

Immune support

Children could have 3-8 cold infections a year, and adults 2-4 colds annually. ^{5a}
2 in 3 children between 6 months and 2 years of age are not eating food that supports their rapidly growing bodies. ^{6a}

Eating a healthy, balanced diet is critical for a strong immune system and overall wellbeing, but sometimes we may need some support when the system becomes strained. When our immune systems are compromised, we are more prone to infections such as colds and flu, and it is even harder to fight these infections. ^{6a,7a,b,c} We know that vitamins and minerals are crucial for a healthy immune system ^{7d,8a} but as we find the cells representing almost 70% of our entire immune system in our gut, this seems to be a very important place to start. ^{9a}



ViralGuard's combination of ingredients supports a healthy immune system through maintaining the immune system, antioxidant activity, and assisting to reduce cold and flu symptoms. ^{4a}



Immunity from plants

β-Glucan occurs naturally in various plants, but also as a part of the cell walls of bacteria and fungi. ^{11a} β-Glucan activates the immune system and increases the body's immune defense. ^{11b,c,d}

Pelargonium and **Elderberry** are plant extracts that has proven to improve cold symptoms and help to reduce the time absent from work or school. ^{12a,b,13a,b}

Echinacea has been clinically studied over the past 50 years and has proven to effectively stimulate the immune system ^{14a,b}

Propolis contains flavonoids that are powerful antioxidants and play an important role in the maintenance of a healthy immunity. ^{15a}

Immunity from gut bacteria

Our gut is the home of many beneficial bacteria, that interact with our immune cells to make sure that our immune system matures and functions correctly. The bacteria's effect on the immunity continues during our lifetime and has a significant impact on whole-body health. ^{10a,b} An imbalance of beneficial bacteria and pathogenic bacteria or a loss of good gut bacteria, however, leads to reduced immunity. ^{10c}

Immunity from Vitamins and Minerals

Vitamins play a significant role in building immunity, and these include vitamins A, C, D, E, B₆, B₁₂ and folate. Together with the trace elements selenium, zinc, and iron they contribute to the body's natural defences on three levels by supporting physical barriers (skin/mucosa), cellular immunity and anti-body production. ^{16a}

Selecting a product to boost immunity

When selecting a product to support you and your family's* immunity, look for a brand that harnesses all the support that is offered to us by nature, and utilise it to build a strong immune system and ensure overall wellbeing.

- Probiotics
- β -Glucan
- Herbal extracts
- Vitamins A, C, D, E, and especially the B vitamins^{16a}
- Minerals, especially zinc, selenium and iron^{16a}



Viralguard tablets ^{1a,8b,c}

- Contains a combination of probiotics, β -Glucan, Echinacea, Elderberry, and various vitamins and minerals.
- The combination of ingredients supports a healthy immune system through balancing the gut bacteria, antioxidant activity, and assists in reducing cold and flu symptoms.



Viralguard fizzi chew ^{8b,c, 2a}

- Contains a combination of probiotics, Elderberry, Propolis and various vitamins and minerals.
- The combination of ingredients supports a healthy immune system through balancing the gut bacteria, antioxidant activity, and assists in reducing cold and flu symptoms.



Viralguard throat spray ^{3a,b}

- Contains Elderberry, Pelargonium and Peppermint extracts and zinc
- Assist in the protection of the body by targeting the sensitive membrane deep in the oral cavity and throat, where the first signs of cold and flu symptoms appear.
- Its soothing, protecting action provides a feeling of relief to sore and irritated throats.



Viralguard Syrup ^{4a}

- Contains a combination of Echinacea, Elderberry, Propolis and various vitamins and minerals, including various B vitamins, zinc and iron.
- The combination of ingredients supports a healthy immune system through activating the immune system, antioxidant activity, and assists in reducing cold and flu symptoms.



#Based on a survey of 6 000 Home Tester Club members in February 2019, Viral Guard was ranked the number one brand for protection from colds and flu in South Africa

*Adults and children from 1 years.

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References:

1. ViralGuard Tablets information leaflet. 2. ViralGuard Fizzi Chews information leaflet. 3. ViralGuard Throat Spray information leaflet. 4. ViralGuard Junior Syrup information leaflet. 5. Meneghetti A. Upper Respiratory Tract Infection. Medscape [Online]. 21 June 2018. Available from <https://emedicine.medscape.com/article/302460-print>. Accessed 2020/01/28. 6. Poor diets damaging children's health worldwide, warns UNICEF. UNICEF MEDIA HOME [Online]. Available from https://www.unicef.org/southafrica/media_22345.html. Accessed 2020/01/28. 7. Fletcher J. how to stay healthy with a weak immune system. MedicalNewsToday [Online]. 10 April 2019. Available from <https://www.medicalnewstoday.com/articles/324930.php#takeaway>. Accessed 2020/01/28. 8. Winkler P, de Vrese M, Laue Ch, Schrezenmeir J. Effect of a dietary supplement containing probiotic bacteria plus vitamins and minerals on common cold infections and cellular immune parameters. *Int J of Clin Pharmacol and Therap* 2005;43(7):318-326. 9. Vighi G, Marcucci F, Sensi L, et al. Allergy and the gastrointestinal system. *Clinical and Experimental Immunology* 2008;153(1):3-6. 10. Kelly D, Conway S, Aminov R. Commensal gut bacteria: mechanisms of immune modulation. *TRENDS in Immunology* 2005;26(6):326-333. 11. Akramiené D, Kondrotas A, et al. Effects of β -glucans on the immune system. *Medicina (Kaunas)* 2007; 43(8):597-606. 12. Patrick G, Hickner J. This obscure herb works for the common cold. *The Journal of Family Practice* 2008;57(3):157-161. 13. Flos Sambuci. WHO Monographs Volume 2 [Internet] 1999. Accessed 2020/01/15. Available from <https://apps.who.int/medicinedocs/en/d/Js2200e/>. 14. Radix Echinaceae. WHO Monographs Volume 1. [Internet] 1999. Accessed 2020/01/15. Available from <https://apps.who.int/medicinedocs/en/d/Js2200e/>. 15. Wagh VD. Propolis: A Wonder Bees Product and Its Pharmacological Potentials. *Advances in Pharmacological Sciences* 2013; 1-11. ArtID308249. <http://dx.doi.org/10.1155/2013/308249>. 16. Maginnis S, Wintergerst ES, Beveridge S, Hornig DH. Selected vitamins and trace elements support immune function by strengthening epithelial barriers and cellular and humoral immune responses. *British Journal of Nutrition* 2007;98(1):S29-S35. 17. HMC. Immune booster research report. 2019.

ViralGuard Tablets. Each tablet contains: probiotics blend consisting of: *Lactobacillus rhamnosus* Bifidobacterium longum 1 Billion cfu; echinacea extract 80 mg; beta 1.3 glucans 5 mg; elderberry extract 4:1 20 mg; garlic extract 4:1 12.5 mg; vitamin A 1110 IU, pyridoxine HCl (Vitamin B6) 2 mg; cyanocobalamin (Vitamin B12) 2 µg; vitamin C 150 mg; vitamin D 1.66 µg; vitamin E 10 mg; folic acid 150 µg; biotin 100 µg; iron as ferrous lactate 2 mg; zinc oxide 3 mg; selenium AAC 20 µg.

ViralGuard Fizzi Chews. Each tablet contains: probiotics blend consisting of *Lactobacillus rhamnosus*; *Bifidobacterium longum* 100 million cfu (colony forming units); elderberry extract 20.0 mg; propolis extract 5.0 mg; beta carotene 10 % 4.1 mg; vitamin A 140 µg; thiamine (vitamin B1) 0.9 mg; riboflavin (vitamin B2) 1.0 mg; pyridoxine (vitamin B6) 1.0 mg; vitamin B12 0.2 µg; vitamin D3 9.0 µg; vitamin E 17.0 mg; nicotinamide 10.0 mg; folic acid 200.0 µg; biotin 40.0 µg; calcium pantothenate 10.0 mg; vitamin C 65.0 mg; zinc oxide 5.40 mg; magnesium oxide 48.2 mg; iron as ferrous fumarate 2.3 mg; selenium A.A.C 29.0 µg; calcium carbonate 16.0 mg; manganese sulphate 0.58 mg.

ViralGuard Throat Spray. Each 1 ml contains: elderberry extract 250 mg (*Sambucus nigra*); pelargonium extract 136 mg (*Pelargonium sidoides* 12.5 %); peppermint oil 10 mg (*Mentha piperita*); zinc 1 mg.

ViralGuard Junior Syrup. Each 5 ml contains: propolis concentrate 300 mg; echinacea powder 150 mg; elderberry extract 4:1 2.5 mg; vitamin A 180 µg RE; thiamine (vitamin B1) 0.7 mg; riboflavin (vitamin B2) 0.8 mg; nicotinamide (vitamin B3) 10 mg; pantothenic acid (vitamin B5) 1.5 mg; pyridoxine HCl (vitamin B6) 0.75 mg; cyanocobalamin (vitamin B12) 1 µg; vitamin C 30 mg; vitamin D3 5 µg; vitamin E 5 mg; L-arginine 2.5 mg; folic acid 75 µg; selenium 8.2 µg; biotin 60 µg; zinc 2 mg; iron 1.92 mg.

This unregistered medicine has not been evaluated by the South African Health Products Regulatory Authority for quality, safety or intended use. 202001291011512.

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