

NEW

Introducing our new COLD-FX® Chewable

Same formula & claims as original COLD-FX®
now in a delicious NEW Format featuring Great Flavours



For more information on the COLD-FX® products and our clinical studies,
please go to <http://cold-fx.ca/healthcare-professionals/>.

Product Advantages:

- ✓ Great tasting, natural flavour
- ✓ Smooth, micro fine texture
- ✓ Easy to take
 - 50% of people suffer from swallowing difficulties when taking tablets or capsules¹
 - 70% of younger people ages 16 to 34 also report troubles swallowing tablets or capsules¹
- ✓ Proprietary technology ensures quality and consistency of every COLD-FX® Chewable



The Science of COLD-FX®

- 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®



If you have any questions about the COLD-FX® products, please call 1-888-843-7239 or visit cold-fx.ca.

COLD-FX®	Unit UPC Number	Case UPC Number	Units per Case	NPN	McKesson Code	K & F Code
NEW NEW COLD-FX Chewable Orange 45ct	6-27207-60032-3	6-27207-60033-0	12	NPN 80069106	097403	156153
NEW COLD-FX Chewable Grape 45ct	6-27207-60034-7	6-27207-60035-4	12	NPN 80069106	097404	156676
NEW COLD-FX Chewable Orange 100ct	6-27207-60036-1	6-27207-60037-8	12	NPN 80069106	097405	N/A
NEW COLD-FX Chewable Grape 100ct	6-27207-60038-5	6-27207-60039-2	12	NPN 80069106	097406	N/A
Regular Strength COLD-FX 18's Capsules Sleeve	6-27207-18002-3	6-27207-06182-7	6	NPN 80002849	589176	65825
Regular Strength COLD-FX 60's Capsule Bottle	6-27207-60002-6	6-27207-12602-1	12	NPN 80002849	561159	63713
Regular Strength COLD-FX 150's Capsule Bottle	6-27207-15001-9	6-27207-15003-3	12	NPN 80002849	881029	87425
Extra Strength COLD-FX 12's Capsules Sleeve	6-27207-62100-7	6-27207-62053-6	6	NPN 80015586	553008	94122
Extra Strength Capsules 45's Bottle in Box	6-27207-62001-7	6-27207-62051-2	12	NPN 80015586	553057	94123
Extra Strength Capsules 100's Cap Bottle in Box	6-27207-62002-4	6-27207-62052-9	12	NPN 80015586	553099	94125
COLD-FX First Signs Caps 24s Box	6-27207-63013-9	6-27207-63015-3	12	NPN 80052846	082478	155754
COLD-FX First Signs Caps 48s Box	6-27207-63014-6	6-27207-63016-0	12	NPN 80052846	081466	N/A

Always direct the patient to read and follow the label.

†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 Counselling & Recommendations.

¹ Michael Johnsen. "Study: More than half of people report swallowing difficulties with capsules/tablets." Dsn Drug Store News. September 2, 2014. Web. Accessed March 22, 2016.

COLD-FX[®] 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. Preddy, 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[®], 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.