

# New natural medical breakthrough in treatment of the common cold and coughs

Submitted by: Pegasus Public Relations (Worthing)

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Adults are likely to catch between two and four colds per year and children as many as eight (1). Around one in 20 colds (1) will develop into a secondary infection such as bronchitis. Recent guidance from NICE recommends that doctors defer from prescribing antibiotics straight away for sore throats, sinus trouble, coughs and colds in adults and children; Kaloba® is a new weapon in the battle against upper respiratory tract infections that can be used to fight coughs and colds naturally.

Kaloba® is the only MHRA registered traditional herbal medicine\* containing Pelargonium available in the UK to treat the symptoms of upper respiratory infections such as coughs, colds, sore throats and runny nose, reducing the severity of the symptoms and shortening their duration. Studies have shown that Kaloba® can also help prevent secondary infections such as chronic bronchitis. (2,3,4)

Clinical studies have shown that Kaloba® has a triple action effect (2)

- 1) Stimulates secretion: loosens mucus containing viruses and bacteria.
- 2) Anti-viral: stimulates killer t-cell production, they attack viruses.
- 3) Anti-bacterial: prevents attachment and multiplication of bacteria.

Kaloba® is available in easy to administer oral drops, which can be added to water or taken directly from a spoon. It can also be given to children six years and over, relieving the symptoms of coughs and colds that are so prevalent in childhood.

Dr Mike Dixon, GP and chairman of the NHS Alliance says: "People often visit their doctor with a cough or cold but there isn't much we can do. In most cases antibiotics are of no use and the best advice is to get under the duvet, drink plenty of fluids and sweat it out. A new registered herbal medicine for respiratory infections such as colds, offers sufferers an alternative to antibiotics that they know is both safe and effective and produced to a high standard."

Kaloba® contains an extract from the root of the Pelargonium sidoides plant, a species related to the geranium and native to South Africa. In clinical trials, it has been shown that Pelargonium extracts have anti-microbial and anti-viral actions that help to relieve the symptoms of upper respiratory tract infections, shortening their duration.

Paul Kerry, Managing Director of Schwabe Pharma (UK) Ltd, commented, "Kaloba® has been available in Germany, under the brand name Umckaloabo, for a number of years where it is the number one cough and cold medicine".

Kaloba is a traditional herbal medicinal product used to relieve the symptoms of upper respiratory tract infections including common cold, such as sore throat, cough and blocked or runny nose, exclusively based upon long-standing use as a traditional remedy. Always read the label

Kaloba® contains Pelargonium sidoides root extract EPs 7630 and is priced at £7.99 for 20ml. Kaloba® should be taken at the first sign of a cold. Dosage: 30 drops orally, 3 times a day. Dosage in children

six years and over: 20 drops orally, 3 times a day. Kaloba® is available from Boots stores nationwide, for further information visit [www.kaloba.co.uk](http://www.kaloba.co.uk)

#### References

1 <http://www.bbc.co.uk/health/conditions/commoncold.shtml>

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3 Bereznoy, V.V., Riley, D.S., Wassmer, G. and Heger, M., Efficacy of extract of *Pelargonium sidoides* in children with acute non-group A beta-hemolytic streptococcus tonsillopharyngitis: a randomized, double-blind, placebo-controlled trial. *Altern Ther Health Med*. 2003 Sep-Oct; 9(5):68-79

4 Matthys, H., Eisebitt, R., Seith, B. and Heger M., Efficacy and safety of an extract of *Pelargonium sidoides* (EPs 7630) in adults with acute bronchitis. A randomised, double-blind, placebo-controlled trial. *Phytomedicine*. 2003; 10 Suppl 4:7-17. *Phytomedicine*. 2003; 10 Suppl 4:18-24.

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