



PHARMACOLOGICAL CLASSIFICATION:

A.22.2 Vitamins – Others

COMPOSITION:

Each ViralChoice® Effervescent tablet contains:

Active ingredient	Amount/ Tablet	SA RDA for adults*	% RDA	Safe Upper Limit	Role of supplement
Vitamin C	1000 mg	60 mg	1667	2000 mg ¹	Stress and infection reduce the amount of vitamin C in the body. Vitamin C is needed for many functions in the body. Vitamin C has a positive influence on the body's immune system, assisting in fighting infection. ² Studies have also shown that it significantly reduces the frequency of the common cold. ³
Vitamin A	700 µg (2330 IU)	1000 µg (3330 IU)	70	3000 µg	Vitamin A is important for immune function as it stimulates many of the immune processes such as the production of cytokines. It also plays a role in maintaining healthy skin and mucosal surfaces. ^{1,2}
Vitamin B6 (Pyridoxine)	10 mg	2 mg	500	100 mg	Pyridoxine plays a key role in immune system responses and a deficiency can lead to a reduction in the quality and quantity of antibody production. ²
Vitamin B12 (Cyanocobalamin)	9.6 µg	1 µg	960	N.D.	A deficiency can result in an impaired immune system and poor resistance to infection. Supplementation restores immunity. ^{2,4}
Vitamin D3 (Cholecalciferol)	10 µg (400 IU)	5 µg (200 IU)	200	50 µg	Vitamin D is an important immune system regulator and assists in mounting an immune response to infection.
Vitamin E	45 mg	10 mg	450	1000 mg	Antioxidant; usually needed for proper function of nerves and muscles; stimulates several components of the body's immune system. ²
Folic Acid	400 µg	200 µg	200	1000 µg	Needed for healthy blood and the formation of nerve sheaths and various proteins; a deficiency reduces certain immune functions, including antibody production. ^{2,6}
Vitamin B2 (Riboflavin)	1.6 mg	1.6 mg	100	N.D.	Riboflavin coenzymes are essential for the conversion of folic acid, vitamin B6 and B12 to their active coenzymes. ⁷ A deficiency also leads to a reduced antibody response. ²
Minerals: Zinc, iron, copper and selenium are essential for the integrity and optimum functioning of the immune system. A proper balance of these elements is essential for maintenance of immunocompetence. ^{8,9}					
Copper	0.9 mg	–	–	10 mg	Trace element – needed in small quantities for healthy functioning of the body, including activation of immune cells. ^{4,9}
Iron	5 mg	14 mg	36	45 mg	Needed for healthy blood, preventing anaemia. A deficiency causes immune dysfunction. ⁴
Selenium	80 µg	–	–	400 µg	A deficiency results in a suppressed immune function. Selenium is important for the development and activity of white blood cells. ⁴
Zinc	7.2 mg	15 mg	48	40 mg	Zinc deficiency may lead to a defective immune system. Zinc plays a vital role in many immune system reactions, including activity of the thymus gland. ^{4,9}
Other Nutrients					
Echinacea Purpurea Ext.	240 mg	–	–	–	Herbal extract with a stimulant effect on the immune system, increasing the body's natural resistance to infections, especially colds and flu. ¹⁰

*South African Recommended Daily Allowance (RDA) for persons 10 years and older.

– No South African RDA established

Note: ViralChoice® Effervescent Tablets are free from artificial flavourants, colourants, preservatives, lactose, egg, gluten, yeast, salt, caffeine, sugar, starch and tartrazine.

No ingredient of ViralChoice® Effervescent is of animal origin.

– N.D.= Not Determined.

ViralChoice® Effervescent Tablets are not the same formulation as ViralChoice® Capsules/Vegetabs

ViralChoice® Effervescent Tablet USES:

Each ViralChoice® Effervescent Tablet contains a combination of echinacea, vitamins and minerals. **It is formulated for those people preferring an effervescent dosage form for long-term immune support (in a convenient one-a-day dosage).** It is a nutrient supplement and is used when the diet alone does not include enough of these substances to ensure a healthy immune system. It helps boost the immune system, reducing the risk of invasion from viruses, bacteria and other harmful microorganisms, especially during times of stress and when viruses causing colds and flu are prevalent. It is important to note that vitamins and minerals do not take the place of a balanced diet.

CONTRA-INDICATIONS AND WARNINGS:

- Do not use this product if you are allergic to any of the ingredients.
- Do not take ViralChoice® Effervescent Tablets if you suffer from impaired kidney function or kidney stones.¹
- Speak to your doctor if you have a problem with your immune system such as multiple sclerosis, before you take this product.¹
- Avoid using ViralChoice® Effervescent Tablets if taking retinoids, as they may have additive toxic effects.¹
- Atopic individuals who suffer from various allergies are more likely to have an allergic reaction to ViralChoice® Effervescent Tablets.¹
- Do not exceed the recommended dose.**

PREGNANCY AND LACTATION:

Speak to your doctor if you are pregnant or plan to become pregnant soon or if you are breastfeeding before taking this medicine.

DOSAGE AND DIRECTIONS FOR USE:

Adults and children from 9 years of age:-

Take one tablet daily, dissolved in a half to one glass of water.

Children 4 to 8 years of age:-

Take half a tablet daily, dissolved in a half to one glass of water.¹

Drink ViralChoice® immediately after dissolving.

Stop ViralChoice® Effervescent for one week after every eight weeks of continuous preventative use, to maximize immune boosting benefits.¹⁰ Due to the nature of the ingredients, some cloudiness on the glass will occur.

SIDE-EFFECTS AND SPECIAL PRECAUTIONS:

If a cold or flu occurs while taking ViralChoice® Effervescent, stop using the product and switch to a short-term boost dose of ViralChoice® Capsules, Vegetabs or Syrup (children). After the 10 day boost dose of the Capsules, Vegetabs or Syrup (children), you may revert back to the once a day effervescent maintenance dose. High doses of vitamin C can cause diarrhoea. Other gastrointestinal side-effects may also occur with ViralChoice® Effervescent Tablets.¹ Allergic reactions such as urticaria and itchy eyes have also been reported with products containing echinacea. Not all side effects reported for this medicine are included in this leaflet. Should your general health worsen while taking this medicine, please consult your doctor, pharmacist or other healthcare professional for advice.

KNOWN SYMPTOMS OF OVERDOSE AND PARTICULARS OF ITS TREATMENT:

Symptoms of overdose are usually an exacerbation of the side-effects. Treatment is symptomatic and supportive. Consult your doctor or pharmacist.

STORAGE:

Store ViralChoice® Effervescent Tablets in a dry and cool place below 25 °C. Keep the lid tightly closed when not in use. Keep all medicines out of the reach of children.

IDENTIFICATION:

Orange, scored, round effervescent tablets.

PRESENTATION:

Packs of 10 and 30 effervescent tablets in plastic tubes in a unit carton with a package insert.

NAPPI CODE: 10's 707907-001

30's 707907-002

This medicine has not been evaluated by the Medicines Control Council.

This medicine is not intended to diagnose, treat, cure or prevent any disease.

All products in the Choice range are manufactured to the highest standards and are available in leading pharmacies throughout South Africa. Quality products in the Choice range:-

ArthroChoice™	Helps to preserve and rebuild joint cartilage, as well as helping to provide relief from pain, inflammation and joint stiffness.
ImmunoChoice® Complex	Powerful antioxidant and immune boosting nutrients combine to provide multiple protection for long-term health.
Multi-Vit Choice™	An affordable, comprehensive multivitamin and mineral supplement with Lycopene.
OsteoChoice®	The ultimate calcium supplement containing vitamin D, minerals and other unique bone building nutrients.
PerformaChoice®	Improves sexual, mental and physical energy.
ViralChoice® Effervescent	Long-term immune support for cold and flu management in an effervescent dosage form.
ViralChoice® Capsules	Cold and flu immune system supplement.
ViralChoice® Vegetabs	Cold and flu immune system supplement for vegetarians.
ViralChoice® Junior Syrup	Cold and flu immune system supplement for children.
ViralChoice® Junior Multivitamin	A comprehensive, balanced fruity flavoured vitamin and mineral chewtab supplement for growing children.
VitaChoice® Capsules	Multinutritional supplement for people with busy stressful lifestyles.