

## ***The Facts About Zicam® Cold Remedy***

- ✓ Zinc gluconate, the active ingredient in Zicam Cold Remedy, is a drug
- ✓ Zicam Cold Remedy is not an herbal or nutritional supplement
- ✓ Zicam Cold Remedy products are regulated by the U.S. Food & Drug Administration
- ✓ Zicam Cold Remedy is clinically proven to reduce the severity of symptoms and duration of the common cold by up to 75% faster when treatment begins within the first 24 to 48 hours of symptom onset
- ✓ The National Advertising Division of the Council of Better Business Bureaus to the U.S. Alcohol and Tobacco Tax and Trade Bureau has validated Zicam Cold Remedy's efficacy claims

## **ZICAM® COLD REMEDY: FREQUENTLY ASKED QUESTIONS**

### **General**

#### **What is Zicam Cold Remedy?**

Zicam Cold Remedy is an over-the-counter homeopathic drug that is available in five delivery systems: a nasal gel pump, nasal gel swabs, Chewables™, RapidMelts™ and Oral Mist™. Each reduces the duration and severity of the common cold.

#### **Can Zicam Cold Remedy safely and effectively shorten the duration of the common cold?**

The safety and efficacy of Zicam Cold Remedy is substantiated by two peer-reviewed, published clinical studies<sup>1,2</sup>. The combined data show that zinc gluconate nasal gel—the active ingredient in Zicam Cold Remedy intranasal gel—is effective in reducing the severity of symptoms and duration of the common cold by up to 75% faster when treatment begins within the first 24 to 48 hours of symptom onset. The National Advertising Division (NAD) of the Council of Better Business Bureaus to the U.S. Alcohol and Tobacco Tax and Trade Bureau has validated these claims.

In addition, a recent review article<sup>3</sup> published in the *Journal of the American Pharmacists Association* summarized all of the existing research of zinc cold remedies and underscored the value of zinc in treating the common cold.

<sup>1</sup> Hirt M, Nobel S, Barron E. Zinc nasal gel for the treatment of common cold symptoms: A double-blind, placebo-controlled trial. *Ear Nose Throat J.* 2000;79:778-780, 782.

<sup>2</sup> Mossad SB. Effect of zincum gluconicum nasal gel on the duration and symptom severity of the common cold in otherwise healthy adults. *QJM.* 2003;96:35-43.

<sup>3</sup> Hulisz D. Efficacy of Zinc Against Common Cold Viruses: An Overview. *Journal of the American Pharmacists Association.* September/October 2004;44:594-603.

### **Is Zicam Cold Remedy a “cure” for the common cold?**

The common cold is a self-limiting condition (research shows that most people get over a cold between 10-14 days), so the term “cure” is not scientifically applicable. However, unlike most over-the-counter and prescription cold remedies that are designed to temporarily suppress the symptoms of the common cold, Zicam Cold Remedy is unique because it actually treats the cold, and is clinically proven to reduce the duration of the common cold and the severity of symptoms.

### **How many Zicam Cold Remedy products are there?**

Zicam Cold Remedy is available in five formulations:

- ✓ *Zicam Cold Remedy Chewables™*
- ✓ *Zicam Cold Remedy RapidMelts™*
- ✓ *Zicam Cold Remedy Oral Mist™*
- ✓ *Zicam Cold Remedy Nasal Gel Swabs™*
- ✓ *Zicam Cold Remedy Nasal Gel Pump*

### **What are the active ingredients in Zicam Cold Remedy?**

The active ingredient in Zicam Cold Remedy Nasal Gel Pump and Zicam Cold Remedy Nasal Gel Swabs is zinc gluconate, which is contained in Zinullose™, a patented ionic emulsification formula. The active ingredients in Zicam Cold Remedy Chewables, Zicam Cold Remedy RapidMelts, and Zicam Cold Remedy Oral Mist are zinc gluconate and zinc acetate.

### **Can children use Zicam Cold Remedy?**

Zicam Cold Remedy Nasal Gel Pump, Zicam Cold Remedy Nasal Gel Swabs, Zicam Cold Remedy Oral Mist, and Zicam Cold Remedy RapidMelts are labeled for use in children over three years of age. Zicam Cold Remedy Nasal Gel Swabs are also available in a special kids size. Zicam Cold Remedy Chewables are labeled for children over six years of age. However, as with any over-the-counter medicine, it is recommended that you consult with your child’s doctor before use. Dosing guidelines are clearly marked on the label.

### **Do doctors and pharmacists recommend Zicam Cold Remedy?**

Numerous healthcare professionals including general physicians, ear, nose, and throat specialists, and pharmacists have come forward in support of the science behind Zicam Cold Remedy and recommend it to their patients and customers.

### **Can I still use Zicam Cold Remedy if I have a stuffy nose?**

Yes, you can still use Zicam Cold Remedy if you have a stuffy nose.

### **Where can I buy Zicam Cold Remedy?**

Zicam Cold Remedy products are available over-the-counter at more than 50,000 drug stores, grocery stores, pharmacies, mass merchants, club stores and convenience stores nationwide. For more information call **1-877-942-2626** or log on to [www.zicam.com](http://www.zicam.com).

## **U.S. Food & Drug Administration Regulations**

### **Is Zicam Cold Remedy considered a drug or is it an alternative medicine?**

All Zicam Cold Remedy products are considered drugs and are regulated by the U.S. Food & Drug Administration.

Because zinc gluconate, the active ingredient in Zicam Cold Remedy products, is a naturally occurring substance people sometimes refer to it as alternative medicine. However, zinc gluconate is recognized as a drug under the guidelines for homeopathic medicine set forth in the *Homeopathic Pharmacopeia of the United States*, a compendium to the Food, Drug, and Cosmetic Act. The U.S. Food & Drug Administration regulates these guidelines.

### **What is the Homeopathic Pharmacopeia of the United States (HPUS)?**

The HPUS is a compendium to the Food, Drug, and Cosmetic Act, and is regulated by the U.S. Food and Drug Administration. The HPUS includes ingredients listed as accepted homeopathic drugs that generally meet standards for strength, quality, and purity. The HPUS includes a compilation of standards for source, composition and preparation of homeopathic drugs.

### **Why is zinc gluconate considered homeopathic?**

Zinc gluconate is recognized as a homeopathic drug because it has known "homeopathic provings" and/or known effects which mimic the symptoms, syndromes or conditions associated with the common cold, which it is administered to treat.

### **Does the U.S. Food & Drug Administration regulate Zicam Cold Remedy?**

Zicam Cold Remedy is a drug and is regulated by the U.S. Food and Drug Administration under the guidelines set forth in the *Homeopathic Pharmacopeia of the United States*. All Zicam Cold Remedy products are manufactured and marketed according to strict U.S. Food and Drug Administration guidelines for homeopathic medicine.

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