

# EFFECTIVE, RAPID SYMPTOMATIC TREATMENT FOR THE PAIN AND INFLAMMATION OF SORE THROAT

Formulation	Local delivery to the throat	Relieves pain	Anti-inflammatory action	Soothes and coats the throat	Low dose, so there is a low risk of side effects	Notes
Anti-inflammatory lozenge or spray (e.g. flurbiprofen)	✓	✓ <sup>10,11,17-21</sup>	✓ <sup>16</sup>	✓ <sup>10</sup>	✓ <sup>10,11,17-19,21</sup>	Local anti-inflammatory <sup>16</sup> and pain relieving <sup>10,11,17-21</sup> action in the throat <sup>22</sup>
Ibuprofen tablets	✗	✓ <sup>23-25</sup>	✓ <sup>24</sup>	✗	✗	Anti-inflammatory action <sup>24</sup> throughout the body. Slower acting <sup>25</sup> than local treatments <sup>5,10,21</sup>
Paracetamol tablets	✗	✓ <sup>26</sup>	✗	✗	✗	Do not have much anti-inflammatory activity <sup>26</sup>
Medicated lozenge (antiseptic/anaesthetic)	✓	✓ <sup>27-30</sup>	✗	✓ <sup>27</sup>	✓ <sup>27,30</sup>	Lozenge dissolves slowly to release active ingredients <sup>31</sup> for pain relief <sup>27-30</sup>

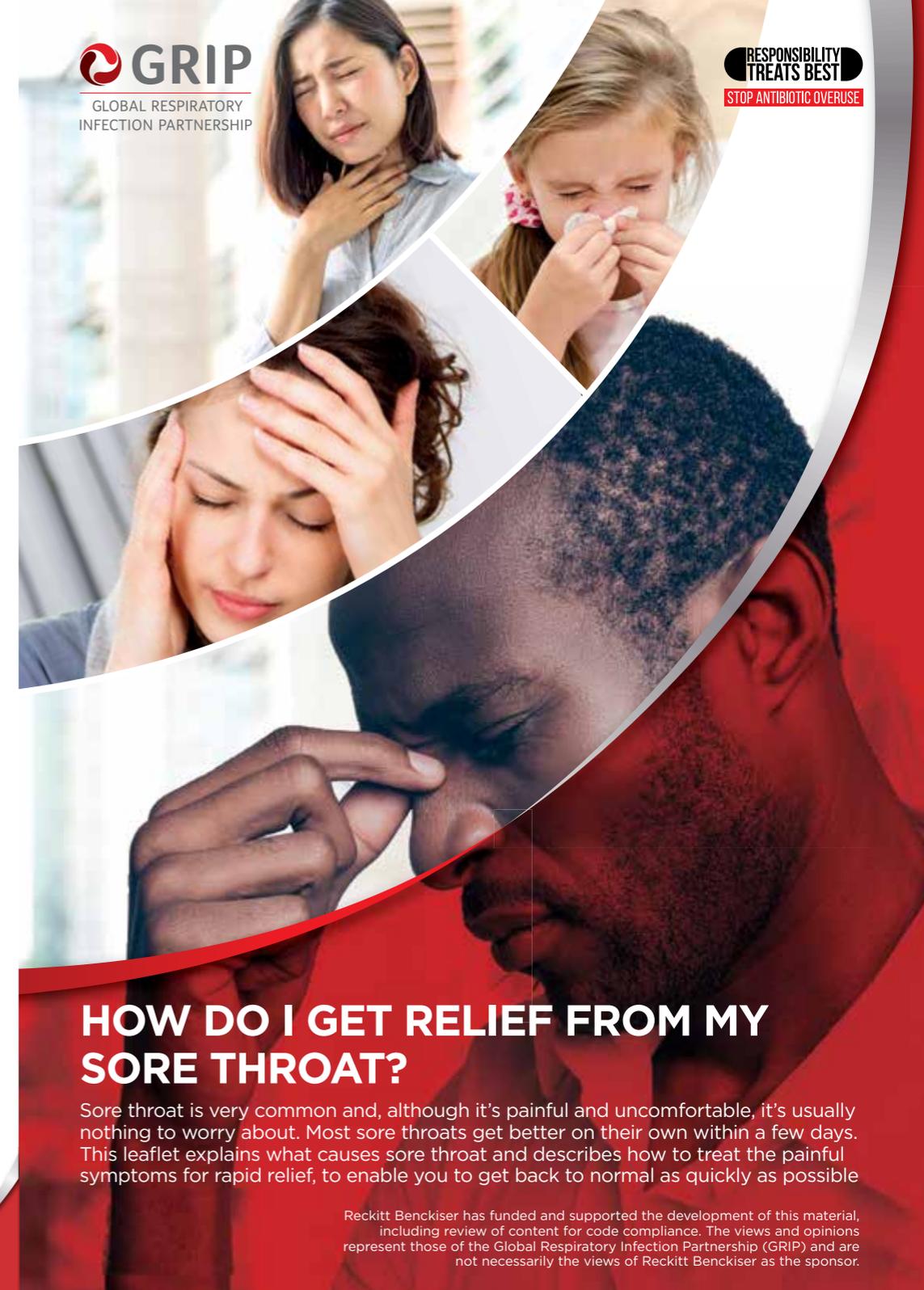


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## HOW DO I GET RELIEF FROM MY SORE THROAT?

Sore throat is very common and, although it's painful and uncomfortable, it's usually nothing to worry about. Most sore throats get better on their own within a few days. This leaflet explains what causes sore throat and describes how to treat the painful symptoms for rapid relief, to enable you to get back to normal as quickly as possible

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## WHAT CAUSES A SORE THROAT?

- Up to 8 out of 10 sore throats are caused by viruses, such as those that cause colds or flu<sup>1</sup>
- The pain and discomfort of a sore throat, whether it is viral or bacterial, is due to inflammation of the throat tissues<sup>2,3</sup> as your body fights the infection

## HOW LONG DOES A SORE THROAT LAST?

- Sore throats are usually at their worst during the first 3 days<sup>4</sup> but they generally get better on their own within 1 week<sup>5,6</sup>

## ANTIBIOTICS ARE NOT RECOMMENDED FOR MOST SORE THROATS

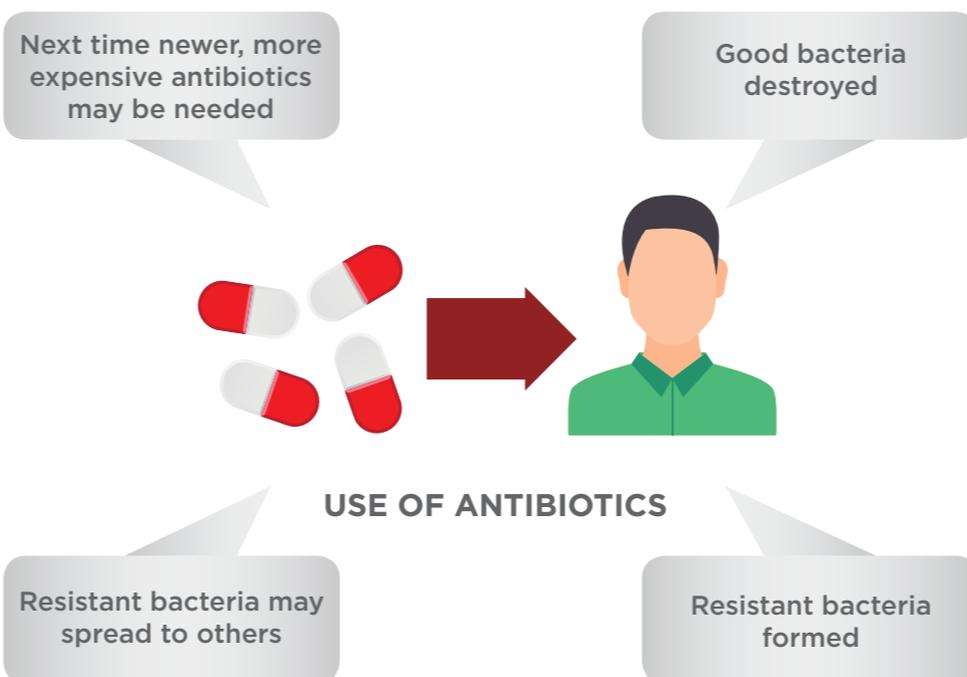
- Antibiotics do not work against viruses<sup>7</sup> which cause up to 8 out of 10 sore throats<sup>1</sup>
- Antibiotics don't have any direct pain-relieving effects, so your sore throat will remain painful<sup>5</sup> with or without antibiotics
- Antibiotics can cause side effects<sup>5,8</sup> and disrupt the bacteria in your gut that are important for your health and immune system<sup>9</sup>
- Sore throat can be treated with symptomatic relief products<sup>10,11</sup>



## DON'T HELP BACTERIA BECOME RESISTANT

### LISTEN TO YOUR DOCTOR AND PHARMACIST - ONLY TAKE ANTIBIOTICS IF YOU NEED TO

- When you take antibiotics, bacteria in your body can become resistant to the antibiotic<sup>12,13</sup>
- These antibiotic-resistant bacteria can stay in your body for up to 1 year afterwards<sup>14</sup>
- The resistant bacteria can be spread<sup>15</sup> to family and friends, making it harder to treat them



## ASK YOUR PHARMACIST ABOUT THE RIGHT RELIEF FOR YOUR SORE THROAT

- Your pharmacy has treatments that can rapidly relieve the pain and inflammation of a sore throat
- They can also advise if you need to see a doctor

## RELIEF IS AS EASY AS 1,2,3

1

### ASSESS YOUR SYMPTOMS

- Help your pharmacist by providing a full description of your symptoms and any concerns that you have
- Describe which symptoms are bothering you most, and how long you have had them

2

### BEAT YOUR SYMPTOMS

- Your pharmacist will tell you if she or he thinks you should see your doctor
- Ask your pharmacist to recommend the best treatment for your symptoms

3

### CARE FOR YOURSELF

- Drink plenty of fluids and rest
- Choose a treatment to meet your needs: there are throat lozenges and sprays that contain ingredients to combat your sore throat - for example, with pain-relieving and anti-inflammatory effects<sup>10,11,16</sup>
- Remember: antibiotics won't stop the symptoms of a viral infection

## SEE YOUR DOCTOR IF YOUR SORE THROAT DOESN'T IMPROVE OR GETS WORSE

- If your symptoms do not improve after 1 week, or if they get worse or you develop new symptoms (such as fever), contact your doctor for more advice
- If your doctor decides to prescribe an antibiotic, take the whole course. Don't stop taking the antibiotic early, even if your symptoms go away and you start to feel better. Stopping the antibiotic early could leave some bacteria in your body that could make you feel unwell again. These remaining bacteria could also become antibiotic resistant
- You will still need a treatment to relieve your painful sore throat symptoms, which antibiotics won't relieve