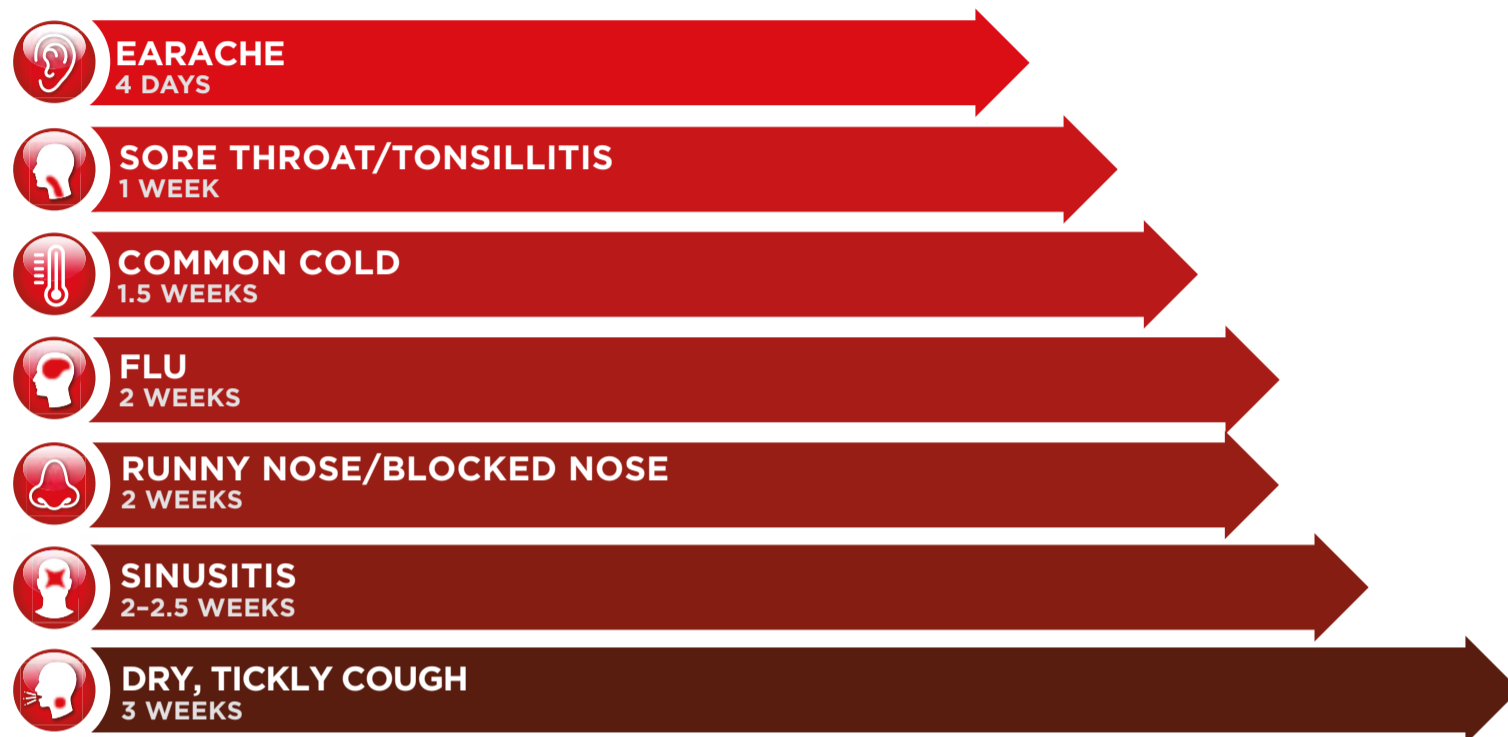


# MOST COLDS, SORE THROATS, EARACHES AND COUGHS ARE CAUSED BY VIRUSES,<sup>1-6</sup> SO **ANTIBIOTICS DON'T WORK<sup>7</sup>**

Don't worry if your symptoms last for more than a few days - that's normal<sup>8-13</sup> while your immune system tackles the infection



## GET FAST, EFFECTIVE RELIEF FOR YOUR SYMPTOMS USING THE 1,2,3 APPROACH:

- 1 ASSESS YOUR SYMPTOMS AND TELL YOUR PHARMACIST**
- 2 BEAT YOUR SYMPTOMS WITH EFFECTIVE PRODUCTS TAILORED FOR YOU**
- 3 CARE FOR YOURSELF - DRINK PLENTY OF FLUIDS AND REST**

## LISTEN TO YOUR DOCTOR AND PHARMACIST - ONLY TAKE ANTIBIOTICS IF YOU NEED TO

- When you take antibiotics, bacteria in your body can become resistant to the antibiotic.<sup>14,15</sup> These antibiotic-resistant bacteria can stay in your body for up to 1 year<sup>16</sup>
- The resistant bacteria can be spread<sup>17</sup> to family and friends, making it harder to treat them

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The Global Respiratory Infection Partnership (GRIP) is an international group of healthcare professionals committed to reducing inappropriate antibiotic use for respiratory tract infections in primary care and the wider community, helping to counteract antibiotic resistance.