

EFFECTIVE, RAPID SYMPTOMATIC TREATMENT FOR THE PAIN AND INFLAMMATION OF SORE THROAT

Formulation	Local delivery to the throat	Relieves pain	Anti-inflammatory action	Soothes and coats the throat	Low dose, so there is a low risk of side effects	Notes
Anti-inflammatory lozenge or spray (e.g. flurbiprofen)	✓	✓ ^{10,11,17-21}	✓ ¹⁶	✓ ¹⁰	✓ ^{10,11,17-19,21}	Local anti-inflammatory ¹⁶ and pain relieving ^{10,11,17-21} action in the throat ²²
Ibuprofen tablets	✗	✓ ²³⁻²⁵	✓ ²⁴	✗	✗	Anti-inflammatory action ²⁴ throughout the body. Slower acting ²⁵ than local treatments ^{5,10,21}
Paracetamol tablets	✗	✓ ²⁶	✗	✗	✗	Do not have much anti-inflammatory activity ²⁶
Medicated lozenge (antiseptic/anaesthetic)	✓	✓ ²⁷⁻³⁰	✗	✓ ²⁷	✓ ^{27,30}	Lozenge dissolves slowly to release active ingredients ³¹ for pain relief ²⁷⁻³⁰

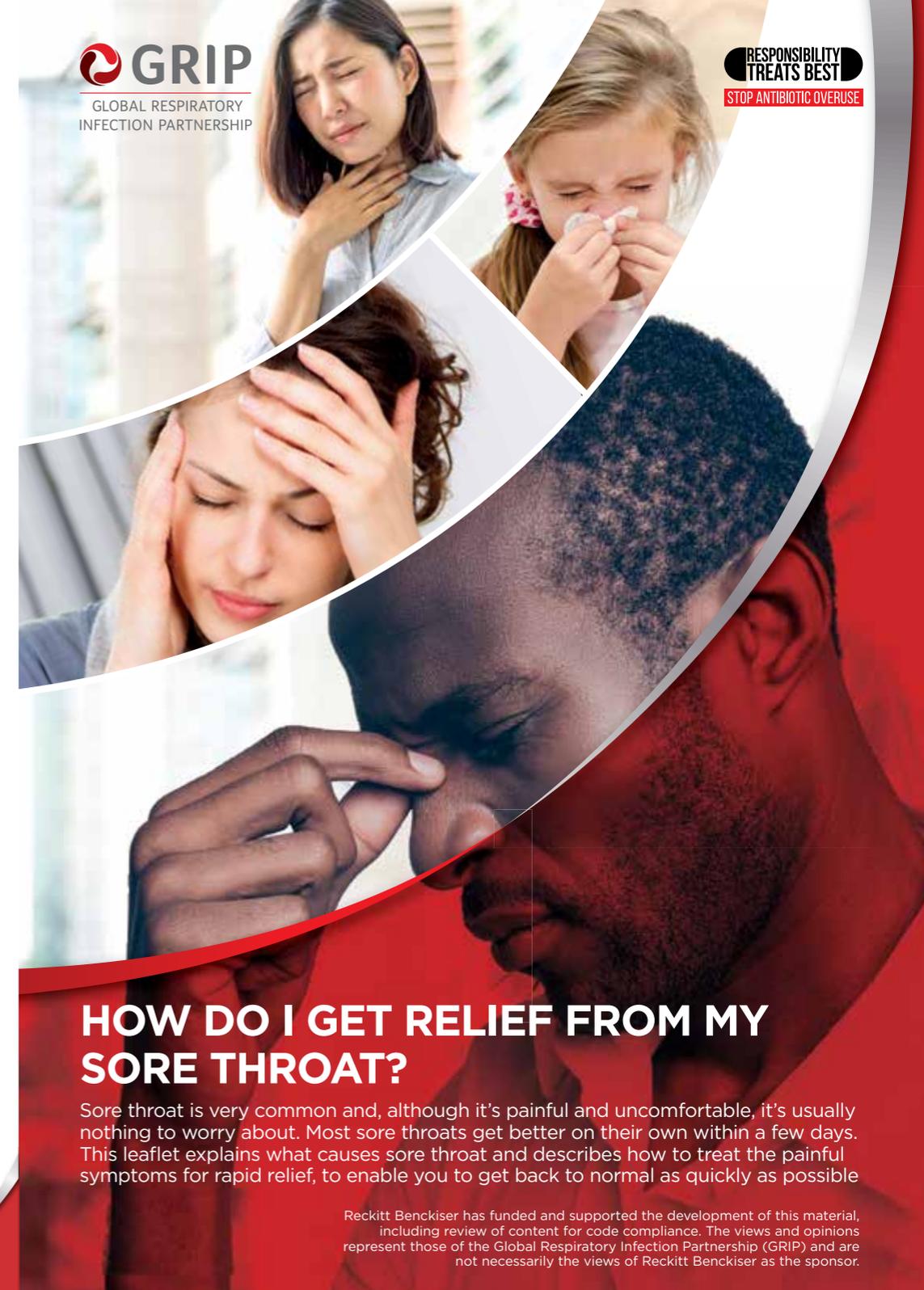


References

1. Ebell MH, et al. JAMA 2000;284:2912-8; 2. Renner B, et al. Inflamm Res 2012;61:1041-52; 3. Eccles R. Br J Hosp Med (Lond) 2007;68:71-5; 4. Sagnelli M. In: Eccles R (Ed). Common cold study forum. Towards effective patient management and care in the pharmacy. Royal Society of Medicine Services International Congress and Symposium Series No. 206. Royal Society of Medicine Services Limited 1993:31-42; 5. National Institute for Health and Care Excellence. Respiratory tract infections (self-limiting): prescribing antibiotics. Clinical guideline 69. July 2008. Available at: <https://www.nice.org.uk/guidance/cg69> (accessed July 2018); 6. Spinks A, et al. Cochrane Database Syst Rev 2013;11:CD000023; 7. Hildreth CJ, et al. JAMA 2009;302:816; 8. Wright J, Paauw DS. Med Clin North Am 2013;97:667-79; 9. Fujimura KE, et al. Expert Rev Anti Infect Ther 2010;8:435-54; 10. Schachtel B, et al. Pain 2014;155:422-8; 11. de Looze F, et al. Eur J Gen Pract 2016;22:111-8; 12. World Health Organization. Global action plan on antimicrobial resistance, 2015. Available at: <http://www.who.int/antimicrobial-resistance/publications/global-action-plan/en/> (accessed July 2018); 13. Zaman SB, et al. Cureus 2017;9:e1403; 14. Costelloe C, et al. BMJ 2010;340:c2096; 15. World Health Organization. Antimicrobial resistance. Fact sheet, 2018. Available at: <http://www.who.int/news-room/fact-sheets/detail/antimicrobial-resistance> (accessed July 2018); 16. Sefia E, et al. Poster presented at the annual scientific meeting of the British Pain Society, 24-27 April 2007, Glasgow, UK; 17. Blagden M, et al. Int J Clin Pract 2002;56:95-100; 18. Watson N, et al. Int J Clin Pract 2000;54:490-6; 19. Benrimoj SI, et al. Clin Drug Invest 2001;21:183-93; 20. Schachtel B, et al. Pain Pract 2016;16:6-176 [abstract]; 21. Bychkova V, et al. Int J Clin Pharm 2017;39:208-341 [abstract]; 22. Veale D, et al. Curr Drug Deliv 2017;14:725-33; 23. Burian M, Geisslinger G. Pharmacol Ther 2005;107:139-54; 24. Rainsford KD. Inflammopharmacology 2009;17:275-342; 25. Schachtel BP, et al. Clin Pharmacol Ther 1994;55:464-70; 26. Graham GG, et al. Inflammopharmacology 2013;21:201-32; 27. Wade AG, et al. BMC Fam Pract 2011;12:6; 28. Buchholz V, et al. Naunyn Schmiedebergs Arch Pharmacol 2009;380:161-8; 29. McNally, D et al. Int J Clin Pract 2010;64:194-207; 30. McNally D, et al. J Pharm Pharm Sci 2012;15:281-94; 31. Oxford JS, Leuwer M. J Clin Pract 2011;65:524-30. Reference number: UK/CC-NHS/0818/0005b

Date of preparation: August 2018.

Produced and distributed by RB with the support of GRIP, which was convened and funded by RB. 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.



HOW DO I GET RELIEF FROM MY SORE THROAT?

Sore throat is very common and, although it's painful and uncomfortable, it's usually nothing to worry about. Most sore throats get better on their own within a few days. This leaflet explains what causes sore throat and describes how to treat the painful symptoms for rapid relief, to enable you to get back to normal as quickly as possible

Reckitt Benckiser has funded and supported the development of this material, including review of content for code compliance. The views and opinions represent those of the Global Respiratory Infection Partnership (GRIP) and are not necessarily the views of Reckitt Benckiser as the sponsor.

WHAT CAUSES A SORE THROAT?

- Up to 8 out of 10 sore throats are caused by viruses, such as those that cause colds or flu¹
- The pain and discomfort of a sore throat, whether it is viral or bacterial, is due to inflammation of the throat tissues^{2,3} as your body fights the infection

HOW LONG DOES A SORE THROAT LAST?

- Sore throats are usually at their worst during the first 3 days⁴ but they generally get better on their own within 1 week^{5,6}

ANTIBIOTICS ARE NOT RECOMMENDED FOR MOST SORE THROATS

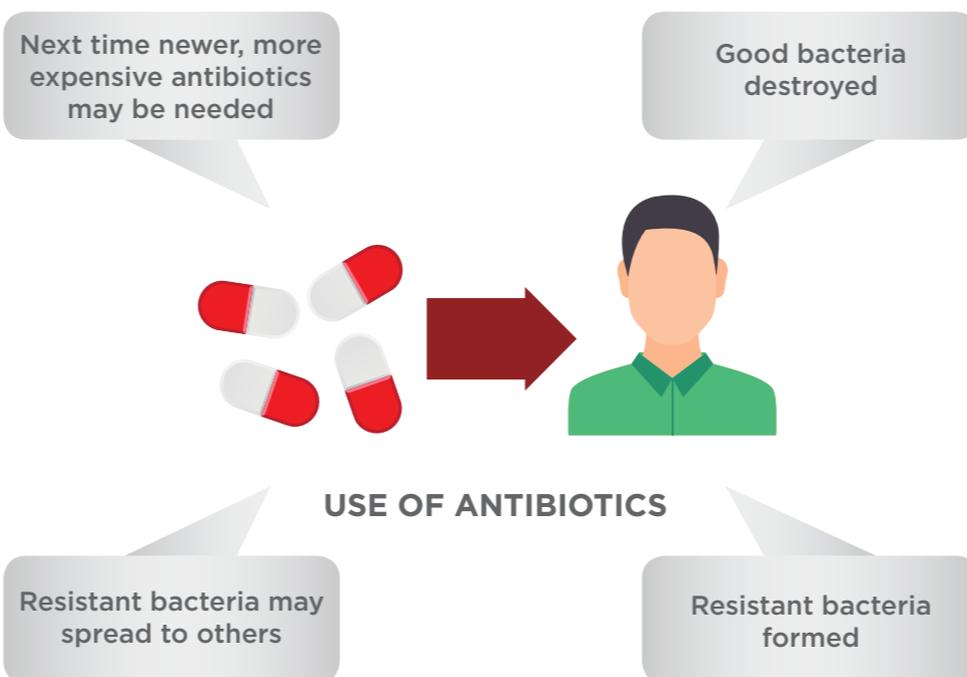
- Antibiotics do not work against viruses⁷ which cause up to 8 out of 10 sore throats¹
- Antibiotics don't have any direct pain-relieving effects, so your sore throat will remain painful⁵ with or without antibiotics
- Antibiotics can cause side effects^{5,8} and disrupt the bacteria in your gut that are important for your health and immune system⁹
- Sore throat can be treated with symptomatic relief products^{10,11}



DON'T HELP BACTERIA BECOME RESISTANT

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^{12,13}
- These antibiotic-resistant bacteria can stay in your body for up to 1 year afterwards¹⁴
- The resistant bacteria can be spread¹⁵ to family and friends, making it harder to treat them



ASK YOUR PHARMACIST ABOUT THE RIGHT RELIEF FOR YOUR SORE THROAT

- Your pharmacy has treatments that can rapidly relieve the pain and inflammation of a sore throat
- They can also advise if you need to see a doctor

RELIEF IS AS EASY AS 1,2,3

1

ASSESS YOUR SYMPTOMS

- Help your pharmacist by providing a full description of your symptoms and any concerns that you have
- Describe which symptoms are bothering you most, and how long you have had them

2

BEAT YOUR SYMPTOMS

- Your pharmacist will tell you if she or he thinks you should see your doctor
- Ask your pharmacist to recommend the best treatment for your symptoms

3

CARE FOR YOURSELF

- Drink plenty of fluids and rest
- Choose a treatment to meet your needs: there are throat lozenges and sprays that contain ingredients to combat your sore throat - for example, with pain-relieving and anti-inflammatory effects^{10,11,16}
- Remember: antibiotics won't stop the symptoms of a viral infection

SEE YOUR DOCTOR IF YOUR SORE THROAT DOESN'T IMPROVE OR GETS WORSE

- If your symptoms do not improve after 1 week, or if they get worse or you develop new symptoms (such as fever), contact your doctor for more advice
- If your doctor decides to prescribe an antibiotic, take the whole course. Don't stop taking the antibiotic early, even if your symptoms go away and you start to feel better. Stopping the antibiotic early could leave some bacteria in your body that could make you feel unwell again. These remaining bacteria could also become antibiotic resistant
- You will still need a treatment to relieve your painful sore throat symptoms, which antibiotics won't relieve