



STAY HEALTHY WITH LONDON DRUGS AS COUGH AND COLD SEASON APPROACHES AMID BACK-TO-SCHOOL

Prioritize holistic wellbeing this fall and winter

RICHMOND, BC (August 30, 2023) – RICHMOND, BC - Aug 30, 2023 – As families gear up to head back to school, concerns about staying healthy are paramount. [London Drugs](#) is committed to supporting Western Canadians through the impending cough and cold season and provides a few tips to prepare.

According to a recent survey¹, 42 per cent of Western Canadians experience a cold, flu, or respiratory syncytial virus (RSV) at least one time during the fall season, with 18 per cent experiencing it three or more times. The impact is not limited to physical discomfort; 20 per cent of respondents revealed that they are not really able to function normally; 80 per cent seek information to manage symptoms, and half of respondents will consult a pharmacist.

With a focus on holistic well-being, London Drugs stands ready to provide the necessary support for Western Canadians as they navigate the upcoming cough and cold season.

London Drugs pharmacists can assess minor ailments symptoms and recommend self-care or over-the-counter treatments. By offering an extensive selection of products and expert advice, the pharmacy team assists in ensuring the health and well-being of the community.

"It is important to keep the family healthy during the fall and winter months by stocking up on over-the-counter medications that relieve minor symptoms, especially as students return to classrooms," said **Chelsea Kwong, pharmacist at London Drugs**. "It's equally important to stay informed and consult a pharmacist when navigating the cough and cold season."

Kwong recommends several key tips for a healthy fall and winter season to prioritize wellbeing:

- **Hygiene First:** Regular handwashing and the use of hand sanitizers can significantly reduce the risk of infection.
- **Comprehensive Preparedness:** Stock up on essentials including over-the-counter medications, hand sanitizers, humidifiers, heating pads/blankets, medicinal teas, and nourishing soups to stay healthy.
- **Boost the Immune System:** Incorporate a well-balanced diet rich in vitamins and minerals to strengthen the body's natural defenses.
- **Stay Informed:** Consult with a London Drugs pharmacist about flu vaccines and COVID-19 boosters to keep up to date on important vaccinations.

For more information, please visit [londondrugs.com](https://www.londondrugs.com).

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About London Drugs

Founded in 1945, B.C.-based London Drugs sells to every province and territory in Canada through its online store, www.londondrugs.com and has 80 London Drugs locations throughout BC in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan and Manitoba. London Drugs offers customers a range of products from personal protection equipment for pandemic safety to digital cameras and cosmetics to computers and televisions. Renowned for its creative approach to retailing, the company employs more than 9,000 people with pharmacy and healthcare services at the heart of its business. Committed to innovation and superior customer service, London Drugs has established itself as a reputable and caring Canadian company that supports Canadian brands and continues to position itself for future growth and development.

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