

CeraLyte® Hydration®

Health News From Cera Products, Inc.

Volume 9

www.ceraproductsinc.com

Number 6



The Importance of Hydration When You Have “The Flu”

Influenza and Gastroenteritis (the “stomach flu”) affect the body’s physiology very differently. However, both conditions can lead to mild, moderate or severe dehydration. Dehydration from either illness can be treated with Cera’s rice-based oral hydration products.

Influenza commonly called the “flu” is a contagious respiratory illness caused by influenza viruses. The flu typically starts suddenly with common signs and/or symptoms that

may include high fever, headaches, tiredness (can be extreme), sore throat, runny nose, body aches, profuse sweating and/or coughing. Dehydration due to sweat loss may be present and can be dangerous if not treated appropriately. CeraSport® is a natural rice-based oral electrolyte drink, scientifically developed along with doctors at John Hopkins School of Medicine. CeraSport restores essential salts and fluids that are lost through sweat during a case of the flu. CeraSport can also

Hydration

continues on page 2

If you believe you have influenza you should see a doctor immediately, and have a rapid test for the H1N1 A virus.

Flu First Aid: Tips for Best Care

Proactive first aid preparation is a key step to maintaining your health. Not everyone has a physician and/or treatment available when they contract influenza. The following suggestions are for those who are otherwise healthy. If you are taking prescription drugs, check the list with your physician before taking these steps.

Proactive First Aid Steps:

- 1. Maintain Proper Hydration:** The human body made up of roughly 70% water. We need water for our bodies, specifically our immune system, to run efficiently and effectively.
- 2. Electrolyte Replacement:** As our bodies fight against disease, bacteria or viruses, our internal core temperature is elevated. We sweat in order to maintain our core body temperature. Fluid and electrolytes are lost in sweat as we cool our bodies down. These essential nutrients and fluids must be replaced quickly. Drug stores, sports outlets and gyms may carry electrolytes in packages for mixing with juice or water. Electrolytes come with or without flavors and in ready to drink form. **See Cera Products on the Web.**
www.ceraproductsinc.com.

Flu First Aid

continues on page 2

Cera Products, Inc 55 Mathews Drive, Suite 220, Hilton Head Island, SC 29926 USA tel: 843.842.2600 fax: 843.842.2601

For fever and upper respiratory infection associated with influenza, drinking CeraSport will help individuals maintain proper hydration. Proper hydration is essential in order to recover quickly from an influenza virus.

Hydration from page 1

be taken along with other medications for influenza, as directed by your doctor or health professional. Drink CeraSport and prevent an unwanted trip to the hospital due to dehydration!

Gastroenteritis or the “stomach flu” means inflammation of the stomach, small and/or large intestines. Viral gastroenteritis is an infection caused by a variety of viruses that result in vomiting, diarrhea or both. Diarrhea and/or vomiting often stop in a day or so, but can become dangerous if lost fluids are not replaced properly. CeraLyte®, a rice-based oral electrolyte solution has the sodium, potassium, chloride and citrate that are scientifically formulated to properly replace fluids lost during diarrhea and vomiting. When people have the “stomach flu” (or gastroenteritis), it is helpful to drink 6 to 8 ounces of CeraLyte ORS after every episode to help prevent and correct dehydration, and to promote faster recovery. In the case of severe diarrhea, CeraLyte can

shorten the length of the illness and the amount of fluid loss by up to 30%. The citrate in CeraLyte may help reduce nausea and vomiting, as well.

Benefits of CeraSport®: (for sweat loss, fever, influenza)

- ▶ Quickly and effectively restores needed electrolytes, preventing dehydration
- ▶ Low osmolarity delivers water and nutrients more efficiently
- ▶ Restores fluid balance and cell function
- ▶ Provides energy

Benefits of CeraLyte®: (for diarrhea and vomiting)

- ▶ Dual Action – to replace and reduce fluid losses
- ▶ Reduces fluid losses from 18% to 30%
- ▶ Shortens the length of acute diarrheal illness by as much as two days
- ▶ Enhances absorption of orally delivered therapeutic agents and vitamins
- ▶ Provides energy

CeraLyte and CeraSport are gluten-free, fat-free and have no added preservatives or sugars other than those naturally occurring in rice.

**By Tracy Stalker
Edits by Charlene Riikonen**



Flu First Aid from page 1

- 3. Eat A Well Balanced Diet:** Consuming a well balanced diet that consists of whole grains, fresh fruits, vegetables, organic meat and organic dairy products will boost your immune system.
- 4. Be proactive:** Have a home kit available and take it with you when you travel! Items may include but are not limited to the following:
 - CeraLyte® Powder Packets
 - CeraSport® Powder Packets
 - Pepto-Bismol® Chewable Tablets (or liquid)
 - Hand Sanitizer
 - Baby Wipes or Hand Wipes
 - Dental Floss
 - Toilet Paper or Tissues
 - Ziploc Baggies
- 5. See A Physician:** If you do not have quick relief from symptoms, or if you get worse, visit a doctor or health center as soon as possible.

Tracy Stalker, MS, NCSF-CPT

*With edits and comments by
Charlene Riikonen, Cera Products and
WB Greenough, III, MD,
Johns Hopkins School of Medicine*

For what is commonly called the “stomach flu,” which is actually gastroenteritis, CeraLyte oral rehydration helps individuals recover more quickly. Water alone does not have the essential salts to replace what is lost from diarrhea, vomiting and sweat loss due to fever. Sugary drinks can increase fluid losses, which is why a balanced hydration solution such as CeraSport or CeraLyte is important.