

# NEW

## Introducing our new COLD-FX® Chewable

Same formula & claims as original COLD-FX®  
Now in a delicious NEW Format

### Proprietary technology ensures quality and consistency of every COLD-FX® Chewable

- ✓ Non drowsy with great tasting, natural flavours (Orange & Grape)
- ✓ Smooth, micro fine texture
- ✓ No animal by-products that are used in traditional caplets, pills and gel caps
  - 8% of Canadians are vegetarian and a further 25% are influenced by vegetarian options<sup>1</sup>
- ✓ Convenient, no water required
  - 50% of people suffer from swallowing difficulties when taking tablets or capsules<sup>2</sup>
  - 70% of younger people ages 16 to 34 also report troubles swallowing tablets or capsules<sup>2</sup>



### The Science of COLD-FX®

#### COLD-FX® CVT-E002® – Clinically Proven Formula

COLD-FX® is the only Natural Health product in the Canadian market licensed to make the claim of "helps reduce the frequency, severity and duration of cold & flu symptoms by boosting the immune system"<sup>1,3</sup>

When taken daily during the cold & flu season, it helps reduce overall symptoms of:

- ✓ Sore Throat
- ✓ Cough
- ✓ Runny Nose
- ✓ Fever
- ✓ Headache
- ✓ Nasal Congestion

Each COLD-FX® capsule and chewable is certified to contain CVT-E002®, a proprietary ChemBioPrint® product rich in poly-furanosylpyranosyl-saccharides extracted from the root of *Panax quinquefolius* (North American ginseng).

- 10+ years of clinical research
- 6 published randomized controlled trials
- 20+ published articles studying the effects of CVT-E002®
- 1,600+ subjects enrolled in clinical studies with CVT-E002®



### Proven Better Together<sup>4</sup>

Provides further reduction of cold and flu symptoms when taken with a flu shot

### How Does COLD-FX® Work?

The immune system is composed of both the innate and adaptive immunity. The innate immunity is rapid and general, while the adaptive immunity is specific. CVT-E002®, the active ingredient in COLD-FX®, has been demonstrated in clinical studies to increase the proportion of natural killer cells and T-helper cells, important for both the innate and adaptive immune response.<sup>5</sup>



COLD-FX® is available in two dosages of CVT-E002® - 1) COLD-FX® (200 mg – available in a capsule and chewable format) and 2) COLD-FX® EXTRA (50% More Active Ingredient per capsule<sup>†</sup> - 300 mg).

### COLD-FX® First Signs™ with Clinically Proven, Naturally Sourced CVT-E002®



Take at *First Signs*™ of a cold

**Dual Benefit Formula with Symptom Relief & Immune Maintenance<sup>‡</sup>**

# COLD-FX<sup>®</sup> Efficacy Data

## Efficacy of an extract of North American ginseng containing poly-furanosyl-pyranosyl-saccharides for preventing upper respiratory tract infections: a randomized controlled trial.

Gerald N. Predy, Vinti Goel, Ray Lovlin, Allan Donner, Larry Stitt and Tapan K. Basu.  
*Canadian Medical Association Journal (CMAJ) 2005; 173(9):1043-8*

### Objective:

The objectives of this study were to confirm the efficacy of COLD-FX<sup>®</sup>, an extract of North American ginseng, in preventing colds, and examine the effects of 4-month prophylaxis on the severity and duration of symptoms related to upper respiratory tract infections.

### Methods:

- This randomized, double-blind, placebo-controlled study was conducted during the 2003-2004 influenza season in patients 18-65 years of age with a history of at least 2 colds in the previous year and no flu vaccination. Participants (323 people were enrolled) received two 200 mg capsules per day for 4 months of either COLD-FX or placebo following the onset of influenza season. Of these, 149 in the placebo group and 130 in the ginseng group completed the study. All baseline characteristics were similar between groups.
- The primary outcome was the number of modified Jackson-verified colds, which were defined based on a total score of symptoms commonly associated with cold (sore throat, runny nose, sneeze, nasal congestion, malaise, fever, headache, hoarseness, ear-aches, and cough), rated on a 4-point scale. Modified Jackson-verified cold was diagnosed when a 2-day total symptom score greater than 14.
- Secondary outcomes included symptom severity, total number of days of symptoms, and duration of all colds.
- The outcomes were collected over the course of the study. The frequency of adverse events was similar in both groups.

### Results:

- **Primary outcome:**
  - The difference in the mean number of Jackson-verified colds per person was 37% lower in the COLD-FX group than in the placebo group (0.68 vs. 0.93 colds per patient,  $p=0.017$ ).
  - Fewer number of individuals in the COLD-FX group reported contracting at least 1 cold during the study, but the difference was non-significant. However, the incidence of recurrent (2 or more) modified Jackson-verified colds was 56% lower in the COLD-FX group in comparison to the placebo group, with a Number Needed to Treat (NNT) of 7.8 (10.0% vs. 22.8%,  $p=0.004$ ).
- **Secondary outcome:**
  - Subjects who contracted cold while taking COLD-FX had a 31% reduction in symptom severity when compared to subjects taking placebo (total symptom score of 77.5 and 112.3 for COLD-FX and placebo, respectively,  $p=0.002$ ).
  - In addition, duration of each cold during the course of the study was reduced by 2.4 days in the COLD-FX group (8.7 d in COLD-FX arm vs. 11.1 d for placebo arm).

### Key Findings:




COLD-FX, at 200 mg twice daily for 4 months, was found to reduce the mean number of modified Jackson-verified colds per person by 37%, symptom severity by 31% and the duration of each cold by 2.4 days.

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This material is solely for use by Health Care Professionals in understanding the available clinical data and science behind COLD-FX products. Note that data is not endorsed by Health Canada; refer to applicable NPNs (80002849, 80069106, 80015586) for authorized indications of COLD-FX in Canada. Always direct the patient to read and follow the label. If you have any questions about the COLD-FX products, please call 1-888-843-7239 or visit [cold-fx.ca](http://cold-fx.ca).

# COLD-FX® Clinically Proven Formula

Helps reduce the Frequency, Severity & Duration of cold & flu symptoms by **Boosting the Immune System**

		MEDICINAL INGREDIENTS / DOSAGE INFORMATION
 <p><b>COLD-FX®</b></p>	<p>Helps reduce:</p> <ul style="list-style-type: none"> <li>✓ Frequency</li> <li>✓ Severity</li> <li>✓ Duration</li> </ul> <p>of cold &amp; flu symptoms by <b>Boosting the Immune System</b></p>	<p><b>Each capsule contains:</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) – 200 mg (800 mg*)</li> </ul> <p>• <b>Children 12 years of age and older:</b> Take 1 capsule 2 times daily. • <b>Adults:</b> Take 1-2 capsules 2 times daily, up to 9 capsules per day.</p>
<p><b>NEW</b></p>  <p><b>COLD-FX® Chewable</b></p>	<p>When taken daily during the cold &amp; flu season, it helps reduce overall symptoms of:</p> <ul style="list-style-type: none"> <li>✓ Sore Throat</li> <li>✓ Fever</li> <li>✓ Cough</li> </ul>	<p><b>Each chewable contains:</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) – 200 mg (800 mg*)</li> </ul> <p>• <b>Children 12 years of age and older:</b> Take 1 chewable 2 times daily. • <b>Adults:</b> Take 1-2 chewables 2 times daily, up to 9 chewables per day.</p>
 <p><b>COLD-FX® EXTRA</b></p>	<ul style="list-style-type: none"> <li>✓ Headache</li> <li>✓ Runny Nose</li> <li>✓ Nasal Congestion</li> </ul> <p><b>NOW Available in a NEW, CHEWABLE FORMAT</b></p>	<p><b>Each capsule contains:</b> <b>50% More Active Ingredient per capsule†</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) – 300 mg (1,200 mg*)</li> </ul> <p>• <b>Children 12 years of age or older:</b> Take 1 capsule 2 times daily. • <b>Adults:</b> Take 1 capsule 2 times daily, up to 6 capsules per day.</p>

## COLD-FX® First Signs™ with Clinically Proven, Naturally Sourced CVT-E002® - Cold & Flu Symptom Relief & Immune Maintenance

	Cough	Sore Throat	Runny Nose	Fever	Headache	Fatigue	MEDICINAL INGREDIENTS / DOSAGE INFORMATION
<p><b>COLD-FX® First Signs™ Capsules</b></p> 	✓	✓	✓	✓	✓	✓	<p><b>Each capsule contains:</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) - 200 mg (800 mg*)</li> <li>• <b>Echinacea</b> (<i>Echinacea purpurea</i>; 6:1 root extract) - 125 mg (750 mg*)</li> <li>• <b>Andrographis paniculata</b> (15:1 leaf extract) 30% Andrographolide - 70 mg (1.05g*)</li> <li>• <b>Zinc</b> (Zinc Citrate) - 5 mg</li> </ul> <p><b>Adults:</b></p> <ul style="list-style-type: none"> <li>• Days 1 to 3: Take 2 capsules 3 times. Total 6 capsules daily.</li> <li>• Days 4 &amp; 5: Take 1 capsule 3 times. Total 3 capsules daily.</li> </ul>
<p><b>COLD-FX® First Signs™ Day / Night Combo</b></p> 	☀️	☀️	☀️	☀️	☀️	☀️	<p><b>Each sachet contains:</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) – Daytime 150 mg (600 mg*), Nighttime 100 mg† (400 mg*)</li> <li>• <b>Zinc</b> (Zinc, amino acid chelate) – Daytime (4 mg), Nighttime (2 mg)</li> <li>• <b>Ginger</b> (<i>Zingiber officinale</i>; 5:1 rhizome extract) - Daytime 60 mg (300 mg*), Nighttime 60 mg (300 mg*)</li> <li>• <b>Echinacea</b> (<i>Echinacea purpurea</i>; 6:1 root extract) - Daytime 50 mg (300 mg*)</li> <li>• <b>Vitamin C</b> (Ascorbic acid) - Daytime 25 mg</li> <li>• <b>Valerian</b> (<i>Valeriana officinalis</i> L.; 4:1 powdered root extract) – Nighttime 75 mg (300 mg*)</li> </ul> <p><b>Adults:</b></p> <ul style="list-style-type: none"> <li>• 3 daytime sachets per day, once every 4-6 hours.</li> <li>• 1 Nighttime Sachet 30-60 min before bedtime.</li> </ul>
<p><b>COLD-FX® First Signs™ Nighttime</b></p> 	✓	✓	✓	✓	✓	✓	<p><b>Each sachet contains:</b></p> <ul style="list-style-type: none"> <li>• <b>COLD-FX® CVT-E002®</b> (<i>Panax quinquefolius</i>; 4:1 root extract) – 100 mg† (400 mg*)</li> <li>• <b>Zinc</b> (Zinc, amino acid chelate) – 2 mg</li> <li>• <b>Ginger</b> (<i>Zingiber officinale</i>; 5:1 rhizome extract) - 60 mg (300 mg*)</li> <li>• <b>Valerian</b> (<i>Valeriana officinalis</i> L.; 4:1 powdered root extract) – 75 mg (300 mg*)</li> </ul> <p><b>Adults:</b></p> <ul style="list-style-type: none"> <li>• 1 Nighttime Sachet 30-60 min before bedtime.</li> </ul>

\*herbal equivalent. †To get immune boosting benefits, a daily minimum of 400 mg (1,600 mg herbal equivalence) of CVT-E002® is required.

COLD-FX® 200mg (NPN 80002849)	UPC
18 Capsules Sleeve	6-27207-18002-3
18 Capsules Bottle	6-27207-60021-7
60 Capsules Bottle	6-27207-60002-6
80 Capsules Bottle	6-27207-60012-5
150 Capsules Bottle	6-27207-15001-9
COLD-FX® Chewable (NPN 80069106)	UPC
45 Chewable Tablets Orange	6-27207-60032-3
45 Chewable Tablets Grape	6-27207-60034-7
100 Chewable Tablets Orange	6-27207-60036-1
100 Chewable Tablets Grape	6-27207-60038-5

COLD-FX® EXTRA 300mg (NPN 80015586)	UPC
12 Capsules Sleeve	6-27207-62100-7
45 Capsules Bottle in Box	6-27207-62001-7
100 Capsules Bottle in Box	6-27207-62002-4
COLD-FX® First Signs™	UPC
Nighttime 8 Sachets (NPN 80052034)	6-27207-63007-8
Day/Night Combo 18 Sachets (NPN 80052049; NPN 80052034)	6-27207-63008-5
COLD-FX® First Signs™ Capsules (NPN 80052846)	UPC
First Signs™ Capsules 24s	6-27207-63013-9
First Signs™ Capsules 48s	6-27207-63014-6

1. Anna Pippus. "Almost 12 Million Canadians Now Vegetarian Or Trying To Eat Less Meat!". VHS Vancouver Humane Society. June 1, 2015. Web. Accessed March 24, 2016.
2. Michael Johnson. "Study: More than half of people report swallowing difficulties with capsules/tablets." Dsn Drug Store News. September 2, 2014. Web. Accessed March 22, 2016.
3. Licensed Natural Health Products Database, Health Canada. Accessed July 12, 2016.
4. McElhaney JE, Simor AE, McNall S and Predy GN. Efficacy and safety of CVT-E002, a proprietary extract of *Panax quinquefolius* in the prevention of respiratory infections in influenza-vaccinated community-dwelling adults: a multicenter, randomized, double-blind and placebo-controlled trial. *Influenza Res and Treat* 2011; 2011:1-8.
5. Predy GN, Goel V, Lovlin RE and Basu TK. Immune modulating effects of double supplementation of COLD-FX (a proprietary extract of North American Ginseng) in healthy adults. *J. Clin. Biochem. Nutri.* 2006. 39, 162-167.

†Per capsule compared to COLD-FX (NPN 80002849)

\*Based on product licenses (NPN 80052846 & NPN 80052049).

COLD-FX is Canada's #1 Pharmacist & Doctor Recommended Natural Cold Remedy Brand. Pharmacy Practice+, Profession Santé and The Medical Post 2016 Survey on OTC Counseling & Recommendations.

For use by Health Care Professionals only. Always direct the patient to read and follow the label. If you have any questions about the COLD-FX® products, please call 1-888-843-7239 or visit cold-fx.ca.

COLD-FX-0042