

# Put a spring in your step with Sambucol - The black elderberry extract to help you bounce back from bugs -

Submitted by: Tiger White PR

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Spring forward in good health with Sambucol - the black elderberry extract supported by clinical research that helps to maintain a healthy immune system.

If you survived the winter season's onslaught of bugs, the last thing you want to do is catch something in time for spring; it is just as important to maintain a healthy immune system as the warmer weather approaches. Many of us will be exposed to a whole host of new bugs, and 1 in 4 of us will catch a cold during the season<sup>1</sup>. Air conditioned offices, planes and trains all increase our chances of coming down with a bug that your immune system may not be prepared to fight off.

Black elderberries have been used for centuries as a home remedy to help maintain good health as they contain a high level of natural antioxidants known as anthocyanins, which help maintain a healthy immune system.

And as the black elderberry has twice the antioxidant capacity of blueberries and significantly more than cranberries<sup>2</sup>, Sambucol should be your step to preventing springtime sniffles when your immune system needs it the most.

In addition to their antioxidant properties, further health benefits of black elderberries were discovered 20 years ago by a leading virologist. This research revealed that the berries may contain a unique compound which coats viruses and limits their ability to penetrate and infect healthy cells.

Today the benefits of this compound and the antioxidant properties of black elderberries are preserved through a unique manufacturing method to produce a black elderberry extract, which can be found in Sambucol.

Available in liquid and lozenge formats Sambucol is suitable for all the family and when taken daily can help maintain a healthy immune system all year round.

Expert immunologist and registered medical herbalist Dr Serene Foster says: "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 even higher levels of anthocyanins than blueberries and have almost twice the antioxidant capability of cranberries, making them an excellent addition to your daily routine.

For more information on Sambucol visit [www.sambucol.com](http://www.sambucol.com) and for research on clinical trials on black elderberry visit the website [www.blackelderberry.info](http://www.blackelderberry.info).

- 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

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#### References

1 <http://www.cardiff.ac.uk/biosi/subsites/cold/summercold.html>

2As measured by Oxygen Radical Absorbance Capacity (ORAC) – the method of measuring antioxidant capacities of different foods.

The values given for total ORAC are as follows:

Elderberries - Total-ORAC (umol TE/100 g) 14,697

Blueberries - Total-ORAC (umol TE/100 g) 6,552

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