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Dear reader,

Autumn has just begun in Europe and the cold season is already upon us. After a period of wearing masks and keeping your distance, this year will probably be a "normal" cold season and the demand for cough and cold products will rise again.

Ivy is a well-researched and effective ingredient in many cough and cold products. In this newsletter you will learn more about the ivy plant and its effects.



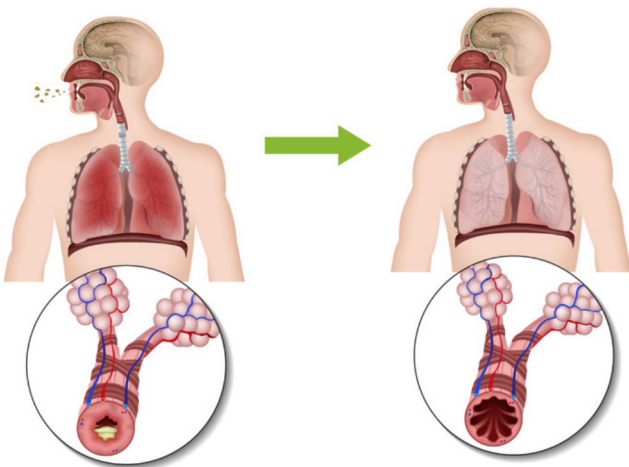
In ancient times ivy was considered as a symbol of eternal life and loyalty. The climbing, evergreen and woody plant is native to most of Europe and western Asia. It grows around old walls, house fronts and even other plants and is a very familiar ornamental plant in Europe. Ivy has been named Germany's medicinal plant of the year for 2010 and not without reason. Since centuries ivy has been used as a natural remedy.

Nowadays the efficacy of ivy leaf extract for cough relief has been proven by several randomized, double-blind, placebo-controlled studies. As a result, the European Union herbal monograph on ivy leaf confirms the status of "Well-Established Use" for herbal medicinal products used as an expectorant in case of productive cough for its oral use.

In fact, all plant material is toxic. Even small amounts of berries can cause serious symptoms of poisoning including nausea, vomiting or severe diarrhoea. Only the ivy leaves are used for medicinal purposes. Due to the high levels of saponins self-medication with ivy leaf tea is contraindicated as it can cause gastrointestinal irritations.

However, as Paracelsus (1493-1541) already said: "All things are poison and nothing is without poison, only the dosage makes a thing not poison." In the right dose, high quality ivy leaf preparations are one of the **best-selling herbal cough remedies** in the world.

## Pharmacological activity



- Spasmolytic activity: key phytochemicals in ivy leaves like Hederin relax the bronchial tubes
- Secretolytic activity: constituents in ivy leaves increase the secretion of surfactant which makes the mucus more fluid
- Anti-inflammatory activity: ivy leaf extracts help to reduce inflammation at the airways and have a soothing effect on them

Ivy leaf extract has spasmolytic, secretolytic and anti-inflammatory properties. It helps to clear mucus in productive coughs, fights inflammation and soothes the bronchi.

Get in contact with us regarding our extract qualities



## LEGAL NOTICE

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