



# Hydration<sup>®</sup>

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## Hydration: Important for Any Type of “Flu”

Those suspected of having influenza should see a doctor or report to a medical facility for having a rapid test for the H1N1 A virus.

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. Flu typically starts suddenly with common 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  
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## 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 is roughly 70% water. Water helps our bodies run efficiently and effectively, and helps our immune system.
- 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 our bodies cool and these essential elements and fluids must be replaced quickly. Drug stores, sports outlets and gyms may carry electrolytes in packages for mixing with water. Electrolytes come with or without flavors and in ready to drink form. See Cera Products [www.ceraproductsinc.com](http://www.ceraproductsinc.com).
- 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 kit available and take it with you to the office, to school, the field or when you travel. Include the following in your quart-size zip-lock plastic bag:
  - CeraLyte<sup>®</sup> Powder Packets
  - CeraSport<sup>®</sup> Powder Packets
  - Pepto-Bismol<sup>®</sup> Chewable Tablets
  - Hand Sanitizer
  - Baby Wipes or Hand Wipes
  - Small Bar of Soap
  - Toilet Paper or Tissues
- 5. See a physician:** If you get worse or do not get relief in a day or two, call or visit your doctor or health center right away!



Photo courtesy of US Dept of Defense

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## Hydration

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loss (from fever) can happen and be dangerous if not treated quickly and appropriately.

The Centers for Disease Control (CDC) recommends drinking an oral electrolyte solution during influenza. This helps restore the essential salts and fluids lost through fever, as often happens during influenza. An ORS, such as CeraSport, has the right balance to give energy during the illness as well as hydrate. Bed rest is usually high on the list of recommendations of “what to do” for influenza. CeraSport’s mixed chain carbohydrate and carefully balanced electrolytes provide optimal hydration

and can be taken along with other medications for influenza, and may prevent hospitalization due to dehydration.

**Gastroenteritis or the “stomach flu”** is generally a viral gastroenteritis that can result in vomiting, diarrhea or both, which can become dangerous if lost fluids are not replaced promptly and with a proper oral rehydration designed specifically for diarrhea replacement. Water, sugary drinks, colas and teas do not have the correct proportions of electrolytes and the sugary drinks can increase diarrhea and vomiting and make the situation worse.

Besides drinking 6 to 8 oz of an ORS after every episode to prevent dehydration, eating, especially proteins and carbohydrates, can help faster recovery.

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

- ▶ Quickly and effectively restores needed fluid plus electrolytes, preventing dehydration
- ▶ Low osmolarity, delivers water, glucose and electrolytes 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. The rice has low osmolarity for fast absorption and sustained action.*

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, or any virus or bacteria that causes diarrhea and vomiting or even fever.

For what is commonly called the “stomach flu,” which is actually gastroenteritis, CeraLyte oral rehydration and early feeding 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.

Start eating as soon as possible to shorten the length of the illness and promote the earliest recovery. The old thinking of starving during diarrheal illness has been disproven by scientific studies. See the website [rehydrate.org](http://rehydrate.org) for scientific papers on this.