

# Boots warn Brits are set to suffer from the worst bouts of colds and flu this year



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Press Release Author: [Boots The Chemists](#)

Industry: [Healthcare](#)

**Press Release Summary: Boots have warned that Britain is in the grip of a cold snap, with Brits facing the worst spell of colds and flu to hit the country this year.**

Press Release Body: **Boots** are warning that Britain is in the grip of a cold snap, but rather than indicating the onset of a traditional white Christmas, **Boots** are cautioning that Brits are facing the worst spell of colds and flu to hit the country this year.

According to [Boots](#), the run up to Christmas is the snottiest one of the year, with two thirds of the country set to be laid up and reaching for the tissues. Sales of [cold and flu remedies](#) are predicted to peak, as stressed out Brits struggle to cope with party excesses and last minute Christmas gift shopping.

**Professor Ron Eccles of the Common Cold Centre in Cardiff** says, *"Stress levels do seem to affect how susceptible we are to illness. In clinical studies, volunteers who had recently experienced stress were more susceptible to catching the cold virus than those who hadn't. Any form of stress will lower our resistance to infection by depressing the immune response."*

He continued, *"Although we may take holidays as a leisure activity, many psychologists classify vacations as a major source of anxiety. All the last minute worries can take their toll and leave us more vulnerable to sickness just when we want to be on top form."*

**Boots pharmacist Angela Chalmers** said, *"Make sure you look after yourself in the run up to Christmas, try not to have too many consecutive late nights, eat well and wrap up warmly. Taking a supplement such as echinacea can help support your immune system and a healthy immune system helps fight off infection. If you are already coughing and sneezing, make sure you wash your hands regularly to help prevent the spread of germs to other people."*

She added, *"If you do get struck down, then get lots of rest and drink plenty of fluids such as water and fruit juice and ask your Boots pharmacy team for advice."*

To aid awareness and help people combat health problems, such as how to help relieve colds and the flu, **Boots have partnered with the British Medical Journal** and set up a health information site called [ask boots](#), providing free independent expert health information and topical health news.

#### **About**

#### **Boots:**

**Boots** is the UK's leading [health](#), retailer, with information and advice on a wide spectrum of health topics, along with thousands of products.

**Boots The Chemists' Pharmacy Superintendent** is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the **Boots Pharmacy** pages of **Boots.com**. **Boots.com** is the trading name of **Boots.com Direct Limited** (VAT No. 116 3001 29), a subsidiary of **Boots Group PLC**. All other information and advice on **Boots.com** is the responsibility of **Boots.com Direct Limited**.

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