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NEWS RELEASE

FIVE ITEMS PARENTS NEED ON HAND THIS COLD & FLU SEASON

The following is a list of important non-prescription items parents need to have on hand to help their children through the cold and flu season. These will be especially important as many over-the-counter decongestive and cough suppressive medications targeted to infants and young children have been taken off pharmacy shelves. These include:

1. Nasal Aspirator

The original flexible bulb design still works well to clear stuffy noses and relieve pressure. However, there are new aspirators on the market that are battery operated and some even play music to distract babies while aspirating.

2. Saline Nose Drops

Good old fashioned, non-medicated saline drops loosen thick secretions so noses drain more easily. Saline nose drops can be used whenever needed. If your baby has a cold or nasal congestion that makes feeding difficult, use before feedings.

3. Temporal Artery Thermometer

A temporal artery thermometer* is a "space-age" innovation, giving parents an effective way to take a temperature that is completely non-invasive. Even sleeping babies or a child with an earache won't be hurt by a gentle two-second "swipe" across the forehead. An accurate temperature reading will help determine if acetaminophen or ibuprofen can be administered, as recommended by your doctor. (Both of these products are still available over the counter.)

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Five Needed Items for Cold & Flu Season...Add one

4. Cool Mist Humidifier

Humidifiers add moisture to the air, which helps ease coughing and congestion due to a cold. Warm-mist and cool-mist humidifiers are equally effective in humidifying the air, but a cool mist is recommended because hot water from a warm mist humidifier can burn a child if he or she gets too close to it. Be sure to keep it clean and change the water daily to prevent the growth of bacteria and molds which could potentially keep your child sick rather than helping your child get better.

5. Creams and Rubs

Some chest creams and rubs can ease nasal stuffiness using menthol or other fragrances, and can also help to temporarily relieve coughs due to minor throat and bronchial irritation. Check labels for age restrictions.



Mother's Helper: The Exergen TemporalScanner™ is the easiest and most exact way to take a child's temperature—non-invasively.

* Exergen's TemporalScanner™ is the world's first and only temporal artery thermometer, delivering an accurate temperature comparable to one taken rectally in two seconds. For more information, visit www.temporalscanner.com or contact Barbara Moss at (201) 843-5600, barbara@rosica.com.