



# COUGH & COLD

Helps  
Effectively Combat  
Coughs & Colds



with Natural  
ANTI-VIRAL HERBS



## General information

AAYUDH **Cough & Cold** is made with proven, validated and time-tested essential oils that help (1) target viral infections, and (2) curb the damages the body may sustain from the infection. This two-pronged approach facilitates a faster recovery from viral infections and helps soothe the body.

## Indication

Beneficial in viral & bacterial infections, sore throat, cough & cold, flu, etc. with antioxidant and immunomodulatory properties.

## Formulation with essential oils found beneficial

### ♦ **Dual action:**

- 1 Comprises antiviral properties that target & dispose infectious elements.
  - 2 Comprises antioxidant properties that help protect cells, organs and the body.
- ♦ Shown to help maintain body homeostasis.
  - ♦ Shown to increase buffering capabilities of the body.
  - ♦ Found to be safe for morbid and co-morbid patients.

## Recommended use

**Adults:** Oral administration – 10mL. three (3) times a day on an empty stomach or as recommended by a Physician.

**Children:** As recommended by a Physician.

## Side effects

No known side effects.

## Drug interactions

No known drug-to-drug interactions.



## Composition

**Carvacrol<sup>1</sup> (Thyme):** Antiviral activity via membrane disruption of the virus with antioxidant activities to protect the body.

**Tannic acid<sup>2</sup> (Coconut):** Antiviral activity by binding to cell receptors and inhibiting viral attachment.

**Ferulic acid<sup>3</sup> (Corn):** Antioxidant activity by enhancing scavenger enzyme activity and catalyzing free radical generation.

**Luteolin<sup>4</sup> (Sugarcane, Thyme):** Antiviral activity via inhibition of virus production.

**Thymoquinone<sup>5</sup> (Blackseed):** Antiinflammatory activity by scavenging reactive oxidative species.

**Menthol<sup>6</sup> (Peppermint):** Soothes body by generating cooling and analgesic sensations in throat.

### References:

<sup>1</sup> Kowalczyk, A., Przychodna, M., Sopata, S., Bodalska, A., & Fecka, I. (2020). Thymol and thyme essential oil—new insights into selected therapeutic applications. *Molecules*, 25(18), 4125.

<sup>2</sup> Kaczmarek, B. (2020). Tannic acid with antiviral and antibacterial activity as a promising component of biomaterials—A minireview. *Materials*, 13(14), 3224.

<sup>3</sup> Zduńska, K., Dana, A., Kolodziejczak, A., & Rotsztein, H. (2018). Antioxidant properties of ferulic acid and its possible application. *Skin pharmacology and physiology*, 31(6), 332-336.

<sup>4</sup> Bai, L., Nong, Y., Shi, Y., Liu, M., Yan, L., Shang, J., ... & Tang, H. (2016). Luteolin inhibits hepatitis B virus replication through extracellular signal-regulated kinase-mediated down-regulation of hepatocyte nuclear factor 4 expression. *Molecular pharmaceutics*, 13(2), 568-577.

<sup>5</sup> Mutabagani, A., & El-Mahdy, S. A. (1997). A study of the anti-inflammatory activity of *Nigella sativa* L. and thymoquinone in rats. *Saudi Pharmaceutical Journal*, 5, 110-113.

<sup>6</sup> A Farco, J., & Grundmann, O. (2013). Menthol-pharmacology of an important naturally medicinal “cool”. *Mini reviews in medicinal chemistry*, 13(1), 124-131.



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