



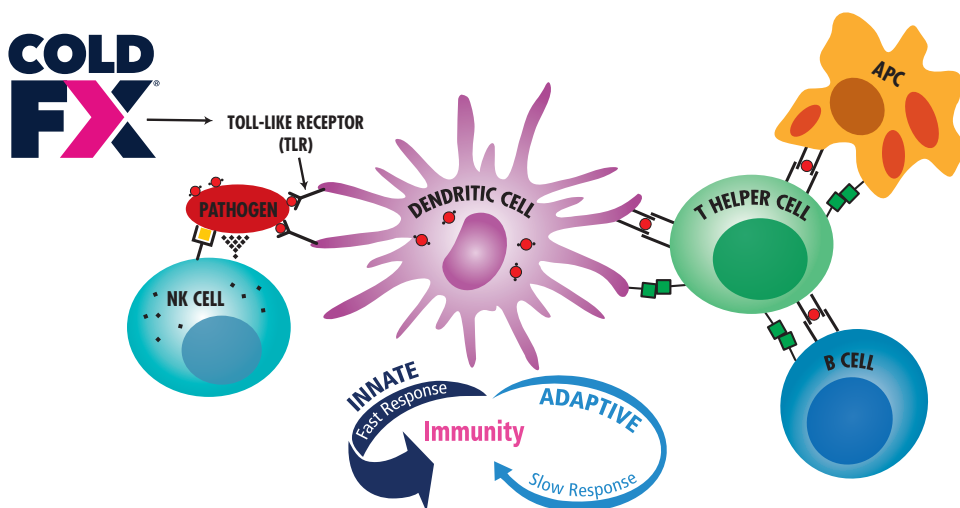
# A Natural Health Product, Proven by Science

## What is COLD-FX®?

**COLD-FX®** is a proprietary, patented, naturally sourced product indicated to help reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system. Each **COLD-FX®** capsule or chewable tablet contains **CVT-E002®**, a patented extract derived from the root of North American ginseng (*Panax quinquefolius*). It is a unique extract rich in polysaccharides (poly-furanosyl-pyranosyl-saccharides) that has been shown in laboratory and clinical studies to stimulate both innate and adaptive immunity and to enhance immune response to cold and flu viral infections. In addition, each batch is standardized with a patented Chemical Biological Fingerprinting (**ChemBioPrint®**) technology to confirm that the chemical identity and biological activity of this product is consistent from batch to batch.

## How does COLD-FX® work?

**COLD-FX®** has been shown to enhance immune response to cold and flu viral infections. Evidence from in vitro and animal studies indicates **COLD-FX®** works in a unique manner by targeting the Toll-like receptors (TLRs)<sup>1-5</sup>. **COLD-FX®** increases the number and enhances the function of immune cells such as macrophages and natural killer (NK) cells within both the innate and adaptive immune systems. These molecules are “soldiers” of our immune “army” that fight against (virus or bacteria).



Kenneth Lee Rosenthal, Jennifer Newton and Amy J. Patrick. CVT-E002, a proprietary extract of North American ginseng, activates the vertebrate innate immune system to produce proinflammatory and anti-viral factors via MyD88 signaling. The FASEB Journal vol. 22 no. 2 Supplement 538. April 2008

## How is **COLD-FX®** different from other ginseng products?

**COLD-FX®** is different from other ginseng products. Its medicinal ingredient **CVT-E002®** consists primarily of polysaccharide extracts from North American ginseng. Other ginseng products have a wide variety of formulations and often consist of crude American ginseng extracts standardized to ginsenosides. Research has shown that these ingredients have a different chemical profile and pharmacological properties. **COLD-FX®** is the only product on the market licensed to make the following claim: Helps reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system.

## Science behind **COLD-FX®**

**COLD-FX®** is an evidence-based product. The safety and efficacy of **COLD-FX®** has been assessed with more than 10 years of research, including 6 published randomized, double-blinded and placebo controlled clinical trials<sup>1-2, 6-9</sup> and 20+ published articles studying the effects of **CVT-E002®**. Together, these clinical trials evaluated the safety and effectiveness in over 1600 subjects and demonstrated that **COLD-FX®** can be used to help reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system. More specifically, a study by Predy<sup>7</sup> showed daily supplement of **COLD-FX®** led to a:

- ✓ 31% reduction in symptom severity
- ✓ 56% fewer recurrent colds
- ✓ 2.4 day reduction in symptom days

[cold-fx.ca/healthcare-professionals/](http://cold-fx.ca/healthcare-professionals/)

Confidential: Do not copy, distribute or display externally to consumer or in any openly visible patient interaction areas. This material is solely for use by Healthcare Professionals in understanding the available clinical data and science behind COLD-FX.

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®** and Flu Shot

Clinical studies showed a further reduction of cold and flu symptoms when receiving the annual flu shot and taking **COLD-FX®** during the cold and flu season<sup>9</sup>.



### Proven Better Together<sup>9</sup>

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



# A Natural Health Product, Proven by Science

**COLD-FX® Daily Support Clinically Proven Formula**  
Helps reduce the Frequency, Severity & Duration of cold & flu symptoms by **Boosting the Immune System**

COLD-FX®		MEDICINAL INGREDIENTS / DOSAGE INFORMATION
	Helps reduce: ✓ Frequency ✓ Severity ✓ Duration of cold & flu symptoms by <b>Boosting the Immune System</b>	<b>Each capsule contains:</b> • <b>COLD-FX® CVT-E002®</b> ( <i>Panax quinquefolius</i> ; 4:1 root extract) – 200 mg (800 mg*)  • <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.
	Helps increase production of certain types of cytokines that may <b>signal and</b> <b>activate the immune</b> <b>system in high</b> <b>performing athletes.</b>	<b>Each chewable contains:</b> • <b>COLD-FX® CVT-E002®</b> ( <i>Panax quinquefolius</i> ; 4:1 root extract) – 200 mg (800 mg*)  • <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.
		<b>Each capsule contains:</b> <b>50% More Active Ingredient</b> per capsule† • <b>COLD-FX® CVT-E002®</b> ( <i>Panax quinquefolius</i> ; 4:1 root extract) – 300 mg (1,200 mg*)  • <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.

**COLD-FX® First Signs® Symptom Relief**  
Helps to Relieve Symptoms of Sore Throat, Fever, Cough, Headache and Runny Nose.

	Cough	Sore Throat	Runny Nose	Fever	Headache	Sleeplessness	MEDICINAL INGREDIENTS / DOSAGE INFORMATION
	✓	✓	✓	✓	✓		<b>Each capsule contains:</b> • <b>COLD-FX® CVT-E002®</b> ( <i>Panax quinquefolius</i> ; 4:1 root extract) - 200 mg (800 mg*) • <b>Echinacea</b> ( <i>Echinacea purpurea</i> ; 6:1 root extract) - 125 mg (750 mg*) • <b>Andrographis</b> ( <i>Andrographis paniculata</i> 15:1 leaf extract) 30% Andrographolide - 70 mg (1.05g*) • <b>Zinc</b> (Zinc citrate) - 5 mg  • <b>Adults:</b> Days 1 to 3: Take 2 capsules 3 times. Total 6 capsules daily. Days 4 & 5: Take 1 capsule 3 times. Total 3 capsules daily.
✓ Both COLD-FX® First Signs® products can be used safely as they complement one another							
	✓	✓	✓	✓	✓	✓	<b>Each capsule contains:</b> • <b>COLD-FX® CVT-E002®</b> ( <i>Panax quinquefolius</i> ; 4:1 root extract) - 200 mg (800 mg*) • <b>Andrographis</b> ( <i>Andrographis paniculata</i> 12:1 leaf extract) 30% Andrographolide - 100 mg (1.2 g*) • <b>Ginger</b> ( <i>Zingiber officinale</i> ; 4:1 rhizome extract) - 125 mg (500 mg*) • <b>Melatonin</b> ( <i>N-Acetyl-5-methoxytryptamine</i> ) - 5 mg  • <b>Adults:</b> Take 2 capsules daily at or before bedtime.

\*herbal equivalent.

COLD-FX® 200mg (NPN 80002849)	UPC
18 Capsules Sleeve	6-27207-18002-3
18 Capsules Bottle	6-27207-60021-7
60 Capsules Bottle in Box	6-27207-60002-6
150 Capsules Bottle in Box	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

COLD-FX® Extra Strength 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® (NPN 80052846)	UPC
24 Capsules Bottle in Box	6-27207-63013-9
48 Capsules Bottle in Box	6-27207-63014-6
COLD-FX® First Signs® Nighttime (NPN 80079567)	UPC
24 Capsules Bottle in Box	6-27207-63019-1

†Per capsule compared to COLD-FX NPN 80002849. COLD-FX is Canada's #1 Pharmacist & Doctor Recommended Natural Cold Remedy Brand. Pharmacy Practices+, Profession Santé and The Medical Post 2016 Survey on OTC Counselling & 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](http://cold-fx.ca). COLD-FX-0073

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8. McElhaney JE, Simor AE, McNeil S et al. 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 Treat* 2011;2011:1-8.