



HEALTH AWARENESS

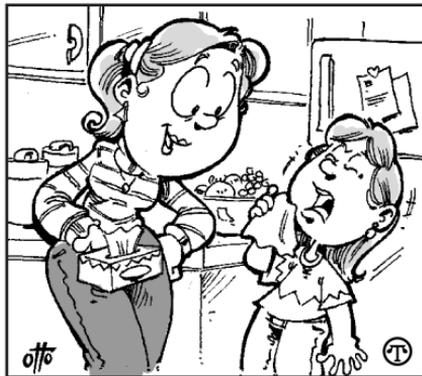
Cold And Flu Tips

(NAPSA)—There are ways to keep your family from being plagued by the cold and flu—and perhaps the first step is to get a healthy dose of information.

“Most people don’t realize that colds and the flu traditionally spread in different ways,” says Dr. Winkler G. Weinberg, a leading expert on infectious disease. “Colds are generally transferred through the hands when we touch an object or have human contact with rhinoviruses and then touch our mouth, nose and eyes. Flu viruses, however, are usually transmitted by small particles floating in the air.”

While cold and flu viruses continue to be a problem, Dr. Weinberg recommends people use a new type of facial tissue when they sneeze or cough. Called Kleenex® Brand Anti-Viral Tissue, the product kills 99.9 percent of cold and flu viruses (Rhinovirus Type 1A and 2—the leading cause of the common cold; Influenza A and Influenza B—causes of the flu; Respiratory Syncytial Virus—the leading cause of lower respiratory infection in children) in the tissue within 15 minutes. He also offers these tips:

- Wash hands frequently. Vigorously rub all parts of the hand for at least 20 seconds. Dry thoroughly—it’s the rubbing, scrubbing and drying that kills cold and flu germs.



Anti-viral tissues can help people deal with colds or the flu.

- Do not share eating utensils, drinking glasses, towels or other personal items.
- Avoid excessive touching of eyes, nose or mouth.
- Avoid close contact with those who are sick and try to stay home if you aren’t feeling well—especially with the flu.
- Speak with your health care provider about getting a flu shot.

“We are often carrying contagious influenza viruses before we feel any symptoms of being sick,” says Dr. Weinberg. “Sometimes signs of the flu don’t appear for 24 hours and a person can be contagious for up to 10 days. That’s why it’s important to make common-sense preventative measures part of your daily routine.”

For more information, visit www.kleenex.com.