

## Alchem launches phytomedicine to combat cough, cold and flu

10 February 2016 | News | By BioSpectrum Bureau

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Alchem International launches the third generation phytomedicine called Phytorelief-CC to combat symptoms of cough, cold and flu.

Phytorelief-CC comes in the form of chewable sugar-free lozenges which contain concentrated and purified molecular extracts of turmeric (haridra), ginger (zingiber officinale), and pomegranate (dantabija). The synergistic effect of these nature-derived ingredients offers a host of benefits to quickly and naturally cure symptoms of cough, cold and flu.

Phytorelief-CC has very potent anti-viral, anti-bacterial, immune-modulatory, anti-inflammatory, anti-allergic and anti-oxidant properties. It has been developed using AlchemLife's proprietary Phytoplex™ technology based on cutting-edge science to deliver unsurpassed efficacy without any side effects. Phytoplex™ technology is Alchem's proprietary extraction process which isolates active plant molecules in a way that preserves the 'natural balance' and 'synergistic effects' present in the original plant material.

Raman Mehta, Founder, Alchem International, said, "Phytorelief-CC provides quick and effective relief naturally, combining the power of traditional medicinal herbs with cutting-edge science and research. We expect a very encouraging response as there is presently no natural offering in the market that is backed by clinically proven results for the prevention and treatment of symptoms of cold, cough and flu."

In European clinical studies published in prestigious peer-reviewed international journals like Minerva Gastroenterol Dietol and Minerva Medica, Phytorelief-CC has proven to be very effective for conditions like cold and flu symptoms, upper respiratory tract infections, and mucosal lesions of the mouth and throat (associated with Bechet's disease).

Compared to the placebo, Phytorelief-CC led to reduction of signs and symptoms of cold and flu within 2 weeks, 83 % reduction in bacterial load within 3 days, and effective anti-viral activity against various strains of influenza. Tests have also shown significant improvements in treating disorders of the mouth, throat and upper respiratory tract infections within just 4-5

days.

Priced at Rs199 for a strip of 10 lozenges, PhytoRelief-CC will be distributed in phases across the country at all retail and pharmacy outlets.

Sudhir Mehra, Senior Vice President, Alchem International, said, "The product will first be made available across North India and subsequently register its presence in other parts of India."