

Atkins Pharmacy 701 3rd St. Marble Falls, Texas 693-2972
Atkins Express Pharmacy 2607 Hwy 281 N, Marble Falls, Tx 693-3784

Atkins Apothecary News

From The Pharmacist: Zinc and the Common Cold

Zinc lozenges in adequate doses may shorten the duration of the common cold.

Zinc stimulates the immune system and zinc deficiency increases the risk of infections. An analysis of 13 placebo-controlled studies showed strong evidence that adequate doses of zinc may reduce the duration and intensity of the common cold. Contradictory results in various studies can largely be explained

by the formulation of the lozenges or the variation in the total daily doses of zinc that the person obtained from the lozenge. Many trials with daily zinc doses over 75 mg have found significant reductions in the duration of colds. Zinc lozenges have caused side effects such as bad taste and constipation that stopped when lozenge use was discontinued, but there is no evidence that short term, occasional use would cause long term

harm. Ask our natural medicine specialists or pharmacists about the most appropriate preparations for your family.



Words From The Wellness Desk: Those Darn Allergies!

Allergies driving you crazy? Tired of dripping and sneezing and snorting and wheezing? Well, you are not alone! It is estimated that more than 26 million Americans suffer seasonal allergies right along with you!

Reports state that Americans spent close to 1.5 billion dollars on over-the-counter allergy medicines in 2008; additionally, according to Dr. William E. Berger,

of the American College of Allergy, Asthma, and Immunology, nearly 1/3 of those people think their medications don't work. Many allergy medications cause unwanted side effects, most notably drowsiness and nasal irritation, and some cannot be used along with other prescription medications. Where can allergy sufferers turn for safe and effective relief?

Fortunately, there are a number

of tried and true, medically proven natural therapies that are very safe and very effective. These therapies can often prevent or lessen the frustrating and uncomfortable symptoms associated with seasonal allergies. Our bodies are designed to react to allergens by releasing histamines, which are intended to initiate sneezing and watering eyes, which help rid the body of these offending particles. (Cont pg. 2)

Girls
Night Out

Nov 17th

6pm-8pm

Make your
Wish List

(for the hubby
to pick up at
Guy's Night
Out Dec. 8th)

while

enjoying

Sugar

Mama's

desserts,

free chair

massages

and more!

Those Darn Allergies

Most allergy medicines attempt to mitigate these symptoms instigated by the body to manage the allergens.

But, wouldn't it be great if you could prevent the allergy attack from ever taking place? Well, nature has provided some ways to head allergies off at the pass, as well as some natural supplements to treat symptoms that do present themselves.

Ever heard of a Neti Pot? A neti Pot is a small vessel with a spout used for thousands of years to flush the nasal passages. Simply allowing the warm salt water to wash the pollen grains from the sinuses can provide great relief, prevent many symptoms, and greatly reduce the use of antihistamines. The idea can take a little getting used to but it is safe, even for children, effective, and very affordable.

Also a preventative treatment, Sublingual Immunotherapy (SLIT) is another safe, affordable, and effective option. This works much like allergy shots, without the needles! Used for the past 20 years in Europe, SLIT treatment works by putting a few drops of the allergen (in

a much diluted suspension) under the tongue and held for a minute or two, then swallowed. When started before the problem season begins, this process can greatly reduce, and sometimes eliminate allergy symptoms. These solutions can be introduced after symptoms begin, but higher doses can be required and efficacy may be slightly diminished.

Quercetin, Stinging Nettle, and Butterbur are plant-based compounds that are natural antihistamines. Research shows that 1000 mg of Quercetin (taken between meals) is very effective. However it should not be used by those with liver disease. Stinging Nettle works like regular antihistamines but without the dry mouth and drowsiness. The effects only last a few hours so it has to be taken regularly to provide all day relief.

According to the *British Journal of Medicine*, Swiss studies found Butterbur to be as effective as cetirizine (the active ingredient in Zyrtec), without the side effects. A caution, however, Butterbur is from the same plant

as ragweed and could actually worsen symptoms in people who are allergic to ragweed.

So if you are suffering now, or anxiously awaiting the imminent Cedar Fever attack ...know that there are options for you and your family that are safe, natural, effective and just around the corner! Drop by and let us help you determine which therapies suit your family's needs best.

Product Review

**Cedar Fever ... Start now
and stop it in its tracks
with A-12!**

Evergreen Tree Mix (A-12) is a homeopathic antigen formula specially formulated to address allergic reactions caused by Cedar trees (Mountain, Red, and Salt), Cypress trees (Arizona and Bald), Juniper trees (Oneseed, Pinchot, and Rocky Mountain), and Pine trees (Loblolly, White, and Yellow). This formula contains a mixture of homeopathic dilutions to both neutralize the body's response to, as well as moderate the symptoms caused by this type of allergen.*

These homeopathic formulas are prepared with the traditional 20% alcohol dilution in a distilled water base.

DNA Laboratories uses simply the finest processes and ingredients to produce a superior product.

Black Friday Extravaganza

November 25, 2011

20% off ENTIRE Gift Department (excluding sale items)

Early Bird Special 9—11 Buy one Yankee or

Circle E Jar Candle and get one @ 50 % off

Free Gift Wrap

40 % off Fall Décor

Fredericksburg Farms Sampling 11—2

10% OFF

ANY WELLNESS OR GIFT SHOP ITEM

PRESCRIPTION & SALE ITEMS EXCLUDED

Expires December 31, 2011