Take at the FIRST sign of a cold symptom or before entering a high risk area like a shopping mall or aeroplane

Prevention is better than treatment
Nasaleze is a Class 1 medical device in Europe

- Natural protection from airborne germs and viruses
- Drug free, fast-acting and non-drowsy
- 30-day supply (200 doses)
- Safe for pregnant and breast feeding women
- Safe for children (under supervision)
- Refreshing mint flavour
- Carry with you and take before entering a crowded environment.

Nasaleze Cold is a natural nasal powder spray containing a blend of cellulose, peppermint and odour controlled wild garlic that delivers fast, continuous protection from airborne germs that are inhaled via the nose.

Block colds before they start with Nasaleze Cold

nasaleze.com
What is Nasaleze Cold?

*Nasaleze Cold* is a natural nasal powder spray containing a blend of micronized cellulose, peppermint and odour controlled garlic that delivers fast protection from airborne germs that are inhaled via the nose. By trapping, absorbing and neutralising airborne germs, *Nasaleze Cold* stops the causes of infection rather than just treating the symptoms.

Why garlic?
The garlic used in *Nasaleze Cold* is odour controlled European wild garlic. This wild garlic extract contains copious amounts of ajoene. The component has been shown to possess excellent antiviral capabilities (Weber et al Planta Med 58 1992 417-423) outperforming all other garlic thiosulphinates in terms of anti-viral activity. As our European wild garlic is odour controlled there is little taste to it.

Why peppermint?
Of all the species of mint, peppermint contains the most menthol, a phytochemical that has antibacterial and antiviral effects. The menthol in peppermint has long been used as a cough suppressant and decongestant. Even in the United States, where herbal medicine is not widely used, menthol is a common ingredient in cough drops, nasal spray, and mentholatum chest rubs. The FDA actually approved the marketing of peppermint as a cold remedy, as did a panel of experts in Germany that evaluates the safety and efficacy of herbs.

Where Nasaleze Cold works
Catch colds before they catch you, used as a handy daily nasal spray, *Nasaleze Cold* helps the body to create a barrier against germs, which is effectively makes you less likely to ‘catch a cold’. Airborne germs are the most common way to catch cold and viruses, particularly in crowded places such as buses, trains, planes or the underground. Using *Nasaleze Cold* before exposure to a crowded area will make it much more difficult to pick up colds and germs.
“Nasaleze Cold works by strengthening the nasal barrier against external germs and irritant”, says Dr Ron Cutler, principal lecturer in microbiology at the Univeristy of East London (UEL) in the UK. “It actually helps the nose to filter out germs and dust so prevents the viruses and airborne infections from invading the body. You could say it’s an addition to the body’s armoury to help protect against cold and flu – before they stat.”

**Mechanism of action**

*Nasaleze* gets to work when the cellulose powder meets the moisture always found present in the nasal tract to form a protective gel-like barrier. The gel traps airborne germs and viruses and the garlic deactivates them.

**Simple and Safe**

*Nasaleze Cold* couldn’t be simpler to use. One squeeze from the easy to use dispense bottle into each nostril will rapidly distribute fine powder throughout the upper nasal passages and sinuses and remain effective for several hours. For increased protection administer *Nasaleze Cold* up to three or four times per day.

*Nasaleze Cold* contains no drugs or medicines, has no know side effects and is non drowsy. Registered as a Class One Medical Device with the MHRA (Medicines Healthcare Regulatory Agency) which means it is 100% safe for all the family, including children over seven years and pregnant women.

Anyone who wishes to avoid catching a cold should take *Nasaleze Cold* but those who are more frequently exposed to airborne germs should definitely take it. For example: frequent flyers, office workers, school teachers, athletes, flight attendants, hospital workers, people working in closed ventilation systems and commuters.

**Side Effects**

Side effects are virtually unknown. Because it is steroid and medicine free, *Nasaleze* is often preferred to medications containing drugs/chemicals by sufferers. Studies carried out in volunteers reveal no serious adverse effects when taking *Nasaleze*. 
Number of active infections during the study period  67  20  p<0.01
Number of volunteers without any infection  61  0  p<0.05
Number of volunteers with a serious infection lasting over 7 days  12  6  p<0.05
Number of days reported with an active infection  240  126  p<0.06
Number of volunteers experiencing multiple infections during the study period  11  2

Preventing air-borne infections
Hiltunen R, Josling P, James M.
- Dual centred, randomized, blind study
- 52 participants
- 1 puff of Nasaleze Cold daily
- Increased number of puffs to 3 if an infection was caught
- Symptoms assessed with 5 point scale
- Participants contacted every 2 weeks
- Trial lasted 8 weeks

Results
- No adverse effects
- Reduction in duration and number of infections in active group

Parent and child evaluation of efficacy of Nasaleze Cold in the main group

Doctor evaluation of efficacy of Nasaleze Cold in the main group

nasaleze.com
Comparative analysis of incidence of URTI in 2008 and 2009 for children in the main group.

### TABLE

<table>
<thead>
<tr>
<th>EVALUATION CRITERION</th>
<th>NUMBER OF CHILDREN RECEIVING NASALEZE COLD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008 - 2009</td>
</tr>
<tr>
<td></td>
<td>(December, January, February)</td>
</tr>
<tr>
<td></td>
<td>2009 - 2010</td>
</tr>
<tr>
<td></td>
<td>(December, January, February)</td>
</tr>
<tr>
<td>Number of instances of URTI</td>
<td>2.72 ± 1.11</td>
</tr>
<tr>
<td>Duration of URTI (in days)</td>
<td>7.65 ± 3.54</td>
</tr>
</tbody>
</table>

URTI symptoms in the main and control groups in Visit 2 (2st week) and in Visit 4 (6th week) in score.
Effective preventative measure for acute respiratory infections in children

Geppe N, Farber I, Kozhevnikova T, Andriyanova E.

• An open randomised study examining efficacy and safety
• 63 participants
• Mean age 6.8
• 1 puff per nostril twice a day
• Symptoms evaluated on a 5 point scale
• Patients monitored at weeks 2 and 6

Results.
• 80% in active group did not fall ill
• In the control group all fell ill with 45% falling ill twice
• Illness incidence had decreased by 90% compared to the previous year
• 82.5% rated the product as highly effective preventative agent against URTI
Details of clinical trials on **Nasaleze Cold**

<table>
<thead>
<tr>
<th>Study</th>
<th>Description</th>
<th>Population</th>
<th>Measurements &amp; results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preventing air-borne infections with an intra nasal cellulose powder formulation. (Nasaleze Cold)</td>
<td>Hiltunen, Josling and James. A dual centred, randomized, blind study to determine whether Nasaleze Cold can reduce airborne infections. 1 puff of Nasaleze Cold per day and if an infection is caught increase to 3 puffs. A diary was kept with a 5 point scale (5 – well, no problems) and to record variety of symptoms, the day recovery began and the day of complete recovery.</td>
<td>52 participants</td>
<td>The active group had a significant drop in the number of infections caught compared to the placebo group (p&lt;0.001). The active group had half the number of serious infections lasting over 7 days, which is a significant decrease (p&lt;0.005). The control group also had significantly higher days of active infection (p&lt;0.005).</td>
</tr>
<tr>
<td>Virucidal activity of Nasaleze and Nasaleze Cold in cell cultures infected with pathogenic avian flu virus (HSN1)</td>
<td>Lvov and Deryabin at the Ivanovsky State Scientific Research Institute of Virology at the Russian Academy of Medical Sciences, Moscow. Porcine embryo kidney cell cultures were used as the substrate along with the flu A virus. The virus was added in different amounts of TCID50 10.0 and 1.0 to the cell culture which was washed with nutrient medium. They were left in a germinator at 36.7oC for 30 mins. Healthy cells were determined using methylene-blue.</td>
<td>In Vitro</td>
<td>There was no morphological property changes in the SPEV cell cultures. Nasaleze and Nasaleze Cold with preventative application were able to stop the effect of flu A/H1N1 virus on the SPEV cell monolayer, 85% to 100% of the cells in the monolayer survived while only 30% survived without Nasaleze Cold. The infection process is significantly slowed as the virus cannot infect healthy cells protected by Nasaleze Cold.</td>
</tr>
<tr>
<td>Use of Nasaleze Cold as a prevention method for acute respiratory illnesses in paediatric practice</td>
<td>Geppe, Farber, Kozhevnikova, Andriyanova. The department of Children's Diseases Clinic of the I.M. Sechenov Medical Academy, Moscow. An open randomised study of the efficacy and safety of using Nasaleze Cold to prevent respiratory viral infections in children. Symptoms (nasal breathing both night and day, discharge from nasal cavity, sneezing and coughing) evaluated on a 5 point scale, 0 = no symptoms. 1 puff per nostril twice a day. Patients were monitored at weeks 2 and 6.</td>
<td>63 patients 28 girls and 35 boys Mean age 6.8</td>
<td>80% of the children in the active group did not fall ill while in the control group all children fell ill at least once (55%) and 45% fell ill twice. When compared with the same time last year illness incidence had decreased by 90% and the duration of URTI (in days) decreased by 2.5 times. 82.5% rated the product as highly effective preventative agent against URTI. Tolerance of the drug was wide spread amongst most individuals.</td>
</tr>
<tr>
<td>Study of the Effects of Inert Cellulose Powder on Nasal Mucosa</td>
<td>Angotolyeva and Sukhovetchenko. The study took place at the Russian Medical Academy of Postgraduate Education. Two types of participants (healthy and diagnosed with allergic rhinitis) took part in the study. The participant's quality of life was assessed using a questionnaire before treatment with inert cellulose powder (Nasaleze and Nasaleze Cold) and after treatment.</td>
<td>30 participants in general good health. 30 participants with perennial or seasonal AR</td>
<td>Group one participants showed no deterioration in their quality of life after being treated with Nasaleze Cold. There was no negative nasal mucosal alterations and the mucociliary transport was not inhibited. The cell composition of the nasal mucosa was unaffected, there was no significant different in the number of functionally active cells. Nasaleze Cold did not show ciliotoxic effect.</td>
</tr>
<tr>
<td>Health Science Institute – Could two kitchen favourite ward of swine flu?</td>
<td>Health Sciences institute Vol. 14, No 4</td>
<td>Article</td>
<td></td>
</tr>
</tbody>
</table>