



GENESTRA
BRANDS®

Kids English Ivy

Cough and Cold

Herbal combination to help reduce cough and cold symptoms in kids

- Includes a soothing blend of English ivy, marshmallow and European elder extracts
- English Ivy is used as an expectorant to help relieve coughs
- Marshmallow is used in Herbal Medicine to relieve throat irritation and associated dry cough in adolescents and children ages 6 years and older
- European elder is used in Herbal Medicine to help relieve cold and flu symptoms and relieve fever (promotes sweating) in children 3 to 12 years
- Delicious natural raspberry flavour

Kids English Ivy is a great-tasting combination of herbs traditionally used to help relieve symptoms associated with coughs and colds. It provides English ivy, which has been demonstrated in clinical trials to help relieve coughs, promote expectoration, and improve respiratory function in children with chronic bronchitis.¹⁻³ A mucilaginous herb, marshmallow contains polysaccharides that coat the mucosal lining of the respiratory tract.⁴ Clinical research supports its traditional use in Herbal Medicine as a demulcent to relieve the irritation of the oral and pharyngeal mucosa and associated dry cough.⁴ Kids English Ivy also includes European elder, an herb well-recognized for its high anthocyanin content.⁵ European elder is used in Herbal Medicine to promote sweating (diaphoretic) to help relieve fever, while helping to relieve symptoms of colds and flus (such as coughs, sore throat and catarrh of the upper respiratory tract). Available in a delicious natural raspberry flavour, Kids English Ivy provides soothing relief of cough and cold symptoms in children 3 years and older.



ONE TEASPOON (5 ml) CONTAINS:

Marshmallow (<i>Althaea officinalis</i>) Root Extract (4:1)	125 mg
500 mg Dried Equivalent	
English Ivy (<i>Hedera helix</i>) Leaf Extract (4-7:1)	40 mg
160-280 mg Dried Equivalent	
European Elder (<i>Sambucus nigra</i> subsp. <i>nigra</i>)	
Fruit Extract (16:1)	25 mg
400 mg Fresh Equivalent	

Non-Medicinal Ingredients: Purified water, glycerin, xylitol, natural flavours, citric acid, xanthan gum, potassium sorbate

Recommended Dose: Adolescents and Children (6 years and older): Take 1 teaspoon 3 times daily or as recommended by your healthcare practitioner. Consult your healthcare practitioner for use beyond 4 weeks. **Children (3-5 years):** Take ½ teaspoon 3 times daily or as recommended by your healthcare practitioner. Consult your healthcare practitioner for use beyond 14 days. Take a few hours before or after taking other medications or natural health products.

Product Size: 120 ml Syrup

Product Code: 07645

NPN 80082264



REFERENCES

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4. European Medicines Agency. (2016). Assessment report on *Althaea officinalis* L., radix. Retrieved from: http://www.ema.europa.eu/docs/en_GB/document_library/Herbal_-_HMPC_assessment_report/2016/11/WC500215642.pdf
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Cough and Cold

Scientific Rationale:

English ivy (*Hedera helix*) has a long history of traditional use.¹ It is primarily known for its expectorant actions (helping loosen and expel mucus) and to help relieve symptoms associated with bronchitis, such as cough and shortness of breath.¹ It contains a wide variety of bioactive compounds, including flavonoids, phenolic acids and saponins, which contribute to the beneficial effects of the herb on the respiratory system.¹

Saponins are the primary bioactive ingredient in English ivy.¹ One important saponin known as hederacoside C is converted to α -hederin after it is reabsorbed into the blood.^{1,2} α -Hederin targets cells in the lung to increase the secretion of surfactant (a lipoprotein complex required for the elastic properties of the lung), which decreases the viscosity of viscous mucus.¹ α -Hederin may also support respiratory function by promoting airway relaxation and bronchiole dilation, which may help relieve respiratory symptoms of bronchitis.¹ The phenolic acids and flavonoids present in English ivy may help decrease the airway inflammation associated with bronchitis to further support respiratory health.¹

Clinical trials have evaluated the beneficial effects of English ivy extract in children with bronchitis. Research involving this population has reported that English ivy supplementation for seven days helped improve symptoms such as cough, expectoration and respiratory function.^{3,4} Additional studies have also noted the high tolerability and compliance associated with English ivy supplementation.⁵⁻⁷

Marshmallow (*Althaea officinalis*) has been used traditionally in Europe for more than 2,000 years.⁸ As this mucilaginous herb coats the mucosal lining of the respiratory tract, it is primarily used in Herbal Medicine as a demulcent to relieve the irritation of the oral and pharyngeal mucosa and associated dry cough.^{8,9}

In vitro research suggests that marshmallow contains a variety of polysaccharides that can adhere to epithelial tissue.⁹ These polysaccharides form a protective layer on the mucosa to help

relieve mucosal irritation.⁹ One type of polysaccharide known as rhamnogalacturonan was also shown to help suppress coughs in guinea pigs.¹⁰ Preclinical research suggests that this polysaccharide may work by regulating the serotonergic 5-HT₂ receptor, which is present on airway smooth muscle and sensory nerves, and may have a role in the cough reflex.¹⁰ Furthermore, research in animals suggests that marshmallow polysaccharides may have immunomodulatory effects, such as stimulating phagocytic activity in macrophages.⁹

Clinical research has demonstrated the soothing effects of marshmallow extracts on oral and pharyngeal mucosa.⁹ One randomized, placebo-controlled trial reported that daily supplementation with marshmallow for four weeks significantly improved mean cough scores in participants experiencing dry cough.¹¹ Similarly, supplementation with marshmallow root in children with mucous membrane irritation in the mouth and pharynx and associated dry cough was found to strongly reduce cough intensity and frequency within three days.⁹ Collectively, these studies support the traditional use of marshmallow in supporting oral and pharyngeal mucosal comfort and relieving dry cough.⁹

European elder (*Sambucus nigra* subsp. *nigra*) has been traditionally used since ancient times.¹² It is used in Herbal Medicine to promote sweating (diaphoretic) to help relieve fever and to help relieve symptoms of colds and flus (such as coughs, sore throat and catarrh of the upper respiratory tract). Two placebo-controlled trials have demonstrated that European elder supplementation helped relieve flu symptoms (including fever) within 2-4 days and was well-tolerated by participants.¹² European elder intake also increased the level of flu virus antibodies, reflecting greater immune activity.¹² European elder is well-known for its high concentration of anthocyanins and flavonols, such as cyanidin 3-glucoside and cyanidin 3-sambubioside.¹² *In vitro* research reports that European elder flavonoids may help inhibit the flu virus from binding to and entering host cells, reducing the risk of infection.¹²

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