

Win the Battle Against Colds & Flu Before it Even Starts - Naturally!

Colds, Flu and Immunity

The Common Cold is a viral infection of the upper respiratory tract. It is a catarrhal disorder recognised by episodes of sneezing, acute rhinitis with nasal discharge and congestion, chills and a possible temperature.

Influenza (“The Flu”) is an acute viral infection of the respiratory tract. It is highly contagious and is caused by 1 of 3 influenza virus strains (A, B, and C).

The immune system is the body’s inbuilt system of protection for every organ from outside biological microorganisms. It is a natural or acquired (active or passive) resistance to disease.

Description

There are more than 200 different viruses that can cause a cold. Some of the more common ones include rhinovirus, corona virus, respiratory syncytial virus (RSV), influenza (flu) and para-influenza, each one with their own severity.

They are usually left to run their course within 1 to 2 weeks without complications and require little medical attention unless such complications occur.

Complications may include the development of more serious conditions such as bronchitis, pneumonia, ear infections, sinusitis or attacks of asthma in susceptible people.

Once a cold takes hold symptoms like a tickly nose and/or itchy throat usually begin within 2 or 3 days, followed by sneezing and a watery nasal discharge.

From 1 to 3 days discharges become more profuse. It is at this time that you are at your most contagious.

Because there are so many causative viruses there are currently no medicinal cures for the cold. Preventative medication that will strengthen your immune system has therefore proven significantly


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successful and is generally the recommended route.

Influenza (“The Flu”)

The Flu is a more serious contagious viral disease of the respiratory tract, causing inflammation, sneezing, coughing, a sore throat and fevers.

The differences between a cold and The Flu: Colds and flu are often mistaken for one another due to the similarities of their symptoms. There are of course many overlaps in the symptomatic area, but with flu being of a more severe nature it usually also produces more uncomfortable and debilitating sensations...

Over 100 different viruses can cause colds; only a few cause flu. You cannot catch flu from cold temperatures. Symptoms like fever and headache are common with flu, but not usually seen in the common cold. Sneezing, a sore throat, a stuffy nose and tiredness are common to both, although fatigue is much more prevalent in flu.

The Flu is more serious than a cold as it has the potential of leading to other complications such as pneumonia, bronchitis, sinusitis, ear infection and even meningitis.

Immunity

The immune system is a network of specialized cells that work to clear infection and to protect your body from the millions of bacteria and viruses you may be exposed to every day.

Foreign organisms are everywhere. They are in our air, our food and our water. They are unavoidable. It is therefore up to your immune system to protect your body from their invasion into your system, causing illness and disease.

'Innate' and 'Acquired' immunity

Your immunity can be innate or acquired:

Your innate immunity prevents the entry of foreign bodies into your tissues. If they do take hold it is your innate immunity that eliminates them before they have a chance to cause disease.

Your acquired immunity only occurs in response to an actual infection as the immune system adapts itself to fight these foreign bodies and rid your body of potential disease.

To understand how this really works try thinking about what happens to the human body after it dies. Once the body dies the immune system completely shuts down. Bacteria and parasites then quickly invade the body. With no immune system to fight it, the bacteria and parasites soon ‘eat up’ every tissue until only the skeleton remains. Whilst you are

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alive your working immune system stops this from happening.

Immune system biology

Immune cells are produced in your bone marrow, the most relevant cells of which are called the lymphocytes.

You have B cell lymphocytes (in your bone marrow). These produce antibodies and attach to any foreign bodies in your system ready for their destruction. T cell lymphocytes (in your thymus) then attack and destroy any diseased cells and foreign bodies until your infection is clear.

Immune system disorders

Immunodeficiency is where your immune system is not working correctly and is significantly reduced in its ability to fight infection and disease.

At the other extreme, an overactive immune system is where your immune system malfunctions in a different way and fails to distinguish between your body's own cells and the invading foreign bodies. Not being able to make this distinction, your immune system begins to attack your own body, destroying healthy tissue and causing further debilitation.

Immune system disorders can be caused by prolonged poor eating habits, an insufficient nutritional balance, alcohol or drug abuse and exposure to environmental toxins. They can also come from the inheritance of a faulty or mutated gene.

Colds, flu and your immune system

Due to their commonality and the sheer number of causative viruses, especially with regard to different strains of cold, your immune system cannot possibly cope with them alone. It needs support. The only way to do this is to take responsibility for disease prevention yourself and help your immune system reach and maintain peak performance.

A healthy body results in an effective immune support system, and vice versa!

The poor level of immunity that is so commonly seen in many societies today is due mostly to poor dietary habits, excessive uses of antibiotics, environmental factors and natural internal nutritional imbalances. Unfortunately most people are unaware of how heavily influenced their bodies are by internal nutritional requirements.

To ensure your immune system gains the strength it needs to keep your body healthy and functioning optimally, you need to obtain all the



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nutrients you need to sustain good chemical, nutritional and hormonal balance, giving your natural defenses a sound 'helping hand'.

If you are at particular risk of catching a viral condition, such as if you work in a hospital, live with infected people, travel a lot and visit countries where you may come into contact with viruses, you should consider giving your immune system a regular 'lift' for that added insurance.

You are at greater risk of infection and need to be more aware of taking preventive steps if you:

- **Are 65 years or over**
- Have lung, heart, or kidney problems, a blood disorder, or suffer from a metabolic disease
- **Have a lowered immunity due to prolonged use of medications, or**
- Are pregnant

As for the cold, there are currently no medical cures for flu. Preventative medicine and keeping your immune system in peak conditions are therefore the only significantly successful methods of beating these conditions.

Bird Flu

Recently there has been widespread global concern regarding the outbreak of bird flu and the implications this brings to human health. This is largely hyped out of proportion and fueled by 'special interest' groups. It is unlikely to be a real threat but nonetheless like all potential viral threats you are at less risk if you keep your body healthy.

Statistics

- **In 2003 more than 200,000 people were hospitalized from flu complications. Of this number resulting deaths reached approx. 36,000.**
- In 2004/2005 around 45,000 people died from influenza or related complications. Elderly patients formed around 20,000 of these deaths.
- **The most common cold is the rhinovirus, which causes about 35% of all colds.**

During the last 100 years:

- **The Spanish flu of 1918-19 caused 20 million deaths.**
- The Asian flu of 1957-58 resulted in 500,000 deaths in the US.
- **The Hong Kong flu of 1968-69 caused 34,000 deaths in the US.**

Causes

A cold is caught by inhaling the virus from someone sneezing close by, or by touching your nose, eyes or mouth after you have touched something contaminated with the virus.

The flu is caught when an infected person coughs, sneezes, or speaks and sends minute flu viruses into the air for other people to breathe in.

The chill theory and the viral theory

Experts denote 2 further theories as to how the cold and flu viruses spread.

The chill theory tells us that there is a higher incidence of colds and flu in the winter, therefore infection is down to the cold and wet weather.

The viral theory is contrary to this in that it says colds are caught more frequently in winter because people spend more time indoors with other people and with heating on high, providing an easy and vibrant environment in which foreign organisms can breed and spread.

Ultimately, if our immune system is at its strongest and performing at its best possible level, it would be able to fight such occurrences, no matter what the origins.

Signs & Symptoms

Symptoms of a cold or of flu can be extremely similar. However, flu does produce more serious and debilitating effects.

Often you can continue your usual daily routines even with a cold, whereas with the flu your body requires more rest and may have difficulty performing usual tasks.

Symptoms include any/all of the following:

The Common Cold	The Flu	Both
Slight fever Runny nose Sneezing Cough Tiredness	Potential high fever Dry cough Joint aches and stiffness Fatigue Weakness Chills Flushed face Dizziness and/or vomiting Breathing difficulties or	Muscle aches Headache Runny nose Nasal congestion Sneezing Sore Throat Watery eyes

wheezing Diarrhea Swollen glands Slow thinking / confusion

Sinus or ear pain

Conventional Treatments

Common medications include:

- **Painkillers, e.g. Paracetamol**
- Decongestant sprays
- **Oral decongestants (tablets or syrup)**
- Expectorants
- **Antihistamines**

NB: Antibiotics are not helpful in relieving symptoms of the common cold as it is a virus, not a bacteria, and they may even prolong it.

Antiviral medications

Amantadine, Rimantadine

Active against influenza A, Amantadine and Rimantadine have been known to cause side effects such as insomnia and anxiety, nausea and loss of appetite. In severe cases side effects such as seizures have been reported. Use of Amantadine (and Rimantadine) has been associated with central nervous system side effects including nervousness, anxiety, insomnia and light-headedness.

Tamiflu

Tamiflu (Oseltamivir Phosphate) is approved to treat type A and B influenza. It is an oral antiviral drug for the treatment of uncomplicated flu. Its use in people with chronic heart or lung diseases, kidney disease or other underlying high-risk conditions should be with extreme caution.

Side effects can include nausea, vomiting, diarrhea, bronchitis, stomach pain, dizziness and headaches.

Tamiflu has also been in the public eye concerning its potential effectiveness against bird flu. Stockpiles continue in the event of a pandemic which is possibly politically motivated rather than based on sound science.

Oseltamivir, Zanamivir

Active against influenza A and B. Oseltamivir is often prescribed for children.

These drugs inhibit the activity of the influenza virus M2 protein, which forms a channel in the virus membrane. As a result the virus cannot replicate after it enters a cell.

Zanamivir and Oseltamivir are called neuraminidase inhibitors. They work by blocking this enzyme's activity, preventing new virus particles from being released thereby stemming the spread of infection.

Each of these medicines has side effects that can include nausea and vomiting, wheezing or breathing problems, headache and diarrhea.

Pain relievers

Acetaminophen

Aspirin

Ibuprofen

Used to relieve body aches, headaches, sore throats and fever.

Side effects of these painkillers can include allergic reactions, black or bloody stools, nausea, vomiting, abdominal pain, fever, ringing in the ears, dizziness, heartburn, drowsiness and headache. None of these should be taken on a prolonged basis.

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Decongestants

e.g. Sudafed

Used to help relieve a stuffy nose, ear congestion or ear popping.

Side effects include potential tachycardia, palpitations, headache, dizziness or nausea, restlessness, weakness, dysuria, insomnia, convulsions, arrhythmias and hypotension.

Cough syrups

e.g. Chlorpheniramine, Dextromethorphan

These are used to suppress certain kinds of coughs, although it is important to note that coughing is useful because it removes secretions from your throat.

Side effects can include allergic reaction, excessively dry eyes, nose and mouth, drowsiness and dizziness, blurred vision, difficulty in urinating and hyperactivity.

Antihistamines

e.g. Hydroxyzine hydrochloride, Diphenhydramine hydrochloride, Atemiozole

These are used to relieve allergy symptoms, but can cause side effects such as drowsiness, dry mouth, dizziness, sleepiness, upset stomach, decreased coordination, fatigue, weight gain, chest congestion, fluttery heartbeat, loss of appetite and vision problems.

Flu Injections

Flu jabs have been well advertised over recent years, especially to the elderly or people at high-risk, as a way of reducing the incidence of flu. It contains already killed flu viruses that will cause your body to fight off infection from the live flu virus should it enter your system. It is given as a single injection in the upper arm and is updated each year to include the most current strains.

However, they rarely get the 'strains' right and the effectiveness of flu shots are at best marginal.

Side effects can include flu-like symptoms for a few days afterwards, such as headaches and low-grade fever.

There is also a nasal version of the vaccine, but this is made from live viruses and as such causes more pronounced side effects, including runny nose, headache, vomiting, muscular aches and fever.

Recommended Products

Option 1:

To maintain your body in a state in which you are less susceptible to colds and viruses Xtend-Life Total Balance combined with our Omega 3 DHA/Fish oil is the best solution. These products combined will help build up your immunity against colds, the flu and other viruses.

Product	Quantity Per Day	You Need
Total Balance	Variable	Variable
Omega 3 DHA/Fish Oil	2 soft gels per day	1 bottle per month

Option 2:

Xtend-Life Viral-Protec is recommended as an additional 'top-up' protection to Option 1 above for maximum effectiveness and an added immune system boost.

Should you feel at high risk of exposure to colds, the flu, or other viruses at any particular given time Viral-Protec, taken for a few months in advance, or at regular intervals during the year, will help to give your immunity the 'edge' it needs:

Product	Quantity Per Day	You Need
Total Balance	Variable	Variable
Omega 3/DHA Fish Oil Premium	2 soft gels per day	1 bottle per month

Viral-Protac	3 tablets per day	1 bottle per month
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Option 3:

You can also take Viral-Protac as a 'stand-alone' option but at a higher dosage if you are not taking Total Balance and Omega 3/DHA, but still wish to build up your immunity.

Product	Quantity Per Day	You Need
Viral-Protac	6 tablets per day	2 bottles per month

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With the increasing popularity of aromatherapy, reflexology, color & crystal therapy and a return to a more holistic lifestyle, people have begun searching for ways to earn more money; expand their skills; improve the health of themselves, friends & family; and increase their knowledge of alternative medicine.

The Alternative Healing Academy has developed several new courses in the holistic health care field for those who would like the opportunity to learn a healing modality at their own pace and in their own homes.

A Doctor of Reflexology with The Alternative Healing Academy is teaching classes with curriculum very similar to the Reflexology Practitioner Course and the Basic Aromatherapy at her local community college.

Our holistic health courses were developed by professionals in the Holistic Health Care field trained in the following modalities: Aromatherapy, Advanced/Master Aromatherapy, Reiki, Tuning Fork Therapy, Color and Crystal Therapy, Homeopathy, Herbalism, and Advanced Reflexology.

Furthermore, since we at the Alternative Healing Academy also realize that not everyone wants to make alternative medicine a career choice, we also offer [basic courses](#) as well as several [Mini Courses](#) which will teach you the skills you need to help improve the health and quality of life for yourself, your family and your friends.

[Check out our Affordable Payment Plans!](#)



All graduates of an Alternative Healing Academy home study course will receive a 20% discount off [AHHA Practitioner Membership](#) if they meet qualifying criteria and join within six months of their graduation date.

About Our Courses

Would you like to learn accurate, detailed aromatherapy, reflexology and/or color & crystal therapy information at your own pace in the comfort of your home? Would you like to become certified in Reflexology, Aromatherapy or Color and Crystal Therapy? An Alternative Healing Academy Distance Learning Course could be what you're looking for...

If you own or work for one of the following:

Natural Foods Store, Aromatherapy Store,
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Aromatherapy Manufacturer,
Massage Center, Holistic Center, Day Spa, or any type of Salon

If you are a practitioner:

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If you are interested in personal development or improving the health of yourself and your family - these courses are also for you!

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Common Questions Asked About Holistic Health Distance Learning Courses:

What is Certification?



Most schools will offer an exam that tests the student's knowledge of the material taught in the respective course. Upon successful completion of this exam, a Certificate or Diploma will be issued by the school attesting that the student has successfully met the requirements as specified by that school. The only governmental recognition of Aromatherapy in North America is the occupational title designation granted to the BCAA under the Societies Act of British Columbia.

What is a Certified Aromatherapist or Reflexologist?

Most prospective students want to know whether taking our courses will lead to their becoming 'Certified' in that healing modality, thereby leading to the title of Certified Aromatherapist, Certified Reflexologist or Certified Color/Crystal Therapist. The answer to this really depends on what you mean by 'Certified.' We believe it can be misleading to purport that completing a course in a healing modality such as reflexology, aromatherapy or color/crystal therapy will lead to a designation of 'Certified' Therapist. These are not official

title designations nor are they ones which are recognized by any country's governmental body. All that these titles mean is that this is what an Individual Instructor, School or Institution decided to put on the Diploma it awards those who successfully complete their course.

What is an accredited course in Aromatherapy or Reflexology?

The answer to this will depend on who you are asking. At the present time, British Columbia is the only government to recognize Aromatherapy as a distinct profession and has granted Occupational Title Protection to the members of the BCAA (British Columbia Alliance of Aromatherapy) with the exclusive right for its members to call themselves Registered Aromatherapists (R.A.).

At this time, neither Reflexology nor Color/Crystal Therapy have such occupational designations in any country although one prominent Reflexology school in Colorado, The Modern Institute of Reflexology, has gained occupational designation for their institution in that state. MIR has been designated by the Colorado State Division of Private Occupational Schools - Dept. of Higher Education as an approved school. Our Reflexologist who developed the reflexology modules for our courses was trained at MIR as a Certified Reflexologist, a Master Reflexologist and a Dr. of Reflexology.

In the United States, the NAHA (National Association for Holistic Aromatherapy) has put into place their Approved Standards for Aromatherapy Training. The Alternative Healing Academy's Advanced Aromatherapy course meets and exceeds these standards and we are in the application process of becoming an approved program through the NAHA.

In Canada, there are a number of different Associations including the BCAPA (British Columbia Association of Practicing Aromatherapists) and the CFA (Canadian Federation of Aromatherapists). Time will tell if one authoritative body or association becomes the standard by which to judge and govern the educational offerings of these alternative healing modalities.

It has to be noted that NO form of aromatherapy "certification" is currently recognized in the USA by anyone other than those in the trade, nor is aromatherapy (or essential oils in the aromatherapy trade) regulated by any governmental body.

Some information about the courses we offer:

1) You can receive the course in one of two ways: A cd with the modules and tests in PDF format can be shipped to you; or, The modules can be emailed to you three at a time. Each time you complete the tests for the current three modules, a new set of three modules will be emailed to you.

2) All modules are clearly explained, are in pdf format and fully

illustrated.

3) The Advanced Aromatherapy Practitioner and the Advanced Reflexology Practitioner courses are designed to meet the National Association for Holistic Aromatherapy (NAHA) guidelines.

4) A tutor will be available via email to answer any questions you may have.

You will be contacted after purchase to find out how you would like your course delivered. All tests for the course can be either emailed or snail-mailed to The Alternative Healing Academy.

Upon successful completion of any full diploma or certification course (with a score of 80% or higher), you will receive a beautiful Diploma, suitable for framing.



Course Testimonials

"I'm done! Going through the final and the case studies and having such amazing experiences and opportunities to help people, I truly feel blessed and honored to have had the intense education that came with this course. I discovered in me a new ability to serve others, not only through education but through the power of healing that comes with the use of essential oils. I am continuing to train personally with Alexandria Brighton and have begun work toward opening an aromatherapy practice. Thank you so much for your patience and knowledge. Most of all thank you for this new way of living and enjoying Life."

-A. Lindquist - Advanced Aromatherapy Practitioner

"I am finding the course great. It is written very well so even people like me can understand the human body a whole lot better. I just hope that I can remember it all. I don't think I have a chance of remembering the names of everything in the muscular system or the movement system. But, I do have more of an understanding of how everything works now. I find it just amazing. Thanks Heaps."

-M. Oliver - Basic Anatomy & Physiology

"This information is great that you are teaching. I would really like to talk my oldest daughter into taking your course. It really goes into detail which is very informative."

-Debbie F. - Basic Reflexology

"Seven years ago I started to see a reflexologist for migraines and sinus problems. I was amazed that I finally found relief without medication. I decided this year to search out a course in reflexology so I could help family and friends and show them the benefits of reflexology. I researched various courses on the internet and decided to go with the basic course through the Alternative Healing Academy. I was impressed with course material and the ease of receiving the course material."

"I was given an choice of having a CD sent to me or to receiving and sending back the assignments through email. I choose email. I received 3 lessons at a time that I could read and study on my own time frame and return the lessons when I was done. Everything was sent in a very timely manner and communication was open and quick. If I needed help, I knew it was only a click away and the response time was very quick. The techniques used also came in a video mode in the email that I could replay as much as I needed to."

"I felt I learned a lot and am able to help myself and others. Being able to log 20 hours of treatment time and writing the case histories for the final exam was extremely rewarding and helpful. I would recommend this course to others interested in reflexology because the course material was very informative and complete and written in easy to understand language."

-Jean Russell - Basic Reflexology Course

"I'm so excited about (the Advanced Aromatherapy course) and I'm particularly excited about the possibility of making custom blends for people! I hadn't anticipated having that opportunity when I took the course so I'm excited to have everything done! I'm very excited to have finished. I really enjoyed this course and really appreciate all the work you've put into it! This has been a fabulous jumping off point for me and I'm so glad I took it."

"p.s. I know the boys are much slower at the Reflexology, but my son is loving the classes."

-Megan P. - Advanced Aromatherapy Course

Our Associations

Organizational Member of the American Holistic Health Association - <http://www.ahha.org/>

Professional & Business Member of the National Association of Holistic Aromatherapy - <http://www.naha.org/>

Professional Member of the International Reflexology Association - <http://www.holisticbenefits.com/ima/international-reflexology-association.html>

Professional Member of the International Aromatherapy Association - <http://www.internationalaromatherapyassociation.com/>

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