surviving the season

Staying well throughout cold and flu season, which typically runs from November to March and peaks in February, calls for you to be on your best defense. Even if you’ve had your flu shot, you still need protection from germs that can cause colds and other illnesses. If you do get sick, you want quick relief so you can get on with your life. Meijer makes it easy to survive the season of sniffles, sore throats and hacking coughs by offering products you and your family need throughout the cold and flu season ... and beyond.

At Meijer, you’ll find all your health needs in one convenient location. When you use mPerks, the savings can really add up.
stock your cabinet

Before you find yourself under the weather, make sure you’re prepared for anything. Now is the time to stock your cabinet with immunity boosters and germ-fighting aids that can help keep you well. And don’t forget the medications and remedies that can help you feel better if you do get sick.

What to keep on hand:

• Hand sanitizers and disinfecting wipes.
• Disinfectant soaps and cleansers.
• Immune-supporting nutritional supplements.
• Nasal decongestant, saline nasal spray or drops, Neti pot (nasal-cleansing sinus rinse) and nasal adhesive strips.
• Cold and flu symptom relief medications.
• Cough drops and suppressants, throat lozenges and mucus expectorants.
• Pain relievers, such as acetaminophen or ibuprofen.
• Thermometer, tissues, clean toothbrushes and dosing syringe.
KNOCK OUT YOUR COLD SORE IN 2½ DAYS*

*Median healing time 4.1 days. 25% of users healed in 2.5 days.

Only Abreva® can do it, when you treat at the first sign.**

**Among over-the-counter products.

Add Breathe Right® and Sleep Better Tonight.

Drug Free Safe to use with any medicine to breathe and sleep better.

breatheright.com
quick recovery

You took all the precautions, played by the rules, and you still got sick. So now you need to get relief—and fast. Here’s how:

**Ease the symptoms**

- Get lots of rest, and stay warm.
- Take expectorants to thin mucus, and cough suppressants to reduce coughs.
- Open sinuses with saline nasal sprays and washes, nasal decongestants and nasal adhesive strips.
- Sit in a steamy bath, or use a humidifier to increase moisture in the air.
- Use over-the-counter pain medicines, such as acetaminophen and ibuprofen, and cold and flu remedies to reduce fever, chills, aches and pains.

**Build your immunity**

- Take zinc and vitamin C supplements.
- Drink plenty of hot fluids, like herbal tea.

**Stop the spread**

- Use facial tissues to help stop the spread of germs.
- Clean any surfaces you’ve touched with disinfectants.
- Replace your toothbrush once you’re well, as it might harbor germs.

Talk to your Meijer Pharmacist about all your cold and flu needs.
Be ready for Cold & Flu

Flaunt it

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Having a healthy immune system is necessary to fend off germs that can make you sick. And if you do catch a bug, your body’s “search-and-destroy” immune response is what makes you well again. To increase your body’s ability to hunt down and attack unwanted invaders, it’s important to:

- **Reduce stress.** Stress hormones affect the body’s ability to fight germs.
- **Laugh.** Use laughter to reduce stress and increase endorphins.
- **Rest.** Aim for 7 to 9 hours of sleep every night.
- **Exercise.** Even 20 minutes 3 times a week is helpful.
- **Eat fresh.** Eat at least 5 servings of brightly colored fruits and veggies each day.
- **Boost.** Consider taking supplements, such as zinc, probiotics or multivitamins.
- **Relax.** Try yoga, massage or meditation.
- **Hydrate.** Drink plenty of fluids, especially water and green or herbal tea.
just the facts

Knowing the facts about cold and flu viruses can help you prevent illness.

Adults can spread a virus one day before developing symptoms and 3 to 7 days after symptoms start. Children and people with weakened immune systems can pass on viruses even longer.

A recent study found that the flu virus was present on 60% of common household items in homes with just one sick child.

One sneeze can propel as many as 3,000 infectious droplets into the air.

Cold and flu viruses can live up to 72 hours on surfaces like doorknobs and desks, and up to 3 hours on skin.

Using disposable facial tissues can help stop the spread of germs from runny noses and sneezing.

Antibiotics are designed to kill bacteria, not to cure viruses like influenza.

Start saving today at mperks.com.
COLD SEASON SOLUTIONS FOR A HEALTHY & HAPPY HOME

HELP PREVENT THE SPREAD OF COLD & FLU*

HELP FIGHT COLD SEASON SYMPTOMS

DAILY ACTS OF PREVENTION
Help stop the spread of cold & flu germs all around your home by using Lysol® products.

COLD SEASON ARSENAL
Help relieve your worst cold season symptoms with the powerful action of your favorite brands.

*Lysol spray and wipes kill germs on hard surfaces when used as directed. ©2013 RB
is it **cold** or **flu**?

More than 200 viruses can cause a common cold, but only influenza A or B viruses cause the flu. While cold and flu are both upper respiratory illnesses with similar symptoms—fever, body aches, tiredness, dry cough—having the flu usually makes you feel worse and symptoms generally last longer than with a cold.

While you’re more likely to have a runny or stuffy nose with a cold, flu symptoms tend to be more intense and debilitating. While a cold can clear itself in a week, the flu can last 10 days or longer and can lead to other complications, such as pneumonia or bacterial infections.

If necessary, your healthcare provider can perform a special test within the first few days of the illness to determine if you have the flu. If you have a persistent sore throat that won’t go away, you may also want to be tested for streptococcal bacteria, which cause strep throat. Left untreated, a strep infection can lead to kidney inflammation or rheumatic fever.
never surrender!
get the products you need to combat the cold and flu

Meijer brand. A better brand.
cough

A hacking cough brought on by a cold or flu not only spreads nasty germs, it can also leave your throat and chest aching and annoy those around you.

An upper respiratory infection causes postnasal drip, which can trickle down your throat and irritate it, making you cough. Find relief by:

• Drinking fluids, which help thin out mucus.
• Adding honey to warm tea for a proven throat-soother.
• Taking cough drops to relieve the tickle. Those containing menthol and eucalyptus coat the back of the throat.
• Taking lozenges. These contain ingredients that temporarily numb and soothe the throat, decreasing the cough reflex.
• Taking cough suppressants to block the cough reflex.
• Taking expectorants to thin mucus and help clear it from your airways.
• Taking decongestants to help dry up mucus in the lungs.
big relief at low prices with these new products

Meijer brand. A better brand.
avoid sinus infection

Dry indoor heating, allergies and viruses can all contribute to sinus congestion, pain and pressure, sometimes known as sinusitis, or sinus infection. During cold and flu season, it is especially important to take precautions to keep sinuses clear and healthy.

Preventing sinus infections:
• Keep sinuses moist with saline sprays, drops or washes.
• If the indoor air is too dry, use a humidifier or vaporizer.
• Avoid irritants such as cigarette smoke and hair spray.
• Use allergy medications if you have allergies.

Treating sinus infections:
• Drink extra fluids, especially warm drinks.
• Use a nasal rinse kit, or a Neti pot, to irrigate nasal cavities.
• Try over-the-counter pain relievers and decongestants (nasal spray) to relieve symptoms.
• Place a warm, damp towel or gel pack on sinuses for 5 to 10 minutes several times a day.
• Seek medical treatment if the symptoms don’t improve, or if they get worse.
Forecast for cold & flu season?
Invisible Nasties.

Change your toothbrush after your cold or flu for a fresh start.
While colds are not dangerous in healthy kids and usually go away in 4 to 10 days, they can make children—and parents—miserable. The flu usually lasts longer and can lead to other complications.

If your child has a cold or the flu, make sure he or she gets plenty of rest and drinks fluids to stay hydrated. Use saline sprays or drops and a humidifier to keep nose and chest clear. Give children’s acetaminophen or ibuprofen to reduce fever and aches.

Even if your child has had a flu shot, it’s still important to avoid germs. Teach kids to wash their hands properly and throw away used tissues, don’t allow kids to share eating or drinking utensils, and regularly disinfect shared toys and surfaces.

Over-the-counter cough and cold medicines should not be given to children under the age of 4. Contact your doctor before giving your child any cold or pain medications, and follow label directions carefully.
Give your home its cold and flu shot.

Clorox® Disinfecting Products kill germs that can live on frequently touched surfaces*.

*Use as directed on hard nonporous surfaces. See labels for organisms. Keep out of reach of children.
It’s normal to have a fever with a virus as the body works to fight off infection, but an unchecked fever in a child can be the sign of a serious condition, such as dehydration.

Take your child’s temperature, and contact your doctor if:

- Child is younger than 3 months old, with a rectal temperature of 100.4°F or higher.
- Child is 3 to 6 months old, with a temperature of 101°F or higher or has a fever lasting more than 24 hours.
- Child is over 6 months and younger than a year old, with a temperature of 103°F or higher or has a fever lasting more than 24 hours.
- Child is any age, with a temperature of 104°F or higher.

If your child is in the safe temperature zone, supply plenty of fluids and rest. Make the child more comfortable with a lukewarm bath or sponge bath. Do not use cold water or ice baths.

Children’s acetaminophen or ibuprofen can help reduce the fever. Contact your doctor before giving your child any fever-reducing medicine.
doctor’s orders

If your child’s health is not improving after a few days or if symptoms get worse, it may be time to call the doctor. Symptoms of high fever, vomiting, chills, a hacking cough or extreme fatigue may be signs of something more severe than a cold, and may need immediate medical attention.

In addition to monitoring your child’s fever (see page 17), also contact your doctor if the child is:

- Vomiting repeatedly or experiencing severe diarrhea.
- Showing signs of dehydration, such as dry mouth or mucous membranes.
- Having a seizure.
- Breaking out in a rash along with a fever.
- Showing signs of a bulging soft spot on the skull.
- Exhibiting symptoms for more than 10 days.
- Not getting relief with over-the-counter medicines.

Based on the symptoms, the doctor will determine the best course of action for your child. If your child is younger than 3 months and has a fever, it’s important to always call your healthcare provider right away.

A child should not return to day care or school until the fever is gone.
Your best defense against germs.

Dial Complete® is the #1 doctor recommended** antibacterial foaming hand wash. It kills 99.99% of germs* -more than any other liquid hand soap, while still gentle on skin.

*Encountered in household settings. **Antibacterial liquid hand wash.
defeat germs

Cleaning and sanitizing work and living areas is a must during the cold and flu season. Germs from infectious diseases can live for hours on commonly touched objects such as doorknobs, desks at the office or school, and any other surface areas touched by human hands.

Follow these tips to stay germ-free:

• Use antibacterial wipes or a disinfectant to kill germs on surfaces around the house. Pay special attention to shared items such as computer keyboards, phones, doorknobs, TV remotes, light switches and food preparation and eating areas.

• Keep antibacterial wipes in your car, purse and office desk to wipe off steering wheel, shopping cart handles, desk, pens, etc.

• Clean children’s toys with a mild disinfectant and let them bring their own toys to the doctor’s office or other common play areas.

• Use facial tissues to catch germs and throw away used tissues immediately.

• Be aware of what you do with your hands. Rubbing your eyes can transfer germs, as well as placing your hands near your mouth or nose.
No matter how or where you’re traveling, it’s easy to come in contact with nasty germs. Even though venturing out during the cold and flu months is especially risky, the good news is that you can minimize your risk, stay well and still enjoy your travels. Here’s how:

• **Get a flu shot.** At least 2 weeks before you leave, if possible.

• **Use antibacterial wipes.** Wipe off surface germs on doorknobs, luggage handles, and anything that has been touched by hands.

• **Sanitize hands.** Stock up on travel-size hand sanitizer to use when water is unavailable. Keep handy in purses and kids’ backpacks.

• **Leave prepared.** Pack a first-aid kit of over-the-counter pain relievers, saline spray or drops, decongestants, tissues, throat lozenges and anything else you might need, such as allergy medications, vitamins or cold preventatives.

• **Rest.** Get plenty of sleep before and during your travels.

• **Stay hydrated.** Drink lots of nonalcoholic or caffeine-free beverages.
new color outside, same great quality inside.

Find the right vitamin for you: search now
Vitamins can help

Specific vitamins and nutritional supplements may help strengthen the immune system and shorten the duration of colds when taken along with a nutritious diet.

- **Vitamin C:** Studies show that taking vitamin C regularly helps prevent colds in some people, and may reduce the duration of a cold by as much as 24 to 36 hours.

- **Zinc:** Taking zinc at the first sign of sickness may shorten an upper respiratory infection. Research shows it may also prevent colds when taken regularly for about five months.

- **Vitamin D:** Research indicates that having adequate vitamin D in the bloodstream may reduce the incidence and severity of the flu and other upper respiratory infections.

- **Probiotics:** Beneficial microbes, called probiotics, may improve immunity and protect the body against common respiratory infections.

- **Multivitamins:** A good multivitamin can provide an array of healthful nutrients to fill gaps in the diet.