

Protect yourself against flu viruses

Submitted by: Tiger White PR

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Black elderberries could hold the key to staying well through a pandemic

With winter only just behind us and another flu pandemic looming over us, it's important we are doing everything we can to boost our immune system and beat flu bugs fast. Thankfully there's a natural way to do both quickly and easily.

Clinical studies show that black elderberries could hold the key to combating flu viruses, and one black elderberry extract manufacturer has stockpiled over 130 tonnes of raw materials – that's 2.5 million bottles – in preparation for a potential flu pandemic.

In a recent randomised, double blind, placebo controlled study, black elderberry extract was shown to reduce the duration of influenza by around four days². This study adds weight to earlier research which found that within three days, the symptoms of influenza were relieved in nearly 90 per cent of cases treated with black elderberry extract, compared to six days in the placebo group³.

Black elderberries are thought to contain a unique compound, which coats viruses and prevents them from penetrating and infecting healthy cells. As a result viruses, such as flu, are unable to replicate. The body's white blood cells are then able to ingest the infected cells, effectively removing the virus from the body.

Black elderberries also contain high levels of natural antioxidants known as flavonoids which help strengthen the immune system against attack; indeed the black elderberry has twice the antioxidant capacity of blueberries and almost twice the antioxidant capability of cranberries⁴.

Expert immunologist and registered medical herbalist Dr Serene Foster says: "Black elderberries have been traditionally used to help protect against a range of viral ailments, including flu, because of their natural immune health properties. Recent research has confirmed that these dark purple fruits contain a unique compound which helps the immune system to fight back against various strains of flu."

For more information and research on clinical trials on black elderberry visit the website www.blackelderberry.info

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References:

1 Presented at the 2008 Retroscreen Virologt conference

2 2004 (Zakay-Rones)

3 1995 (Zakay-Rones)

4 As 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