

Cough and Cold



CuraMed®

CuraMed

Fight the cold with CuraMed®

CuraMed® is a unique dietary supplement that helps you fight common colds. CuraMed eases and smoothes sore throats, and help you breathe freely.

The secret behind CuraMed® lies in raw milk (colostrum), that cows produce to nurture their calves. This milk is full of antibodies, growth-promoting factors and vital nutrients, that can help young calves grow and develop a proper immune system.

This colostrum is the foundation in CuraMed®, and through a scientific and methodical production process, the benefits from the colostrum end up in fresh and tasty lozenges.

Our products can help if you have a cold, or if you start to have symptoms to getting a cold. Either way, CuraMed® can help you fight the cold.

Brand story

It's all about the milk.

Established in Norway in 1989, CuraMed® has over 25 years of experience in helping consumers ease their cold.

CuraMed® was created by a Norwegian family enterprise that developed, produced and marketed innovative pharmaceutical products. The founder, Kåre Fonnelløp, created the products based on Norwegian raw milk (colostrum) and used advanced and patented technology to take the many great benefits from colostrum and transform them into a health supplement.

The products were thoroughly tested in collaboration with healthcare professionals.

This methodical and scientific creation became the unique CuraMed® - one of the most recognized products against cold.

As recognition of this work, Fonnelløp was awarded the prize "entrepreneur of the Year" in 1997. The prize was awarded on the basis of success in the commercialization of products based on colostrum.

Today CuraMed® is sold in several variations in both pharmacies and supermarkets, and distributed in more than 10 countries.

When to use product

The winter challenges

Everyone catches a common cold or gets the flu once in a while. Did you know that Norwegians average get colds 2-4 times during the Fall and Winter?

CuraMed® can ease sore throats and symptoms of a cold, before the cold gets worse. You can use CuraMed® when you start to feel symptoms.

It starts with cows

CuraMed® contains colostrum from the first milk the cow gives after it has calved. The

calf is born with a weak immune system, and is dependent on the raw milk to build up their immune system. Colostrum is rich in antibodies, growth-promoting factors and nutrients.

The great thing is that we humans can make use of the colostrum to protect our throat. CuraMed® colostrum tablets supplies the mucous membranes in the throat with antibodies that can help the body resist an incipient sore throat and cold.

The category consists of throat lozenges for different usage situations; sore throat and cold, candy and fresh breath.



Our consumers



3 - 6

6 - 18

Adult

50+

CuraMed® Fight Sore Throat lemon

CuraMed® Throat Care for children

- CuraMed® Soothes Cough & Throat red
- CuraMed® Soothes Cough & Throat Eucalyptus
- CuraMed® Cough & Throat warm drink red
- CuraMed® Cough & Throat warm drink yellow



CuraMed®
Fight Sore
Throat lemon



CuraMed®
Throat Care for
children



CuraMed®
Soothes Cough &
Throat red



CuraMed® Soothes
Cough & Throat
Eucalyptus



CuraMed® Cough
& Throat warm
drink red



CuraMed® Cough
& Throat warm
drink yellow

CuraMed® is a brand for everyone and that is reflected in the demographic - men and women, adults and children, young and old. More specifically our consumers are families, including children, men and women, who now and again suffer from common cold symptoms and flu. Based on observations and sales comparison between channels (Grocery and Pharmacy), the consumers are looking for lozenges with actual effect when they feel sick with a sore throat.

The buyers are typically, women who buy for themselves, their children and other family members. They are health conscious and worry about their family's health especially in the Fall. Cyclically they need a solution to help sore throat and common colds.

Our consumers are looking for natural ingredients, documented effect and they have a good understanding of the importance of vitamins and health.

Why CuraMed

The Cold Expert

CuraMed® is a sore throat pastilles based on the natural ingredient colostrum. CuraMed® is unique as it has proven efficacy for sore throat by natural origin antibodies from colostrum.

Curamed® has a variety of great benefits to fight the cold in different categories:

Fight sore throat:

These tablets work as preventive throat care, containing raw milk, niacin and vitamin C. Adults can take up to 10 tablets a day, and the product is available in delicious lemon taste.

Intensive throat care:

When more intensive care is needed, Curamed® has the “Intensive Throat Care” range, which has a higher content of raw milk, vitamin C and niacin. The pastilles are available in a tasty lemon version and in a fruity child-friendly version.

Sooth cough and throat:

Curamed® also has two lozenge variations that have soft cores. These lozenges are helpful in order to ease cough and sooth a sore throat. The sugar free version contains eucalyptus, and fennel, which all contribute to open up breathing through the nose and soothes cough and throat. Another variant is available with ginger, menthol, honey and thyme, to warm a sore throat and ease cough.

CuraMed® lozenges contain several active ingredients such as thyme, lemon balm, eucalyptus oil and fennel oil – many with EFSA applied claims on relieving effect on sore throat and cough and in connection with common cold.

CuraMed® colostrum is the first cow’s milk for calf when the calf is born. Colostrum activates calf’s immune system that protects from diseases.

If you use CuraMed® the moment you sense that unpleasant tingle in your throat, you can prevent sore throat and cold symptoms.





Products

CuraMed® Fight Sore Throat



Sore throat is often the start of a cold. Curamed Fight Sore Throat has a unique combination of proven ingredients that can prevent sore throat and cold symptoms.

- Natural Colostrum contains antibodies.
- Vitamin C contributes to the normal function of the immune system.
- Niacin helps to maintain normal mucous membrane.

1 tablet contains:

Vitamin C	20 mg
Vitamin D	1 µg
Bovine colostrum	50 mg
Niacin	1,6 mg



Recommended daily dose:

Take up to 10 lozenges daily.

The recommended daily dose should not be exceeded.

Lemon ingredients: Sweeteners (sorbitol, xylitol, neohesperidine dihydrochalcone), bovine colostrum, L-ascorbic acid, natural flavouring, glazing agent (magnesium salts of fatty acids), nicotinamide, cholecalciferol.

Lemon flavor

CuraMed® Throat Care for children



- Natural Colostrum contains antibodies.
- Vitamin C contributes to the normal function of the immune system.
- No added sugar
- Good fruit flavor



Recommended daily dose:

Take up to 5 tablets daily. Suitable for children from 3 years and up.

Ingredients: Sweeteners (xylitol, sorbitol), bovine colostrum (from milk), flavouring, glazing agent (magnesium salts of fatty acids), L-ascorbic acid, colour (iron oxides and iron hydroxides).

Fruit flavor.

1 tablet contains:

Vitamin C	8 mg
Bovine colostrum	39 mg

CuraMed® Soothes Cough & Throat red



With good taste of ginger, honey, thyme and menthol.

Triple effect: warms irritated throat - Soothes cough and Smoothens sore throat

Recommended daily dose:

Slowly dissolve in the mouth when needed. You can take up to 20 tablets daily. The recommended daily dose should not be exceeded.

Ingredients: Sugar, glucose syrup, honey (4.1%), water, acidifier (citric acid E330), lemon balm extract, thyme extract, caramel sugar syrup, natural flavours (ginger, honey), ginger extract, menthol (0.02%), colouring agent (beta carotene).

1 tablet contains:

Thyme extract (leaf from <i>Thymus vulgaris</i> L.)	9 mg
Approx. native herb	67 mg
Lemon balm extract (leaf from <i>Melissa officinalis</i> L.)	9 mg
Approx. native herb.	52 mg
Ginger extract (rhizome from <i>Zinziber officinale</i> L.)	750 µg
Approx. native root.	30 mg

CuraMed® Soothes Cough & Throat blue



With fresh and strong taste of eucalyptus, menthol and fennel.

Triple effect: Opens up - Soothes cough and Calming effect on sore throat
Soothes Cough & Throat Blue is sugarfree

Recommended daily dose:

Slowly dissolve in the mouth when needed.
Take up to 15 tablets daily. The recommended daily dose should not be exceeded.

Ingredients: Bulking agent (isomalt, maltitol syrup), eucalyptus oil, fennel oil, sugar (0,0045 g per lozenge), safflower extract, spirulina extract, acidifier (citric acid), menthol, sweetener (sucralose), natural flavours.

1 tablet contains:

Eucalyptus Oil (<i>Eucalypti globulus</i> L.)	23 mg
Fennel Oil (<i>Feoniculum vulgare</i>)	6,7 mg
Menthol	0,82 mg



CuraMed® Cough & Throat warm drink red

With good taste of blackcurrant, mint and cranberry



Warms irritated throat
Soothes cough
Vitamin C contributes to the normal function of the immune system

Recommended daily dose:

Drink up to 3 sachets daily.
1 sachet gives 1.5 dl drink.

1 sachet contains:

Mint oil; <i>Mentha arvensis aetheroleum</i>	35 mg
Althea root extract; <i>Althea officinalis</i> L; equivalent to dried root	200 mg
Vitamin C	67 mg

Ingredients: Dextrose, maltodextrin, flavourings, glucose syrup, black carrot juice concentrate (2,9%), vitamin C (L -ascorbic acid), black currant juice powder (0,8%), althea root extract, mint oil, acid (citric acid), cranberry juice concentrate (0,4%).

CuraMed® Cough & Throat warm drink yellow

With good taste of lemon, honey and ginger



Warms irritated throat
Soothes cough
Vitamin C contributes to the normal function of the immune system.

Recommended daily dose:

Drink up to 3 sachets daily.
1 sachet gives 1.5 dl drinks.

1 sachet contains:

Ginger extract; <i>Zingiber officinale</i> ; equivalent to dried rhizome	306 mg
Althea extract; <i>Althea officinalis</i> L; equivalent to dried root	170 mg
Vitamin C	67 mg

Ingredients: Dextrose, glucose syrup, flavourings, vitamin C (L- ascorbic acid), lemon juice powder (1,0%), acid (citric acid), honey (0,5%), althea root extract, turmeric root extract, ginger extract.



Science behind

Bronstad G., Effects of CuraMed colostrum on bacterial adhesion to human epithelial cells in vitro, Preliminary Report, Zymbio AS, 1994 og Bronstad G., Effects of bovine colostrums on adherence of Streptococcus pyogenes to cultured human epithelial cells, ZymBio AS, 1996.

Effects of bovine colostrum supplementation on immune variables in highly trained cyclist, Shing CM., Peake J., Suzuki K., Okutsu M., Pereira R., Stevenson L., Jenkins DG., Coombes JS. J Appl Physiol. 2007 Mar;102(3):1113-22. Epub 2006 Nov 9.

The Effect of bovine colostrum supplementation on salivary IgA in distance runners. Crooks CV, Wall CR, Cross ML, Rutherford-Markwick KJ. Int J Sport Nutr Exerc Metab. 2006 Feb;16(1):47-64.

Modulation of human humoral immune response through orally administered bovine colostrum. He F, Tuomola E, Arvilommi H, Salminen S. FEMS Immunol Med Microbiol. 2001 Aug;31(2):93-6.

Pedimune in recurrent respiratory infection and diarrhoea--the Indian experience--the pride study. Patel K, Rana R. Indian J Pediatr. 2006 Jul;73(7):585-91.

Concentrated bovine colostrum protein supplementation reduces the incidence of self-reported symptoms of upper respiratory tract infection in adult males. Brinkworth GD, Buckley JD. Eur J Nutr. 2003 Aug;42(4):228-32.

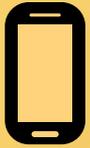






You can always send us
your questions:
reception@orklacare.dk

**Email
us**



You can always call us :
no.: +45 43 56 56 56

**Call
us**



You can also visit our website
orklahealth.com for more information
about our company and products.

**Visit
www**



You can also visit or write us at
Orkla Care A/S
Industrigrenen 10, 2635 Ishøj
Denmark

**Our
address**



PRINTED IN DENMARK, 2017
MADE BY ORKLA HEALTH A/S,