



GRIP
AUSTRALIA

GLOBAL RESPIRATORY
INFECTION PARTNERSHIP

**Get to the source of
Cold & Flu symptoms**



Pharmaceutical
Society of Australia

UNDERSTAND COLD & FLU

Sore throat, runny or blocked nose, sinus pain and headache are all common symptoms of upper respiratory tract infections, such as the common cold.

THE GOAL OF TREATMENT

Most respiratory tract infections are not serious and a healthy immune system can fight them without the need for antibiotics.

The goal of treatment is to relieve your symptoms until your body has had time to fight off the infection.

HOW LONG WILL MY SYMPTOMS LAST?



Sore throat/tonsillitis: 1 week



Cold/flu: 10 days – 2 weeks



Runny/blocked nose: 1–3 weeks



Sinusitis: 2–3 weeks



Cough: 3 weeks

Most common cold and sore throat symptoms last at least a week.

If you've already been sick for a week and your symptoms start getting worse, seek medical advice. You should also seek medical advice if your symptoms last longer than expected or if new symptoms develop.

UNDERSTAND YOUR SYMPTOMS

When a cold virus infects your airways, your immune system responds by releasing chemicals called 'inflammatory mediators'. They cause inflammation in your body, triggering cold symptoms such as sneezing, runny or blocked nose, fever, headache, body aches and pains, cough and sore throat.

EFFECTIVE TREATMENT OF YOUR SYMPTOMS

For the majority of colds, antibiotics will not help to relieve your symptoms or speed up recovery.

However, there are products available at your local pharmacy that can help to relieve your cold and flu symptoms, so that you may feel a little better while your body fights the infection.

Ask your doctor or pharmacist about medicines that contain an anti-inflammatory. These products can help to effectively target inflammation, an underlying cause of cold and flu symptoms.

Not all cold and flu products contain an anti-inflammatory medicine. Ask your pharmacist which treatments are most appropriate for you and your symptoms.

RELIEF IS AS EASY AS 1, 2, 3

1

ASSESS YOUR SYMPTOMS

Provide your doctor or pharmacist with a clear description of your symptoms and concerns. Make them aware of any existing medical conditions.

2

BEAT YOUR SYMPTOMS

Ask your pharmacist which products are best for your symptoms. Your pharmacist can also advise on symptoms that require you to see your doctor.

3

CARE FOR YOURSELF

Drink plenty of fluids, rest and manage your symptoms with the right products to help you feel better fast.

The 1, 2, 3 approach is a useful reminder of helpful self-care advice, suitable for adults and children suffering from symptoms of cold, sore throat, earache or cough.

See your pharmacist
for an effective medicine
for fast relief from cold
and flu symptoms.



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