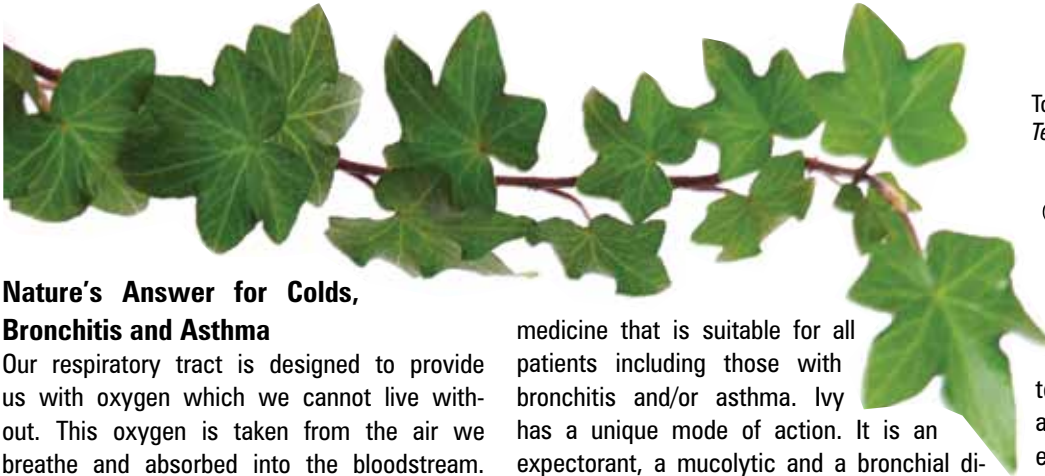


# Nature's Answer for Colds and Bronchitis



## Nature's Answer for Colds, Bronchitis and Asthma

Our respiratory tract is designed to provide us with oxygen which we cannot live without. This oxygen is taken from the air we breathe and absorbed into the bloodstream. In order to achieve this, the air we breathe in is directed into a fine system of tubes known as the bronchi or bronchial tract where the air is then passed on to approximately 500 million air cells. These air cells, or as they are technically called alveoli, which ensures that the blood is able to absorb the oxygen from the air and distribute it throughout our body. This system is very sensitive to foreign substances such as dust particles, bacteria and viruses. Our respiratory tract has an excellent cleansing mechanism. Internally and externally our body is lined with either a wet or dry mucus membrane. Internally, the bronchial tract has a wet mucus membrane lined with a multitude of cilia, thereby keeping the whole respiratory system moist at all times. If any foreign substance, germs or bacteria, reach the bronchi through the air we breathe, inflammation of the mucosa may result. This inflammation is called bronchitis. When inflammation is present in the bronchial tract it causes the bronchi to increase a secretion of mucus. Due to this excessive mucus secretion, cough and difficulty in breathing are the results. In addition, the mucus lodged in the bronchi is an ideal environment for harmful bacteria to multiply. **The bronchial tract is under siege and needs help.** Climbing ivy for many people can be a pesty problem. It can overtake your yard and home if not cut back frequently. However, medicinally, it has remarkable benefits. Climbing ivy is a clinically proven cough

medicine that is suitable for all patients including those with bronchitis and/or asthma. Ivy has a unique mode of action. It is an expectorant, a mucolytic and a bronchial dilator. In a recent study, a survey of 52,470 children confirmed a high level of tolerability of ivy leaves active ingredients. Ivy leaf extract has a special triple action cough medicine by relieving cough, loosening mucus and easing the urge to cough. With Ivy leaf extract, troublesome and painful coughing is calmed but not blocked. This is important as it allows the individual to readily cough up mucus resulting in trouble free deep breathing. Scientific studies in 2003 were able to demonstrate that a substance contained in ivy leaves promotes certain processes within the body which serve to keep the respiratory system functioning normally. Ivy leaf extract causes thick mucus to become liquefied and the respiratory tract less constricted. As a result, expectoration becomes easier as does breathing which at the same time becomes less painful. The urge to cough caused by the excessive production of thick mucus is also reduced. Ivy leaf extract aids the body to combat the typical complaints of bronchitis – the excessive production of thick mucus, difficult breathing and the urge to cough. Clinical studies have documented that this highly specialized ivy extract is an effective and extremely well tolerated herbal medicine which is recommended for respiratory tract disorders including asthma in all age groups. Many European formulations popular for the relief of bronchitis, asthma, cough and any other respiratory disorder, finds results more effective when combining two or more natural herbal medicines. Many formulas therefore, combine ivy leaf extract and thyme (*Thymus vulgaris*). Compounds in thyme work effectively

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to provide its antitussive (preventing and treating a cough), antispasmodic and expectorant (thinning the mucus to allow for coughing out) actions. The primary constituents of thyme are the volatile oils which includes phenols, thymol and carvacol. These compounds are complemented by the actions of flavonoids. Thyme, when combined with ivy, continues to be one of the most popular and commonly recommended herbal blends in Europe for dry spasmodic coughs, and due to the low toxicity of the herb and its overall safety, it has become a favorite for treating coughs in children. People who are required to take several medicines at the same time can use ivy leaf extract and thyme without concern due to the fact that the medicines are extremely well tolerated and no interactions are yet known. Thyme also is used to help give the immune system a boost and promote overall good health. I recommend that you look for a formula containing ivy leaf extract and Thyme extract whenever you have a cold, sore throat, bronchitis or upper respiratory congestion. <sup>TM</sup>

### Look for this formula at your local health food store:

Contains Thyme (*Thymus vulgaris*) Extract standardized to contain 2% essential oil, Climbing Ivy (*Hedra helix*) Extract standardized to contain 10% hereracosides C by HPLC, 250 mg

When in doubt, always consult your physician or health care practitioner. This column is to provide you with information to maintain your health.

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