





WHAT IS COUGHING ?

Coughing is a natural and essential defence mechanism of the body. It consists of a sudden, noisy exhalation aimed at expelling irritants from the respiratory tract.

How does it work ?

The mechanism is triggered when receptors in the throat, windpipe or bronchial tubes are irritated by dust, germs, mucus or even food that has been "swallowed the wrong way". The brain then orders the respiratory muscles to contract powerfully to forcefully expel the air.

The two main types of cough:

Productive cough

This type of cough serves to clear excess mucus or secretions (often during acute bronchitis). It is generally not advisable to try to stop it, as it cleanses the lungs.

Dry (irritative) cough

Without secretions, this type of cough is often caused by simple irritation of the mucous membranes (smoking, pollution, allergies or the onset of a virus).

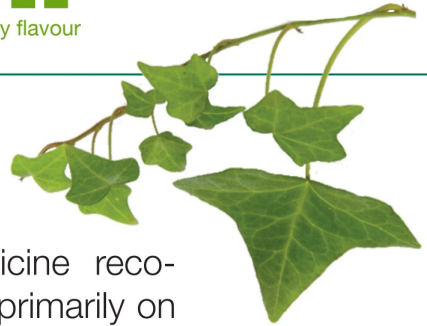
Duration and severity:

ACUTE

Lasts less than 3 weeks (often linked to a cold or flu).

CHRONIC

Persists for more than 8 weeks and requires medical consultation to identify the cause (asthma, gastric reflux, etc.). Do you have a dry or productive cough, and for how long?



WHAT IS Ivylin[®] ?

Ivylin is a phytotherapeutic medicine recognised for its effectiveness. It acts primarily on productive coughs and acute bronchitis.

How does it work?

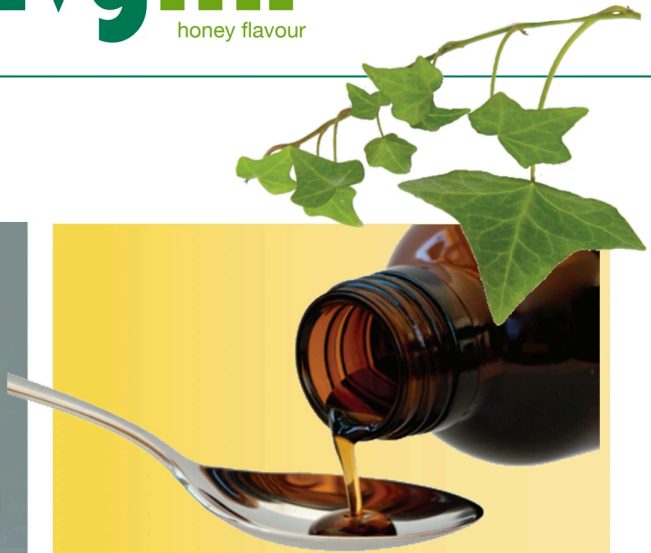
The effects of ivy (*Hedera helix*) are well known and well documented. It is expectorant, spasmolytic and mucolytic (thins mucus). It is recommended not to use it in children under 6 years of age without a doctor's prescription. *Hedera helix* has few side effects, the most common being skin rashes and gastrointestinal disorders.

THE MAIN ADVANTAGES OF Ivylin[®]

- natural product
- specific, targeted action
- fast-acting after just one or two doses
- honey flavouring, much appreciated
- contains no sugar, no alcohol, no colourings

References

1. Schmidt M. et al., 2012. Suitability of ivy extract for the treatment of paediatric cough. *Phytother. Res.*
2. Hofmann D. et al., 2003. Efficacy of dry extract of ivy leaves in children with bronchial asthma. *Phytomedicine*
3. Fazio S. et al., 2009. Tolerance, safety and efficacy of *Hedera helix* extract. *Phytomedicine*



Each 5 ml contains
dried ivy leaf extract 0.035 g
equivalent to 3.5 mg hyderacoside C

Dosage

one dose twice daily

Presentation

bottle 100 ml



Ivylin® exhibits triple action
for effective cough control



liquefied mucous and relaxes
convulsive cough



improves airflow into the lungs



calms troublesome
and painful coughing



References

Preliminary Phytochemical Screening and Antimicrobial Activity of Hedera Helix L. Ghias Uddin, Abdur Rauf, Muhammad Qaisar, Taj Ur Rehman, Abdul Latif and Mumtaz Ali; Institute of Chemical Sciences, Centre for Phytomedicine and Medicinal Organic Chemistry, University of Peshawar, Peshawar, Pakistan; Medicinal Botanic Centre, PCSIR Laboratories Complex, Peshawar, Pakistan Department of Chemistry, University of Malakand, Chakdara, Pakistan
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Hedera helix as a medicinal plant
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