

COLD & FLU

It's that time of year **SO NOW WHAT?**

PREVENTION, RELIEF, ANSWERS

Something better than **CHICKEN SOUP**



BE GOOD TO YOUR

WHOLE
BODY[™]

'Tis the Season

Every year October through March brings many of us something besides happy holidays.

According to the National Institute of Allergy and Infectious Diseases, **AMERICANS SUFFER FROM 1 BILLION COLDS EACH YEAR** and 5–10% of us will unfortunately come down with the flu.



Sometimes there's nothing you can do to avoid getting sick. It could be a sign that your body simply needs rest. But whether that's the case or not, you want to do what you can, and there's never a better time to strengthen our immune systems. That's one reason we're here, we know how to help you be good to your **WHOLE BODY.**

*www.niaid.nih.gov

IS IT A COLD OR IS IT THE FLU?

While neither answer feels like a win, **one big difference is fever.** Colds rarely cause fever. Flu usually does, says the National Institute of Allergy and Infectious Diseases, and may also include fatigue, muscle discomfort and cough.

We can't lie; there is no cure for the common cold. However, there are certain things that may decrease the duration of a cold or the flu and/or help with symptoms.

Turn the page to learn more about **seasonal wellness tips** and **supplements.** And, remember, if you want quality results, choose **quality herbs and vitamins,** such as those in Whole Body™.



what's the Immune System

AND WHAT'S IT GOT TO DO WITH COLDS AND FLU?

Your immune system is a natural and powerful defense team against internal rogue cells and potentially harmful invaders—detrimental bacteria and viruses. Right there's your answer as to why it's connected to colds and flu! The immune team is nourished by specific enzymes, hormones and nutrients.

With more than 200 viruses that can cause colds*, if you're almost always well, your immune system is working effectively. You can be proud that you nourished yourself with the proper vitamins, minerals, rest, sleep and actions. On the other hand, today's typical diet and stressful lifestyle can rob the body of the vital raw material that it needs to do its job. This can weaken the immune system and lead to illness.

The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994; and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.

*www.niaid.nih.gov

Thankfully, science is discovering what traditional healers have known for centuries: **certain herbs and other nutrients can help nourish, strengthen and support the body's immune system.** Thus, you are less likely to develop a cold or the flu, or at least not suffer so long. Go team go!


**EXPERTS
SAY...**

WASH YOUR HANDS. “Hands down” this is the **number one prevention** for cold and flu. When you touch your mouth, eyes or nose after touching door handles, shared pens, etc. you could be setting yourself up for the sniffles.

Cold viruses can live on objects three hours! Flu can spread before symptoms even start (www.niaid.nih.gov). Natural hand sanitizers can help keep hands clean, too.



BETTER THAN CHICKEN SOUP

BY THE BOWLFUL, THE SPOONFUL OR THE CAPSULE

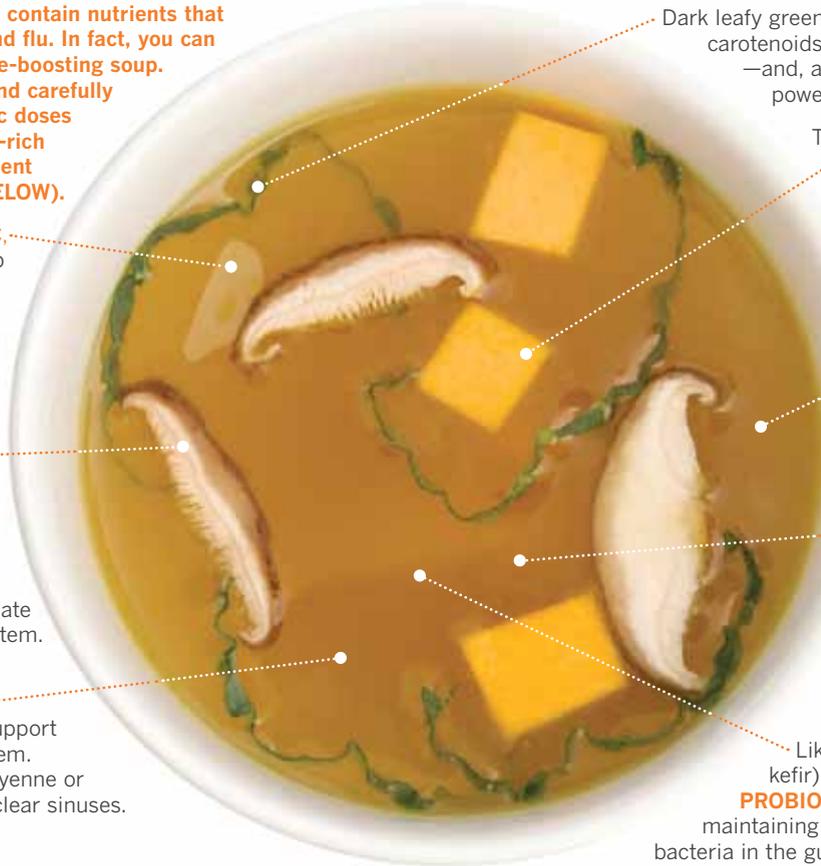
Many foods and spices contain nutrients that may help with colds and flu. In fact, you can easily make an immune-boosting soup. Even easier, you can find carefully formulated, therapeutic doses of those same nutrient-rich ingredients in supplement form (**CAPITALIZED BELOW**).

Compounds in **GARLIC**, particularly allicin, help optimize the body's immune system and have been shown to decrease the number of people who got a cold and its duration.

Several **medicinal mushrooms**, including **SHIITAKE**, **REISHI**, **MAITAKE** and **CORDYCEPS**, contain polysaccharide compounds that stimulate the body's immune system.

Some common kitchen spices—**TURMERIC**, **CAYENNE**, allspice—support a healthy immune system. Spicy foods such as cayenne or horseradish may help clear sinuses.

Recipe on inside back cover.



Dark leafy green **kale** holds immune-boosting carotenoids—**BETA-CAROTENE**, **LUTEIN**—and, as a cruciferous vegetable, has powerful phytochemicals.

The abundant **VITAMIN A** in **butternut squash** is an essential component for the production and activity of certain white blood cells. It is responsible for the body's first lines of defense, the respiratory tract and mucus membranes.

Zingy **GINGER** root has been lauded for its medicinal properties since ancient times in Asia, India and elsewhere—and now for immune-system support.

VITAMIN C (found here in **lemon juice**) is integral for white blood cell production and healthy inflammation response. Studies show that taken preventively, it can decrease severity and duration of the common cold.

Like other fermented foods (yogurt, kefir), **miso** (soybean paste) contains **PROBIOTICS**, which aide your body in maintaining healthy levels of beneficial bacteria in the gut and intestines—very important for immune system function.

More Good Things

To help your body prevent, ease symptoms of, or shorten duration of...cold and flu

ASTRAGALUS

Used preventively, this herb may enhance the immune system by boosting the function and activity of white blood cells such as T-cells and B cells.

ECHINACEA

Well-designed studies that have used the appropriate amount, the appropriate species and the appropriate part of the plant have shown this herb to be effective in supporting immune health.

ELDERBERRY

The extract of this fruit is found in cough, cold and flu syrups and is noted for its effectiveness, as well as its great taste—kids love it!

HOMEOPATHIC FLU REMEDIES

When taken at the first sign of sickness, these can provide temporary relief of symptoms including fever, chills and body aches.

QUERCETIN

A flavonoid antioxidant that supports healthy immune and inflammation response. Just as it is recommended for allergy symptoms, it is similarly helpful for colds and flu.

SELENIUM

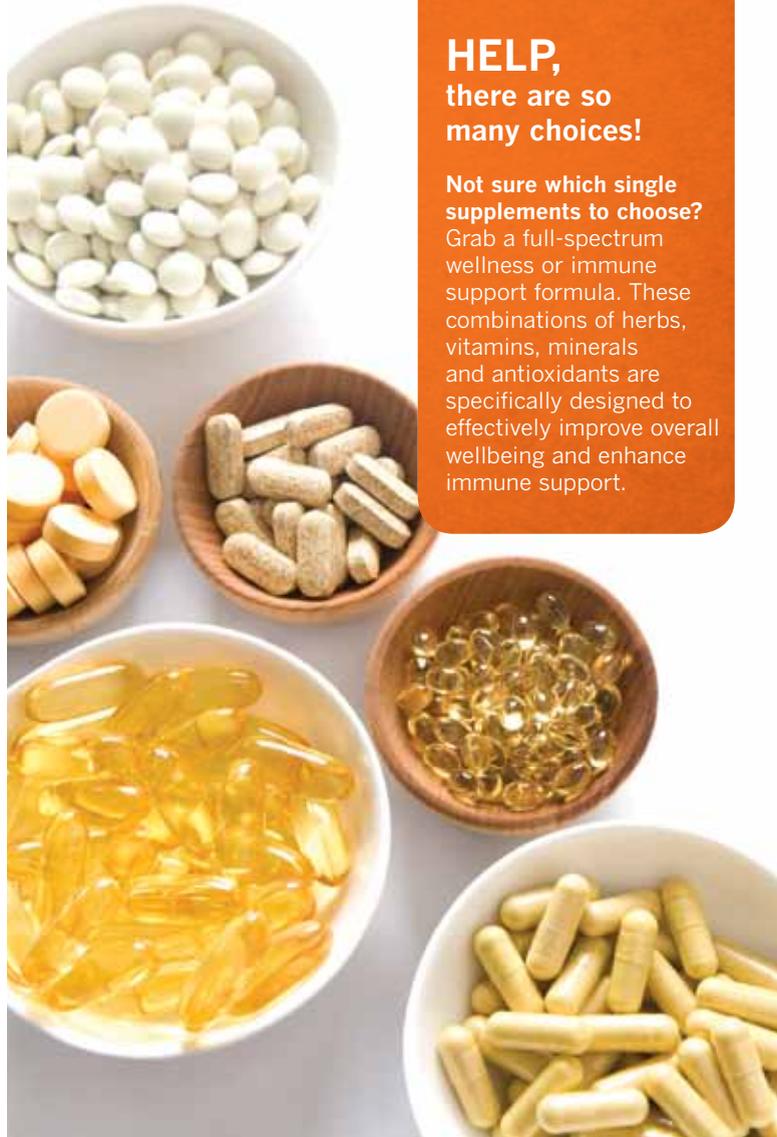
A mineral and antioxidant shown in studies to help reduce flu symptoms. The National Institutes of Health warns that a diet lacking selenium makes us more vulnerable to flu effects.

VITAMIN D

Preliminary research has shown intake of vitamin D to contribute to optimal functioning of the immune system.

ZINC

Research shows this mineral helps shorten colds and bring relief from symptoms. A key player in healthy immune function, it is needed for white blood cell production and activity.



HELP,
there are so
many choices!

Not sure which single supplements to choose?
Grab a full-spectrum wellness or immune support formula. These combinations of herbs, vitamins, minerals and antioxidants are specifically designed to effectively improve overall wellbeing and enhance immune support.

Seasonal Wellness Tips

WHAT ELSE CAN I DO?

Use Your Nose

NETI POTS are for nasal flushing warm, salted water to wash away mucus that may cause congestion.

AROMATHERAPY using 100% essential oils—eucalyptus, lavender, etc.—on your pillow or in your bath or steam inhaler can help bring relief.



Get Your R&R and R.E.

RELAXATION, SLEEP AND STRESS MANAGEMENT techniques such as meditation, yoga and massage positively affect the immune system.

REGULAR EXERCISE may help strengthen immunity.

SOCIAL ACTIVITY is key. Avoid loneliness and isolation; seek out humor!

Drink Up

PURE WATER (and lots of it) is the best choice when Doc says “drink more fluids.” Cells need to be hydrated to engage their defenses.

WARM LIQUIDS may provide similar soothing effects as steam. Try green tea, herbal tea or warmed juice!

JUICE (go organic) can be a good source of nutrients and antioxidants, but don't overdo it; all types of sugar can inhibit the immune system.



BETTER THAN CHICKEN SOUP



This immune-boosting soup is made with a virtual garden of powerful ingredients that contain beneficial nutrients for your immune system. Choose as many organic ingredients as possible!

- 1 small yellow onion, chopped
- 4 cloves garlic, sliced
- 4 cups low-sodium vegetable or chicken broth, divided
- 1 tsp ground turmeric
- 8 fresh shiitake mushrooms, stems removed, sliced
- 1½ cups julienned fresh kale
- 1 cup cubed butternut squash
- 2 TB grated fresh ginger
- ¼ tsp cayenne pepper (optional)
- 6 thin slices astragalus root (optional)
- Juice of 1 fresh lemon
- 1 tsp miso paste

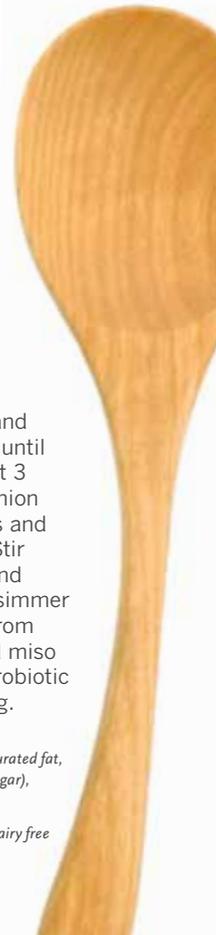
In a large pot over medium-high heat, cook onion and garlic in 2 tablespoons broth, stirring occasionally, until tender and most of the broth has evaporated, about 3 minutes. Add a splash of broth if needed to keep onion from sticking, then stir in turmeric and mushrooms and cook until mushrooms are tender, 2 to 4 minutes. Stir in remaining broth, kale, squash, ginger, cayenne and astragalus. Bring to a boil, reduce heat, cover and simmer until squash is tender, about 15 minutes. Remove from heat and let cool slightly, then add lemon juice and miso (adding miso when still very hot will diminish its probiotic benefits). Cover and let sit 5 minutes before serving.

Serves 4–6.

Per serving (about 11oz/300g-wt.): 90 calories (5 from fat), 0g total fat, 0g saturated fat, 0mg cholesterol, 160mg sodium, 19g total carbohydrate (6g dietary fiber, 5g sugar), 2g protein

vegan and vegetarian (if not using chicken broth), sugar conscious, high fiber, dairy free

WHOLEFOODSMARKET.COM/HEALTHSTARTSHERE





QUALITY STANDARDS FOR SUPPLEMENTS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- Products on our shelves are reviewed for compliance with applicable regulations.

CURIOUS? CONFUSED?

Ask a question and you will discover that our Whole Body™ team members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.



GET EXPERT TIPS!

Visit blog.wholefoodsmarket.com (whole body podcast category) or scan this tag with your smartphone.

WHOLEFOODSMARKET.COM

Printed with vegetable inks on 100% post-consumer recycled paper, manufactured with wind power.

October © 2011 Whole Foods Market, IP, L.P.