

# Busy mums never take a day off sick: new research by Sambucol reveals working mums are most dedicated profession

Submitted by: Tiger White PR

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With the cold and flu season fast approaching, busy working mums refuse to let illness get the better of them, according to new research by Sambucol the black elderberry extract.

The poll of 3,000 people found that working mums are the profession least likely to take a day off sick, choosing to soldier on whatever the state of their health. Whether it's juggling a career with family life or taking responsibility for the housework and childcare, it would seem that Britain's mums don't let an attack of the sniffles get in their way.

The survey also revealed that people working in customer services were the most likely to take a day off sick days than any other profession, closely followed by bank staff.

Electronics employees, scientists and social services staff completed the top five professions most likely to succumb to illness with something as trivial as the common cold enough to make them hide their heads under the duvet.

Dr Serene Foster, expert immunologist and herbalist says: "With so many people relying on them it's no wonder that so many mums feel they cannot afford to be ill. When you start to feel run down, it's your body's way of telling you to take it easy, so not taking a day off when you need to may mean you'll feel under the weather for longer."

The survey by Sambucol, Black Elderberry Extract, also revealed that the average employee works at least four days a year when they should be recovering from a sick bug at home, with a staggering 57 per cent citing guilt as the main reason for not calling in sick. The thought of a doubled work load on their return was enough to prevent a quarter of people questioned from staying at home.

Dr Serene Foster explains: "Nobody likes having to call in sick, but in the long term a day off when you are genuinely ill will help you recuperate faster. As we approach the season when coughs and colds are rife, your colleagues will be sure to thank you for staying at home if you are nursing a nasty cold".

She continues: "Maintaining a healthy immune system is vital if you are going to try and stay on top form this winter, when cold and flu bugs are all around you. Black elderberries have been traditionally used to protect against a range of viral ailments because of their natural immune health properties. Recent research has confirmed that these dark purple fruits contain twice the natural antioxidant capacity of blueberries and significantly more than cranberries, making them an excellent addition to your winter health routine."

## MOST LIKELY TO TAKE A DAY OFF (five days or more a year)

1. Customer services, 33 per cent
2. Bank staff, 32 per cent
3. Electronics, 29 per cent

4. Scientists, 28 per cent
5. Social services, 24 per cent
6. Bus drivers, 23 per cent
7. Librarians, 22 per cent
8. Secretaries, 20 per cent
9. Marketing and PR, 20 per cent
10. Catering, 19 per cent

#### NEVER HAD A DAY OFF SICK

1. Working mums 84 per cent
2. I.T. technicians, 48 per cent
3. Shopkeepers, 46 per cent
4. Advertising, 45 per cent
5. Engineers, 41 per cent
6. Human Resources, 40 per cent
7. Call centre workers, 40 per cent
8. Nurses, 39 per cent
9. Recruitment, 38 per cent
10. Teachers, 37 per cent

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#### Notes to editors

Sambucol is a natural black elderberry liquid extract proven by clinical research to help support and maintain a healthy immune system. It is the only Black Elderberry Extract to be clinically tested.

Dr Serene Foster is a qualified Immunologist with 28 years experience in medical research at some of the country's leading Institutions, including: The John Radcliffe Hospital in Oxford; The Imperial Cancer Research Fund; Imperial College School of Medicine at St Mary's Hospital, London; St Georges Hospital Medical School, London and lately at Leicester University in Immunotoxicology. Dr Serene Foster is also a registered member of the National Institute of Medical Herbalists (NIMH) and of the College of Practitioners of Phytotherapy (CPP) and currently is the Principal Medical Herbalist at Hydes Herbal Clinic in Leicester.

Sambucol is available in the following formulations

- Sambucol® Original £8.49 for 120ml available from Tesco, Nutri Centre and all good health food stores and independent pharmacies
- Sambucol® Immuno Forte containing vitamin C and zinc £8.99 for 120ml available from Boots, Holland & Barrett, Nutri Centre and all good health food stores and independent pharmacies
- Sambucol® Sugar Free £8.49 for 120ml available from Boots, Nutri Centre and all good health food stores and independent pharmacies

- Sambucol® for Children containing vitamin C £8.49 for 120ml available from Nutri Centre and all good health food stores and independent pharmacies
- Sambucol® Lozenges containing vitamin C £8.49 for 30 lozenges available from Nutri Centre and all good health food stores and independent pharmacies