than underlying infections, and many over the counter cough and cold medicines are restricted to children over six years old. mundicare® Cold Defence is preservative, steroid and medicine free. mundicare® Cold Defence can be purchased from leading pharmacies across Australia and retails for \$14.95. Always read the label. Use only as directed. If symptoms persist, see your healthcare professional.

About Mundipharma Mundipharma is a member of a global network of independent associated companies, which are engaged in research, development, production and marketing of prescription medicines and consumer healthcare products. Established as a leader in the development and provision of medicines for pain, we have expanded our portfolio to include a range of effective products in across pain, oncology, ophthalmology, respiratory, hydration, first aid and common cold. For more information please visit: [www.mundipharma.com.au](http://www.mundipharma.com.au). For media inquiries please contact: Rob Bates Mb. 0422 196 238 Email [Rob.Bates@mundipharma.com.au](mailto:Rob.Bates@mundipharma.com.au) For product information please contact: Joern Packcross Mb. 0457 700 467 Email [Joern.Packcross@mundipharma.com.au](mailto:Joern.Packcross@mundipharma.com.au)

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