



**PROTECT YOURSELF NATURALLY**

**AGAINST THE FLU**

**A How-to Guide**



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## 1. GUNA HEALTH PARADIGM FOR THE FLU SEASON

One of GUNA's goals is to stimulate each single person to search their ideal state of well-being without limiting a therapeutic intervention only on the symptoms of a disease, but rather keeping the body in a state of physical-emotional balance, which is a primary condition to activate human immune defenses at best.

It is the vision of a medicine that conceives the human being as a unit of body, emotions, mind, and spirit - whose imbalances interact with each other. The goal of healthcare professionals and patients is to achieve and maintain a dynamic balance between these parts. This vision is scientifically represented by P.N.E.I. (Psycho-Neuro-Endocrine-Immunology). As a result, GUNA's medicines are designed to stimulate the body to regain its own harmony and not to suppress the symptoms that are useful signs of its dysfunction. We believe that this holistic vision of human beings finds a natural therapeutic application in our cutting-edge products.

Staying well during the flu season is no exception. Along with vaccination, recommended for the most at-risk categories, which protects against the influenza virus, there are modern remedies to improve the immune response also against the many influenza-like viruses and mutated viruses. Scientific studies show that the association of certain substances used in Homeopathy can help you staying protected naturally, safely and harmoniously.



## 2. FLU SEASON IS COMING

Like every year, flu season is coming and we must prepare ourselves adequately. Flu is an acute respiratory disease characterized by an incubation period of 48 to 72 hours due to specific viruses that affect the high or low respiratory tract. It is often accompanied by signs and symptoms such as **fever, headache, cough**, joint and muscle pain, asthenia and, sometimes, vomiting and diarrhea.

Every year, the influenza virus affects a variable percentage of the world's population (averagely hundreds of millions of subjects). It is estimated that flu and flu-like syndromes affect approximately 5-15% of the population in the U.S.A., as well as the world's northern hemisphere<sup>1</sup>. The most exposed people are, of course, those with a less "trained" or efficient immune system, i.e. children, the elderly and immune deficient patients.

Many of the flu syndromes are not really "influenza" syndromes, but are flu-like syndromes. There are over 250 flu-like viruses capable of causing symptoms like those of flu without being "real flu". If you are vaccinated, unfortunately you will not become immune against these viruses.

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<sup>1</sup> World Health Organization. <http://www.euro.who.int/en/health-topics/commuicable-diseases/influenza/data-and-statistics>



### **3. WHY DOES FLU HIT DURING THE WINTER SEASON?**

Cold and flu affect people during the winter more often than in other periods of the year. As it turns out, the flu virus development and spread becomes easier in the winter. Some researchers have tried to investigate why flu occurs mainly in winter, while its presence decreases or almost disappears in the hot months of the year. They have found that some factors of the winter season such as cold temperatures and dry climate associated with other environmental reasons facilitate the transmission of flu viruses.

#### **COLD AIR, LOW MOISTURE AND THE SPREAD OF FLU**

Some research studies have shown that winter conditions with low humidity (less than 50%) and cold temperatures will help the spread of the flu.

Dry air facilitates the dehydration of the nasal mucosa and weakens one of the first defensive barriers of our body against respiratory viruses, thus promoting the proliferation of pathogens within the upper respiratory tract.



In places with dry air, the micro particles of saliva that contain the virus are small, so they are much lighter and more persistent in the air, and this increases the possibility for people to come in contact with the virus and contract it.

Conversely, in a damp environment, the presence of a higher amount of water in the air makes the respiratory droplets heavier, so they tend to drop easily, remaining suspended only for a short time.

## **OTHER FACTORS THAT FACILITATE THE SPREAD OF FLU**

In addition to cold and low humidity other factors facilitate the spread of the flu virus during the winter time. People's habits change: in summertime, people tend to spend their days outdoors, during the colder months people gather indoors where it can be much easier to get in contact with pathogens. The virus found in the saliva and the mucous membranes of the affected respiratory tract is easily transmitted through the air, so it is very important to wash your hands often and thoroughly, especially after having been in contact with unclean surfaces and after sneezing. Frequently airing out the rooms we reside in is also important.



#### **4. DO YOU KNOW WHERE THE FLU VIRUS “SPENDS ITS HOLIDAYS”?**

During the summer time (i.e., according to virologists, during the "inter-epidemic" periods) the flu virus spends its "holidays" in the liver and in the heart of specific bird species, which love both hot and cold. In short, the flu virus knows a lot about holidays. This fact is important for the spread of the flu virus during epidemics: these virus-carrying birds migrate, for example, to Europe or North America, and release the flu viruses, which infect the pigs, and the latter, in turn, transmit the infection to humans. So, this is the long journey of the flu virus ... from Africa or Siberia to your respiratory system.



## THE MOST QUICK-CHANGE VIRUS

Influenza virus is actually clever. To avoid giving in and, for example, escaping from drugs, it quickly changes its form, its characteristics, undergoing a radical "facial plastic" surgery: it is the best way to escape the "security check-in" of **antibodies**, those soldiers of the immune system watching that no "enemy" enters our body and, if this occurs, they effectively counteract it.

However, there is a small problem: antibodies are very specialized and, during the security checks, if a virus is no longer the same, they let it pass.

Yeah ... these viruses are really clever!



## 5. HOW TO FACE THE SEASON CHANGE

Season changes are always delicate periods. Temperature fluctuations and the changing weather conditions will put our body to the test from an immune viewpoint. It is no coincidence that colds, sore throat, and feverish states are commonly spread among the population.

However, following small steps, it is possible to minimize the possibility of catching a cold or suffer from sore throat.

### DRESS IN LAYERS

It is always advisable to **dress in layers**. This protects easily against temperature fluctuations, typical of seasonal changes.

At least once, in the passages from summer to autumn, or from winter to spring, everyone has worn too light or too heavy clothes. When the weather is unstable, a sunny and hot day can turn into a rainy and windy day with unpleasant effects on our bodies. Dressing in layers can help us to easily adapt to any weather condition. So, you can leave the various layers if it is cold and undress if it is hot, thus avoiding excessive sweating or catching a **chill**.



It is preferable to choose natural fibers, such as cotton or light wool, for the layer that directly touches the skin to promote perspiration and preventing **sweat from accumulating on the skin**. For example, a possible and simple clothing in layers could be: a cotton t-shirt, a long sleeve sweater and a jacket.

The clothing that should never be excluded from the mid-season clothing is a **lightweight scarf** to protect your throat when passing from a warm environment to a cold one or against sudden cold winds.

## **PAY ATTENTION TO WHAT YOU EAT**

As mentioned before, during the seasonal changes the organism has to adapt to different weather conditions. For this reason, it must be supported in the best way through a healthy, balanced and varied diet, to guarantee all the nutrients it needs to face the mid-season.

## **TAKE A LOT OF VITAMINS**

To support our immune system through nutrition, a daily intake of all the vitamins, mineral salts and antioxidants is important because they are useful to the body. These substances can be taken through fruit, vegetables, water and many other healthy and tasty foods such as whole grains.

In other words, to help our immune system during the seasonal changes and to avoid unpleasant situations as colds, pharyngitis and flu, in addition to applying a few simple, practical tips in everyday life, it is useful to follow a healthy and varied diet. Eating 'colored' fruits and vegetables, in short, can help us a lot: orange and yellow fruit and vegetables, rich in carotenoids and vitamin C, purple-blue, rich in anthocyanin, red, rich in lycopene and anthocyanin, and green, rich in resveratrol.



## 6. WHEN SHOULD YOU BEGIN FLU PREVENTION?

**As soon as possible.** The ideal thing is to start in the early weeks of September. Homeopathy helps the immune response to increase, and achieve maximum protection.

## WHY IS HOMEOPATHY RECOMMENDED IN CASES OF COLD AND FLU?

Flu is just one of those diseases for which homeopathic medicines express all their potential. Moreover, they imply very limited risk of adverse effects; they guarantee high compliance and excellent cost-effectiveness.

Colds and flu are also a good opportunity where **conventional medicine** and **homeopathic medicine** can coexist, for example with combined use of the **flu vaccine** and specific **homeopathic medicines**. Symptoms are effectively relieved with homeopathic products as first-choice therapy, while when flu infection results in **pneumonia** the first choice should be **antibiotics**.

Your doctor or pharmacist will evaluate the opportunity to choose one way or another or the combination of the two.



## 7. WHICH HOMEOPATHIC DRUGS ARE RECOMMENDED IN CASES OF COLD AND FLU?

For over a decade, an effective response to flu symptoms<sup>2</sup> studied and developed by GUNA laboratories is available: the homeopathic medicine **GUNA®-FLU**.

GUNA®-FLU is based on selected immunostimulant components (*Vincetoxicum hirundinaria*, *Anas barbariae hepatis et cordis extractum*, *Influenzinum*), which are commonly used in Homeopathy. These natural ingredients can induce an immune response called "**cell-mediated response**". This means that some special cells of our Immune System have an extraordinary ability to destroy the influenza virus without attacking it directly (as the vaccine-stimulated antibodies do), but by killing the cell infected with the virus and thus depriving it of the ideal environment for its replication and multiplication.

This aspect is important in the prevention of influenza because this type of immunostimulant action **by-passes** the problem of the antigenic changes of the influenza virus, which is indeed the Achilles' heel of vaccines.

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<sup>2</sup> Arrighi A. Guna®-Flu vs Paracetamol in the treatment of flu syndrome - A prospective controlled clinical study. *La Medicina Biologica* 2013/4; 3-12.



**GUNA®-FLU** is a homeopathic medicine indicated for the **temporary relief of cold and flu symptoms**, such as fever, headache, minor aches and pains.

The **instructions for use** are very simple.

In the acute phase of disease, melt the content of one tube under the tongue, every 6 hours, up to 3 times per day, until symptoms improve.

Take on an empty stomach. For children under 6 years of age, consult your doctor. Ask your doctor if symptoms worsen or persist more than 5 days.

GUNA®-FLU Active ingredients are: Aconitum napellus 5C – Anas barbariae, Hepatis et Cordis extractum 200CK – Asclepias vincetoxicum 5C – Belladonna 5C – Cuprum metallicum 3C – Echinacea angustifolia 3C – Influenzinum 9C. Inactive ingredient: sucrose.

If I get the flu **vaccine**, can I take homeopathic medicines?

Yes, it may be a proper way to prepare for the winter season. Always contact your doctor who will evaluate the most appropriate therapy for you.

Remember: the flu vaccine only protects against the seasonal influenza virus of this year. If the virus changes, as is often the case, you will still be protected by taking **GUNA®-FLU**.

If your symptoms are caused by flu-like viruses, it will anyway protect you against a varied range of possible attackers because of its non-specific action against any pathogenic agents.

## **AN ADDITIONAL SUPPORT FOR THOSE WHO NEED IT**

To strengthen the action of GUNA®-FLU and to keep control of flu-like viruses, you can also use **CITOMIX™**. This innovative homeopathic medicine contains a perfect mix of cytokines (substances produced by the immune system cells, capable of guiding its function) and homeopathic remedies. CITOMIX™ provides immune support during seasonal colds and flu. CITOMIX™ helps your immune system in both acute and chronic conditions to hinder **over-bacterial infections** that may occur if flu is not well cured or neglected.

The standard dosage is 5 pellets 3 times a day for 6 weeks, and longer if needed.

Ask your doctor for advice about which GUNA® medicines can help you staying well during the flu season.



## 8. WHAT ARE FLU COSTS EVERY YEAR?

These are huge figures.

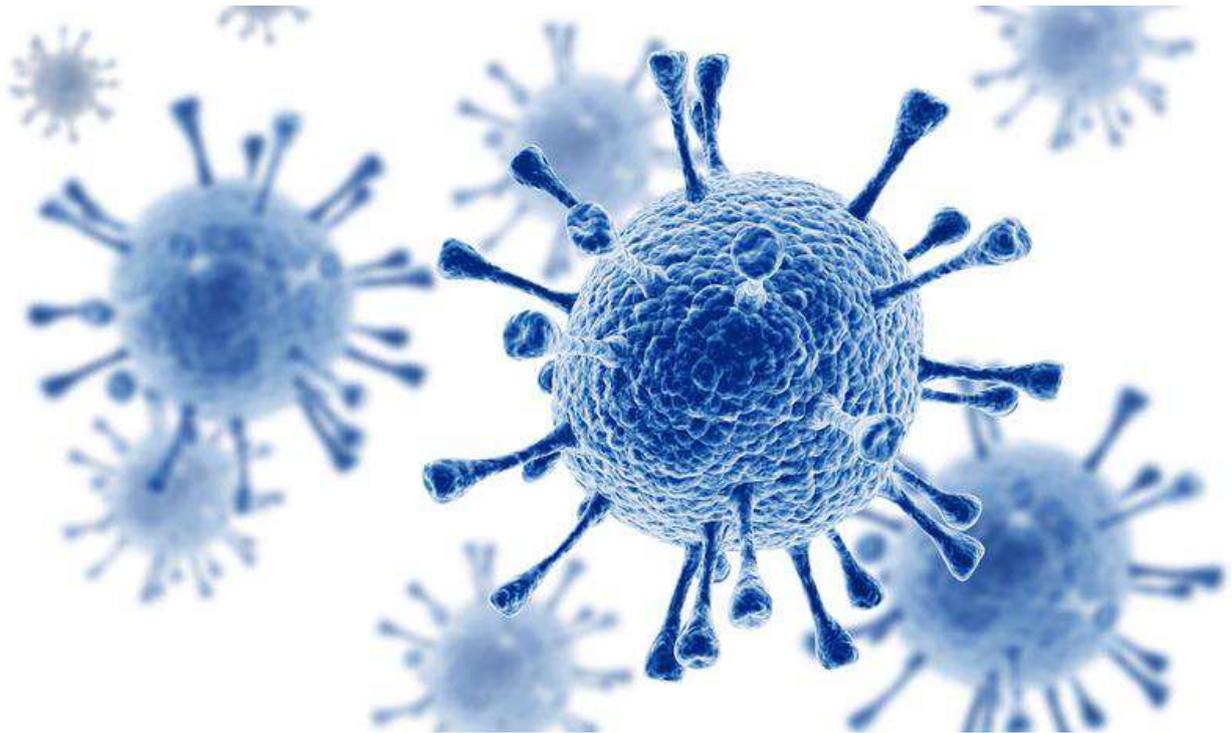
Every year in the U.S.A. about 111 million work days are lost due to flu, with an estimated \$7 billion a year in sick days and lost productivity.<sup>3</sup>

## HOW MANY AMERICANS ARE AFFECTED BY INFLUENZA EVERY YEAR?

Every year, millions of people are hit by the flu. Annual flu epidemics affect approximately 5 to 15% of the population in the U.S. Children under 5 years of age may suffer from severe flu symptoms or flu-like infections.

Usually, seasonal outbreaks occur in two waves, the first among school children and their family members (typically young subjects) and the second mainly among the people (generally the elderly) confined to their homes or facilities that have poor relationships with the outside.

<sup>3</sup> Centers for Disease Control and Prevention. <https://www.cdc.gov/niosh/topics/flu/activities.html>



## **DID YOU KNOW FLU-LIKE VIRUSES?**

Flu-like viruses are capable of causing symptoms very similar to those of the flu syndrome. Just think that more than 200 different types of parainfluenza viruses have been identified. This is a big problem because, to be sure to be protected against each of these viruses, you should (in theory) take up to 200 different types of vaccine every year.

This, of course, cannot be imagined. These viruses are less virulent than the flu virus, but we must not underestimate them and we should try to protect against them, for example, with preparations that enhance our immune defenses, the so-called non-specific defenses, namely those that are not directed against a single virus but against all.

These medicaments have proven to be extremely useful against flu-like viruses. Ask your doctor for advice on which is the best strategy for you to prevent and treat flu and flu-like infections.



## 9. FEVER: SYMPTOMS AND PRACTICAL RECOMMENDATIONS

It starts with feeling a little exhausted, then cheeks get red (not because you are excited!) Finally, we must use the thermometer: it is official, we have a fever!

### WHAT IS FEVER?

Let's go back a little bit: body temperature is not constant over the course of the day, but may vary depending on the moment you are living: you are sleeping, or eating a meal, or doing physical activity or having an attack of anger – these are all situations that can increase the temperature of our body. But even the female menstrual cycle or hormonal fluctuations in general are situations that can change our 'standard' temperature. These possible temperature changes are completely physiological, gradual, and within a limited range of fluctuations (typically between 97° F and 99° F).

It is about fever, if:

- the temperature is higher than 100.4 ° F when rectal
- the temperature increase is significant and more rapid.



## **WHY IS FLU ACCOMPANIED BY FEVER?**

Fever may have different causes and different developments, but here you are some indications and recommendations only about fever due to influenza. Flu is a real disease. People are affected by flu because flu viruses can bypass immune surveillance. Fever is not a disease, but a symptom, and it represents the natural response of our organism to this invasion and an effective way of 'burning' (literally) invaders. This symptom, therefore, is a true ally of our immune system to get rid of unwanted guests!

## **HOW CAN YOU TREAT FEVER?**

It seems a contradiction. If fever has a therapeutic purpose and is our ally, is it correct to say that it should be treated?! Yes, partly. Viruses and bacteria have a great difficulty in proliferating and surviving as the body temperature arises and this is certainly a good thing, the real aim of the temperature increase. It is also true that a prolonged fever may have harmful effects on the body. It is true that a sudden temperature increase can be dangerous and lead to a state of weakness and general illness that should not be disregarded. It is important to evaluate your condition with your doctor to find the most appropriate strategy.



Concerning children (the most affected age range is between 0 and 14 years), it is important to ask your pediatrician for advice to choose the most appropriate therapeutic strategy for a specific situation.

## **PRACTICAL TIPS**

If flu and fever hit you during the winter, there are some practical tips that can give relief:

- resting during the fever period and later on
- drink a lot. This allows the body to recover the lost fluids through sweating
- take easily digestible foods to avoid further fatigue
- increase the intake of vitamins through the diet
- wear lightweight garments that allow you to disperse bodily heat
- keep the room temperature between 66.4 and 71.6 ° F
- frequently change the air in the room (pay attention to avoid colds)



## **10. FALSE MYTHS ON FLU**

With the coming flu, it is also time to dispel some false myth! Over the years various popular beliefs have been told on flu that sometimes push some people to behave in such a way that has no grounds at all. So let's debunk some legends about the flu.

### **IF YOU CATCH A CHILL YOU WILL GET THE FLU**

"Dress warm, it is cold, otherwise you will get the flu"!

Who has never heard of this phrase at least once in their life? It is a common idea that exposure to cold is a decisive condition leading to influenza.

Although the most contagious season is winter, the only way to get infected with influenza is to get in touch with the virus.



## **ANTIBIOTICS ARE EFFECTIVE AGAINST THE FLU VIRUSES**

The second myth to be dispelled is related to antibiotics. Unfortunately, many people are still convinced that this type of drug is useful to recover from influenza faster. But this is not the case, because antibiotics are prescribed by doctors only when a bacterial infection is in progress, while the agent responsible for influenza is a virus.

Therefore, not only the use of these drugs for the flu is completely inappropriate, but it can be very harmful because it may involve a phenomenon called "antibiotic resistance". In other words, bacteria become resistant to a certain antibiotic that loses its effectiveness in counteracting these pathogens.

## **VACCINES MAY CAUSE THE FLU**

Like all vaccines, the formulation of the flu vaccine also contains an inactive form of the virus that is unable to develop the flu. Believing that the vaccine may have the effect of causing the flu is because, shortly after undergoing vaccination, some typical symptoms of the disease may occur, but they are generally moderate and tend to disappear after a few hours. Sometimes small local reactions are possible in the injection site, but in this case, they are slight and harmless to health.

## **YOU CANNOT GET THE FLU SEVERAL TIMES DURING THE SAME SEASON**

In each flu season, there are several influenza strains. Even if you get the flu and your body manages to produce antibodies for that specific flu virus, it remains vulnerable to the attack of other flu viruses that belong to a different strain.

## **FOLLOWING A BALANCED DIET DURING THE FLU IS NOT USEFUL**

Many people think that if you are in bed with the flu you should eat little or nothing not to overload your stomach already overloaded by the virus. In fact, it is important to follow a balanced diet rich in fluids to maintain a high level of hydration that may drop mainly due to the fever-related sweating process. When the virus is contracted, our body requires all nutrients, especially mineral salts and vitamins, to better manage the immune response.

## **TAKING GREAT AMOUNTS OF VITAMIN C HELPS YOU RECOVER MORE RAPIDLY**

Although Vitamin C can help the immune system in protecting the organism against external aggression, our body cannot absorb more than a certain amount of it. Taking excessive amounts when you are sick is not a guarantee of rapid healing.



## 11.THE IMPORTANCE OF THE RECOVERY PERIOD: 3 GOLDEN RULES

Ringing phones, e-mails, meetings, deadlines: everyday life is becoming more and more frantic nowadays. Thinking of being absent from work for a period, though short, seems to be an accident to be avoided accurately. Yet, due to daily journeys on public transport, something "irreparable" may happen: we may get the **flu!**

If we are among those affected by the flu this year, let's get over it! Let's take a deep breath and learn to take our time. To heal better and more rapidly, in fact, there is an aspect that we should not overlook: **recovery.**

The recovery time is the time of transition that goes from the end of the acute phase of a disease to full real healing. In short, that period when we feel better, but we have not yet fully achieved a complete sense of well-being. And this also applies to the flu. There is no pre-established duration for recovery. It is a subjective necessity and depends on the starting condition of our body. Generally, the more debilitated are the people at the time of contagion, the longer the **physiological recovery time will be.**



What can we do to fully recover our forces and get back in shape? Here you are **3** simple “golden rules”:

### **1. Rest**

It is not a medication, but an irreplaceable therapy. Relaxing and not having heavy or tiring activities helps our body and immune system recover faster.

### **2. Nutrition**

Our diet during the recovery time must be balanced. The noble proteins are particularly important at this stage, as well as vitamins and mineral salts, which are contained in rich amounts in fresh and seasonal fruits and vegetables.

During the recovery time the body needs to reintegrate liquids that may have been lost during the acute phase of the disease. Then drinking between one and a half liters and two liters of water a day is the second precious rule.

### **3. Do not rush**

Listen to your body and let yourself be guided by it. The common development of flu, usually takes place within a week. After all, this is a reasonable time not to be in a hurry.

Remember: it's better staying one day longer at home than one day less, with the risk of unpleasant relapses.

If you are recovering too slowly, ask your doctor or pharmacist for help. They will be able to suggest you the best natural way to get back in shape.

By following these tips, you will help your body achieve an efficient recovery and healing, which is useful to prevent the spread of the virus in your community.

# RULES:

- 1.
- 2.
- 3.



## 12. THE 6 STEPS THAT HELP PREVENT THE FLU

To prevent the flu, it's good to follow some simple but important rules.

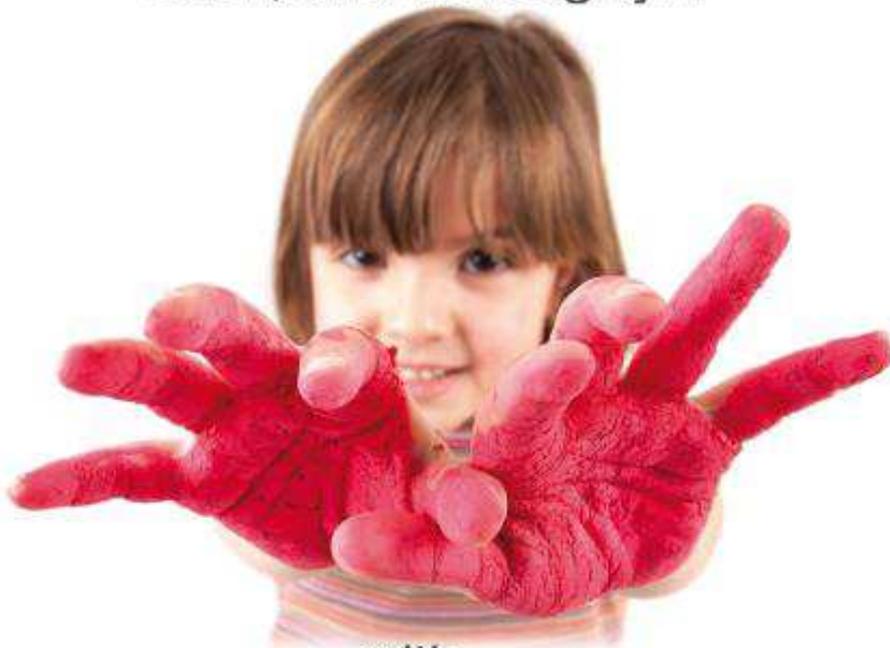
At first glance, they may **seem trivial**, but often, just a little bit of attention may be enough to avoid flu infections or to prevent the virus from spreading too much in the environment:

**1. Wash your hands often, and thoroughly, with soap and water**

What is the best way to wash your hands? Use fresh water and soap. Rub your hands for at least one minute, without forgetting the area under your nails.

Step 1

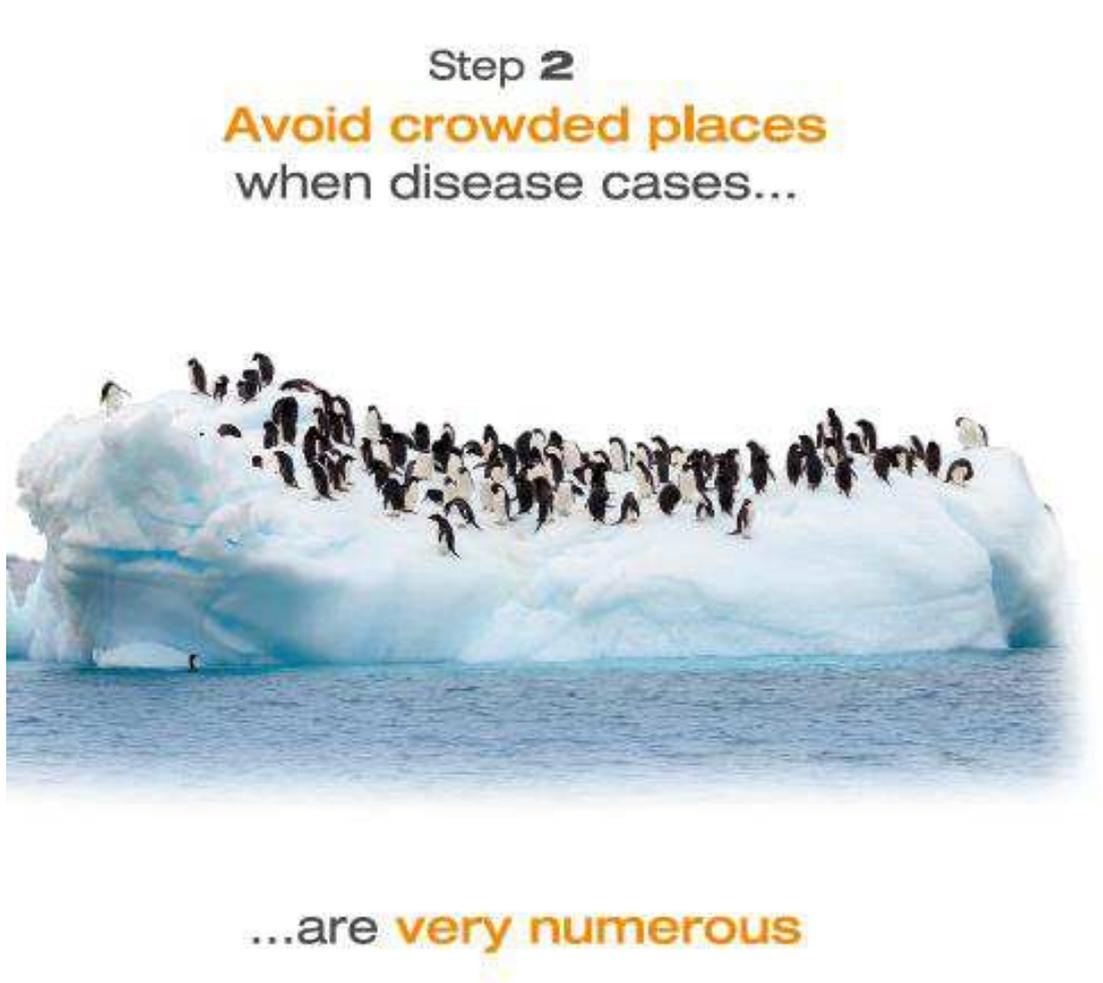
**Wash your hands**  
often, and thoroughly...



with  
**soap and water**

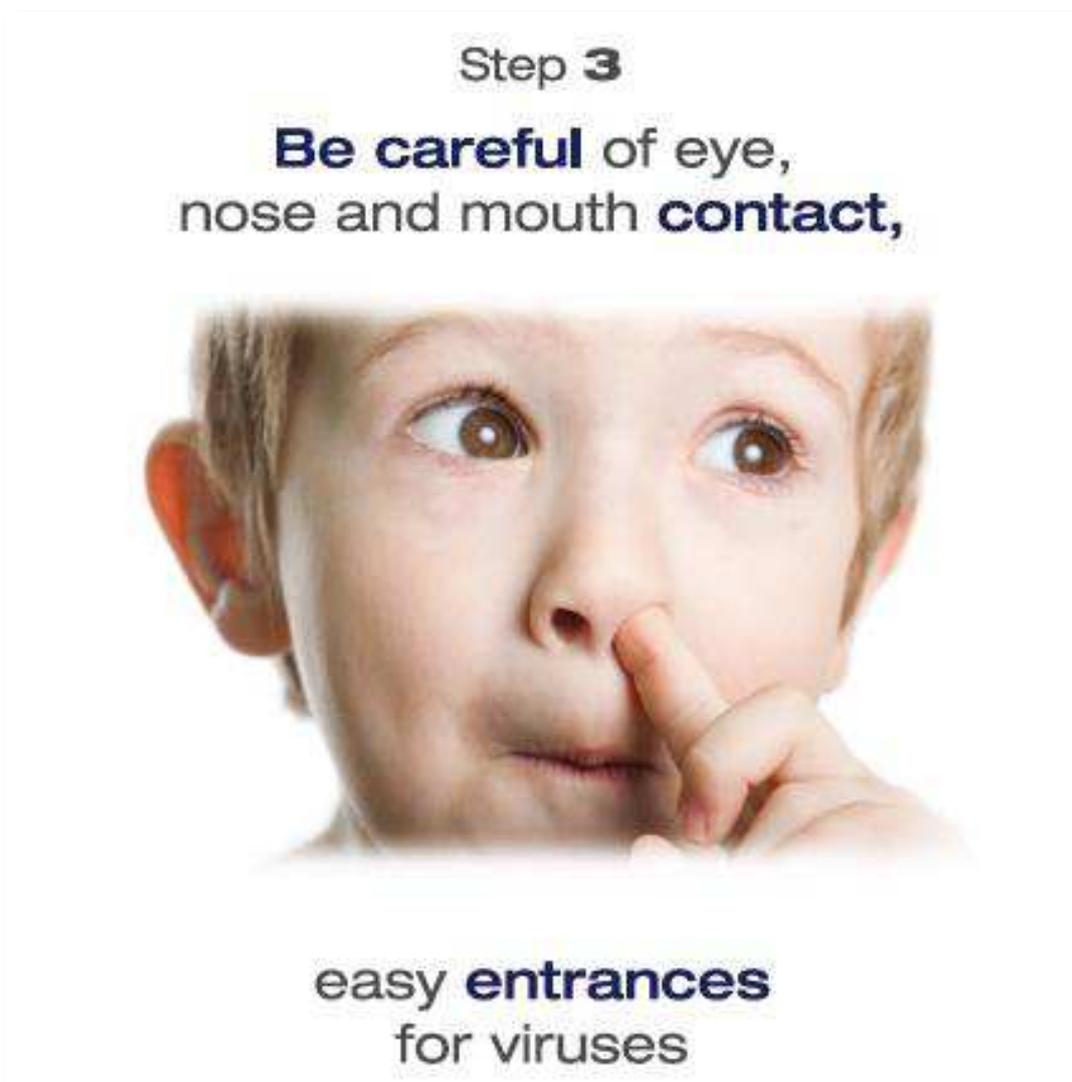
## 2. Avoid crowded places when disease cases are very numerous

This does not mean to renounce one's own social life, but at least during the peak periods of the virus, it would be better to avoid crowded places, especially if closed.



**3. Be careful of eye, nose and mouth contact, easy entrances for viruses.**

For viruses and bacteria, there are preferential access routes to our body: eyes, nose and mouth. Therefore, it is important to avoid touching these access routes with your hands as much as possible (in general, but especially in the period of the flu spread).



**4. Cover your mouth and nose when coughing or sneezing (and then, always wash your hands).**

The air and mucus expelled with a sneeze travel around 160 km/h<sup>3</sup> and can reach up to 8 meters away. Sneezing is a normal reflex, as well as coughing: these are two means used by our body to expel pathogens. It is important to take some precautions to reduce the risk of contagion as much as possible.

**Step 4**

Cover your **nose** and **mouth**  
when coughing or sneezing



(and then, always **wash** your hands)

## 5. Help your body's own defenses when the flu symptoms appear.

Usually, an effective immune system protects us from flu and flu-like infections mainly due to antibodies and special "soldier" cells. To foster the body's immune defenses, a proper and balanced nutrition, particularly rich in fresh seasonal fruits and vegetables, and appropriate dietary supplements and low dose medications, can be a great solution. In the last case, remember to consult your doctor who will give you the best advice.

Step 5  
**Help your body's own defenses**



when **flu** symptoms appear

## 6. Do you know step six?

Now you know how to improve your immune defenses and out-smart the influenza viruses. When? In autumn, for a suitable protection.

And what if you get infected? Follow step 6, when the first symptoms appear, to reduce symptom intensity.

Step 6  
Do you know **step 6**?



ask advice from  
your **healthcare** professional...



In GUNA's own cutting-edge pharmaceutical laboratories, we produce low dose medicines and homeopathic remedies that can be useful to you.

Research studies demonstrated that the association of some substances used in homeopathy can stimulate the natural immune defenses harmoniously, by supporting the physiological function of your immune system.<sup>4</sup>

Against flu, modern homeopathic products are available in various pharmaceutical forms: pellets, globules, drops, nasal sprays, and syrups, all easy to administer and suitable for children and adults.

They represent what GUNA can offer you and your family against cold and flu episodes.

For further information, contact your doctor or pharmacist, or get in touch with the GUNA team.

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<sup>4</sup> Arrighi A. Guna®-Flu vs Paracetamol in the treatment of flu syndrome - A prospective controlled clinical study. *La Medicina Biologica* 2013/4; 3-12.



### 13. WHY DO YOU GET SICK... WHEN YOU ARE NOT IN LOVE?

To prevent and counteract the flu, is a love call more important than an orange juice? The answer is apparently simple: a little solace from your beloved may be pleasant, but this will never be as effective as a good intake of Vitamin C ... Without forgetting that flu is a disease, how could a love call ever be helpful? In fact, it can be. Evidence <sup>5 6 7 8</sup> shows that being in love strengthens our immune system, and encourages it to work properly. Falling in love is good for our health and it has been confirmed by science.

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<sup>5</sup> Messina G, Anania S., Bonomo C, Veneroni L, Andreoli A, Mameli F, Ortolina C, De Fabritiis, Gaffuri M, Imbesi F, Moja E. "The importance of spirituality in supportive care", International Journal of Yoga, vol. 4: 33-38, 2011

<sup>6</sup> Messina G., Lissoni P., Bartolacelli E, Tancini G, Villa S, Gardani GS, Brivio F. "A psychoncological study of lymphocyte subpopulations in relation to pleasure-related neurobiochemistry and sexual and spiritual profile to Rorschach's test in early or advanced cancer patients", Journal of Biological Regulators and Homeostatic Agents, 17: 322-6, 2003

<sup>7</sup> Lissoni P., Messina G., Vaghi M., Bartolacelli E, Massarenti L, Trabattoni P, Meregalli P, Meregalli M, Gavazzeni C, Rovelli F, Tancini G, Gardani GS. "A Psychoneuroendocrine Study of Brain Dopaminergic Sensitivity in Locally Limited or Metastatic Cancer Patients", In Vivo, 18:647-650, 2004

<sup>8</sup> Lissoni P., Malugani F, Manganini V, Ardizzoia A, Gardani GS, Bartolacelli E, Messina G., Tancini G. "Psychoncology and cancer progression-related alterations of pleasure-associated neurochemical system: abnormal neuroendocrine response to apomorphine in advance cancer patients", Neuroendocrinal Lett, 2003, vol. 24; 50-53.



But what happens in our body whenever we fall in love?

Today, we know that falling in love does not only stimulate **immune defenses** but enhances endocrine and nervous physiological conditions increasing **hormone production** (remember Psycho-Neuro-Endocrine-Immunology ):

- We produce more **oxytocin/vasopressin**, which helps us to be more uninhibited and less anxious
- When we think of our beloved person, phenylethylamine production is started, a real positive discharge for the body, thus increasing the amount of **sexual hormones**
- The amount of **melatonin** increases that reduces stress, makes us rest well and counteracts early aging
- **Norepinephrine** is released, which stimulates attention, and this is why you are always alert and sensitive to the other person
- The body generates more **dopamine**, a neurotransmitter that makes us active and euphoric
- We take more care of ourselves!



## KISS ME AGAIN!

Talking about immune system and love, a Japanese immunologist, Hajime Kimata, has studied the therapeutic power of kisses. In a research study<sup>9</sup> carried out at Osaka Hospital in 2006, Kimata examined the immune profile of 24 people with atopic eczema and 24 with allergic rhinitis and repeated the examination after inviting them to spend half an hour kissing their partner. What was result? After the 'therapeutic session' of kisses, **IgE**, typical allergy antibodies, and **inflammatory cytokines** had much decreased.

But beware! If you are sick remember that with your kiss you may infect your partner :-)

Be respectful of yourself and your beloved ones.

In conclusion, a good state of health is the result of different factors. Healthy and balanced nutrition and physical activity are essential, but also taking care of your well-being and your emotions is important. And what if you do not have a partner at your side? Does it mean that you will certainly get the flu? Of course not :-)  
Love appears in a **thousand forms**: doing one's job with love and passion, spending good time with one's family and friends, enjoying a hobby, meditation, rediscovering the pleasure of marveling at the beauty of nature. There are many ways to help our body to produce healthy substances! Shall we start?

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<sup>9</sup> Kimata, H., Kissing selectively decreases allergen-specific IgE production in atopic patients, Journal of Psychosomatic Research 2006; 60: 545-547

**ADDENDUM A**

**WELL-BEING  
COMES WITH EATING**



## **A.1. THE FOODS THAT HELP THE BODY FACE THE WINTER TIME**

With the approach of the winter season, when flu and flu-like viruses are particularly aggressive, it is important to strengthen our immune system with healthy and targeted nutrition. There are several foods that provide essential nutrients to our body and with a little imagination and attention to the method of cooking, you can prepare light foods that are at the same time tasty and rich in all those substances, such as vitamins and minerals, which help to detoxify the body and protect oneself against seasonal illnesses.

### **ARE THERE ANY “ANTI-FLU” FOODS?**

For proper efficiency of our immune system, it is especially important to eat fruits, vegetables, cereals, legumes and bluefish. Let's examine these foods in detail and see how to cook them in a healthy and tasty manner.



## FRUIT AND VEGETABLES

The nutritional efficacy of plant foods is due to their rich content in vitamins and minerals, and their well-known antioxidant properties.

Among fruits, the most useful ones are **kiwis** and **citrus fruits** (oranges, tangerines, etc.) because they contain a high percentage of Vitamin C (up to 85%). Other good allies are **apples**, **berries**, and **pineapple**. Although fruits taste good naturally, to make them even more delicious and get your fill of vitamins, you can enjoy them as fruit salads, juices, smoothies or add them to white yogurt.

**Garlic and onion** are rich in antibacterial substances. For those who do not like these two types of food, small quantities will be enough. You can add garlic in sauce or rub it slightly over bread. For those who love strong flavors, then there is nothing better than an **onion soup**, or **onion jam** to accompany cheese, or also spaghetti with garlic, olive oil and chili pepper.

Obviously, all vegetables are extremely helpful to prevent the flu. **Carrots**, **spinach**, **pumpkin** and **beetroot** are the main sources of carotenoids. **Cabbage**, **broccoli** and **cauliflower** are rich in vitamin C.

Anti-oxidant and anti-inflammatory substances are found in extra virgin olive oil, whole grain rice, turmeric or blackcurrant. There are many recipes to enjoy these foods in numerous ways: **raw vegetables** with a little vinaigrette sauce or olive oil, **ratatouille** (vegetables stew), **grilled** or **baked** vegetables... just be creative, it's so easy to prepare dishes full of color and ... wellness!

## **CEREALS AND LEGUMES**

Legumes and cereals are good sources of protein and minerals. In the winter months, they are perfect when mixed in soup, or in tasty salads, combined with other foods.

## **MEAT AND FISH**

Fish and meat provide our body with elements such as protein, zinc, and copper, useful to enhance your body's immune response. Unlike the foods listed so far, animal-origin foods should to be eaten moderately and not every day. Steam or grilled cooking is to be preferred.

## **SPICES AND SEASONINGS**

As for the seasoning, it is recommended to use them raw. A little **extra virgin olive oil** is ideal: it is rich in monounsaturated fatty acids, which help regulate blood cholesterol levels, and in vitamins (especially A and E). **Salt** should be used moderately (excessive use can bring to kidney overload, water retention and blood pressure problems) and can be replaced by herbs such as **sage**, **thyme**, **marjoram**, **rosemary** which ensure pleasant flavor without making the food heavy.

## A.2. THE SUBSTANCES THAT HELP US PREVENT (AND FACE) THE FLU

Seasonal flu is a fixed annual appointment that most people naturally try to avoid as much as possible. Getting ready for the winter season is easy if you follow a balanced diet aimed to strengthen and support our immune system to counteract viruses and bacteria. A diet rich in foods of vegetable origin, cereals, and with reduced intake of fats and sugar is good during the whole year, but even more when we need to protect ourselves against the flu. But what are our body's allies to **prevent or face the flu**?

### VITAMINS

A good daily dose of **vitamins** and **mineral salts** is a cure-all for our body throughout the year, but in the winter months taking the right dose of these precious substances helps and strengthens the immune system by making it more efficient in counteracting flu and flu-like illnesses, as well as other pathogens particularly active during the winter season.



**Vitamin A** is contained in various foods such as carrots and broccoli. It is highly antioxidant and it boosts the immune system by stimulating the production of white blood cells, essential to limit the action of viruses and bacteria.

**Vitamin C** has many properties and it makes us stronger and more resistant to the attack of pathogens. The main natural sources of this substance are citrus fruits such as oranges, tangerines, lemons, but also kiwis and cabbage.

**Vitamin E** is found in cereals and seeds, and it is important because it contributes to the production of B-lymphocytes that take part in the production of antibodies.

**Vitamin P** or bioflavonoid is particularly useful in preventing the flu virus. Melons, grapes, citrus fruits and other types of fruit are the main sources of this substance.

## **ZINC**

Zinc is a mineral salt that helps our body improve its immune response against pathogens including the flu virus. Meat, fish, cereals, wheat germ are natural sources of zinc.

## SELENIUM

Selenium, as well as zinc, is a useful mineral salt for strengthening the immune system, and it is found particularly in nuts, sunflower seeds and legumes. Taking these substances and following a healthy and active lifestyle helps your organism to be stronger in tackling seasonal illnesses typical of winter and seasonal changes such as flu, colds and sore throat.

## FATTY ACIDS

Fatty acids, such as those contained in **olive oil** are renowned for their natural anti-inflammatory action. Fatty acids are useful allies in diets aimed to counteract flu, due to their beneficial immune-boosting effects. **Omega 3** fatty acids are among the most important ones for counteracting pathogens attacks. They can be found mainly in flaxseed, oily fish, algae and nuts.

## NOBLE PROTEINS

Other substances that improve the efficiency of the immune system are the so-called noble proteins, i.e., those that contain all the essential amino acids. First class proteins are mainly found in animal foods such as meat, eggs and cheese.

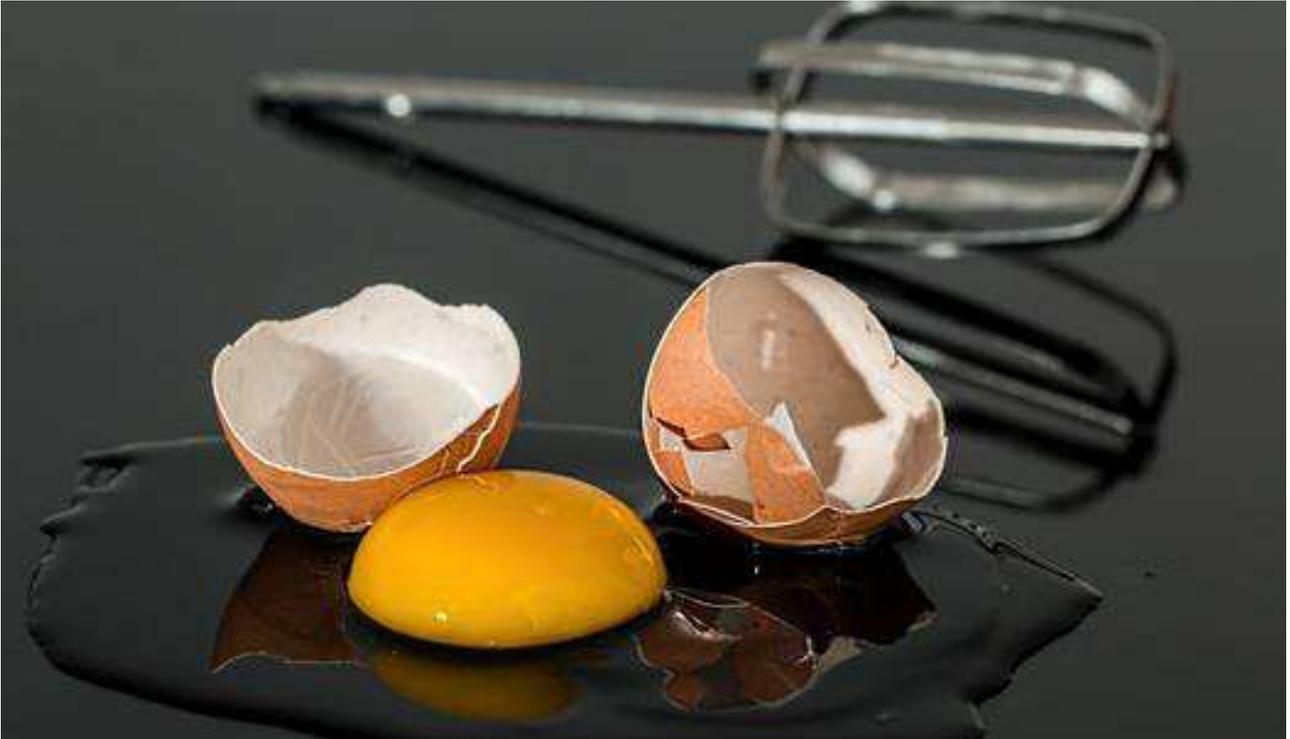


### **A.3. VITAMIN A**

Cod liver oil, liver, egg yolk, butter and many vegetables like raw carrots, spinach, cabbage, broccoli, and many more! Vitamin A can be found in many foods and it is important to include them in our diet to ensure a good intake of this substance.

The list, however, does not end here: this precious vitamin, in fact, is also present in garlic, parsley, dandelion, cress, pumpkin, spinach, chicory, tomato, lettuce, sweet potatoes, but also wheat germ oil contains a good amount of Vitamin A. As for fruits, a good source of vitamin A can be found in melons, apricots, peaches, oranges and watermelons. But what is this element useful for? Vitamin A is useful for counteracting infections and neutralizing free radicals, waste materials produced within cells that have numerous harmful effects on our body.

Therefore, vitamin A strengthens the immune system by increasing the number of white blood cells, essential to counteract viruses and bacteria. This vitamin also performs a protective action on the mucous membranes, helping to improve their barrier action against infections. Vitamin A also promotes growth, favoring skeletal development.



Vitamin A promotes the formation and maintenance of healthy skin and mucous membranes: it is also a component of visual pigments.

So, in view of flu season, what can we do to ensure a proper intake of this vitamin? Include a good and tasty pumpkin soup or a potato and spinach salad in your weekly menu and do not forget to eat many oranges (surely in the warmer months we will have already enjoyed a bellyful of melons, peaches, apricots and watermelons).

And then, enjoy your vitamin meal!



#### A.4. VITAMIN C

The **World Health Organization** (WHO) includes consumption of **fruit** and **vegetables**<sup>10</sup> among the main recommendations for a **healthy diet**. Specifically, to ensure a full well-being, you should take at least **5 servings** of fruit and vegetables every day.

#### VITAMINS AND MINERAL SALTS

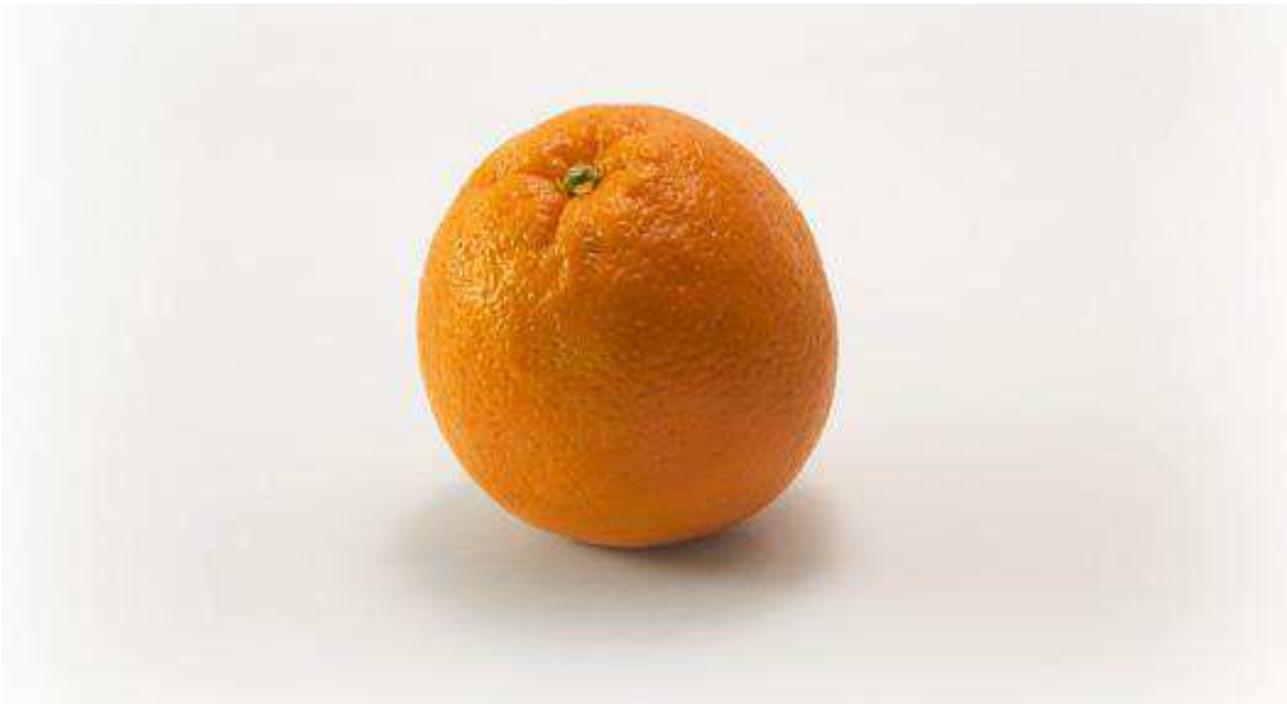
An important suggestion to keep in mind is to ensure a good intake of **vitamins and mineral salts** and actively take care of your own health! However, this advice is even more important during the winter season! With the risk of flu, we must do everything in our power to **counter viruses and bacteria** that would want to overcome our immune defenses.

A particularly important and useful substance in the winter season is **vitamin C**.

But why is it so important?

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<sup>10</sup> <http://www.who.int/mediacentre/news/releases/2003/pr84/en/>



**Vitamin C** is essential either to modulate the activity of white blood cells in the event of infection or to optimize the general reactivity of the **immune cells** (our defenders), also in many other organic functions:

- It facilitates **iron** absorption at the intestine level and it contributes to the formation of red blood cells
- It improves your **mood** if you are tired or nervous
- It has **antioxidant** action
- It is a real natural **anti-inflammatory**, useful to effectively counteract the flu virus, both in terms of prevention and in order to ensure quicker healing.

### **SO, IT IS A PRECIOUS ALLY, BUT WHERE CAN WE FIND IT?**

As far as vegetables are concerned, dandelion, nettle, radishes, broccoli, spinach, beetroot are the richest sources. And, of course, citrus fruits! Oranges, lemons, grapefruits, tangerines, a real source of wellness. Vitamin C is also present in tomatoes, strawberries, green peppers, black currant and papaya, asparagus, beans and Brussels sprouts.

In short, the variety of foods is so broad that we have no excuses for not taking this precious nutrient! Moreover, Vitamin C is hydro-soluble (i.e. capable of melting in the water), but be careful: Vitamin C is sensitive to high temperatures, so it is completely lost when cooked in water. It is therefore important to eat foods containing Vitamin C raw or slightly cooked.



## A.5. VITAMIN E

Vitamin E, or tocopherol, is a liposoluble vitamin, i.e. it dissolves in fat and oils, with many beneficial actions. Thanks to its antioxidant properties, the primary role of this vitamin is to protect the tissues of the body from the harmful reactions of free radicals, but there are many other implications in the well-being of our body:

- **IMMUNE SYSTEM:** Vitamin E is important for its proper function and therefore to control pathogens, viruses and bacteria. Deficiencies of this vitamin may expose you to illness and reduce your recovery period, an important phase of healing which deserves time and attention.
- **SKIN:** Vitamin E is important for a healthy and beautiful skin, which is thus protected against UV rays, atmospheric agents but also against early appearance of wrinkles.
- **FATIGUE AND DIFFICULTY OF CONCENTRATION:** a lack in vitamin E can lead to a state of fatigue and cognitive difficulty. If you feel unusually tired, you may consider a dietary supplementation, after asking your doctor who will evaluate your specific needs.
- **DIGESTION:** Vitamin E helps digestion and intestinal absorption of certain foods.



## **WHERE CAN VITAMIN E BE FOUND?**

Vegetable oils (peanuts, soy, corn, palm, sunflower, etc.) and wheat germ are the main sources of vitamin E. Dried fruits, seeds, whole grains and green leafy vegetables are also a good source of this precious vitamin.

# **ADDENDUM B**

## **THE RECIPES**



## **B. 1. FRUIT SALAD**

Fruit is one of those foods that should never be missing in a daily diet, rich in water, vitamins, minerals and fibers, and acts by strengthening the immune system, helping to protect us against seasonal illnesses such as cold and flu. Fruit can be consumed in a variety of ways. As fresh fruit, in cakes, extracts and detox water. Probably one of the most popular foods is fruit salad. Let's see how to prepare tasty seasonal fruit salads, ideal for your breakfast, snacks or whenever you want.

### **WHICH FRUITS TO CHOOSE FOR FRUIT SALADS?**

The greater the variety of fruit the more the fruit salad will be tasty. By now in market benches and supermarkets it is easy to find fruit of all kinds at each time of the year, but to make the most of the benefits that nature offers us, seasonal fruits are to be preferred. Let's see some examples.



## FRUIT SALAD WITH AUTUMN/WINTER FRUITS

The fruits of the winter season include citrus fruits rich in **vitamin C**, pears, apples and kiwis that cannot lack in our fruit salad.

Ingredients:

- Apples
- Kiwi
- Orange
- Tangerines
- Pomegranate
- 1 lemon juice

Peel off oranges and tangerines, clean the apples and kiwis, cut all the fruits in pieces and pour them into a bowl. Add the lemon juice to prevent the fruit from oxidizing. In the meantime, open and shell the pomegranate, add the grains to the salad and mix it all. If you prefer a sweeter taste, you can add a few teaspoons of raw brown sugar.

## FRUIT SALAD WITH TROPICAL FRUIT

Once it was almost impossible to find it, today it is not difficult to find strongly colored and intensely flavored fruit on market benches throughout the year. **Tropical fruits** are ideal for fruit salads, even in addition to other kinds of fruit.

For a tropical flavored fruit salad the ingredients are:

- papaya
- pineapple
- passion fruit
- ripe mango
- dehydrated coconut flakes
- brown sugar

## FRUIT SALAD AND YOGURT AT BREAKFAST

Fruit is one of those foods that can be enjoyed at any time daily. One of the best ways to eat it at breakfast is to add it in pieces to **white yogurt** together with oatmeal or muesli, sultanas, dried fruits.

## FRUIT SALAD FOR CHILDREN

It happens that some kids do not like to eat much fruit and unfortunately prefer processed, packaged food for their own snack. Moms and dads, however, can use some tricks to make fruit salad more “enjoyable”: for example, using sweeter and strongly colored fruits such as strawberries, watermelons and kiwis. Another way to convince children to eat fruit is to present it in alternative ways: with a banana, a kiwi and a tangerine you can shape a palm, with a pear and grape a nice peacock or even use cookie cutters to make small flowers, hearts and fruit stars.



## **B.2. ONION SOUP**

Onions have remarkable beneficial properties: they are natural sources of mineral salts, vitamins A, B, C and E, flavonoids and trace elements such as sulfur, iron, potassium, magnesium, fluorine, calcium, manganese and phosphorus. Onion is often used to enhance the flavor of sauces, but there are several tasty dishes where onion is an indisputable protagonist. One of the most popular and appreciated is the onion soup, a beneficial and low-calorie dish.

Although onions have great nutritional properties, many people prefer to avoid them, probably because the bad breath they can cause for several hours. In the case of onion soup, this risk is minimal, as the slow and prolonged cooking time inhibits the substances that may cause discomfort.

## **HOW TO ELIMINATE BAD BREATH**

In any case, to eliminate bad breath after having eating onions, drinking a glass of milk or chewing some mint or basil leaves may be helpful.



## ONION SOUP RECIPE

Typically, **onion soup** is made with white onions, but you may use any other one of the many existing varieties.

Ingredients for 4 people:

- 1 liter of vegetable broth
- 4/5 medium sized white onions
- 80 g of butter (or 50 g of butter and 4 tablespoons of extra virgin olive oil)
- 20 g of flour
- 100 g grated cheese (for example, Groviera cheese)
- baguette bread
- salt and pepper

First, prepare the vegetable broth by boiling water with carrot, celery and potatoes. **Clean, peel and slice the onions thinly.** Melt the butter in a big pan, add onions, then let them cook slowly for 10/15 minutes, making sure they do not get too dark.

When the onions get slightly brown, add the flour and mix everything for a few minutes. Then add the broth and let it cook for about 30 minutes over a medium heat, adding some more liquid as needed. When cooked, **add salt and pepper** if needed.

Put toasted bread slices on the bottom of 4 baking containers, pour the soup and cover it with abundant grated cheese. Bake in preheated oven to 480° F and let the cheese melt and form a crispy crust.



### B.3. RATATOUILLE

This dish has become famous thanks to an animation movie, however ratatouille is a traditional French recipe with **mixed stewed vegetables**.

It is a very simple dish, derived from peasant cuisine, but very nutritious. It is rich in **vitamins**, **mineral salts**, and all those substances that are a source of energy and wellness to the body.

**There is no specific ratatouille recipe** for the simple fact that it includes **seasonal vegetables**, so each family has its own favorite version of this dish. In general, the most known and appreciated version of the ratatouille includes zucchini, peppers, eggplants, tomatoes and onions, with extra virgin olive oil, salt and herbs.

Traditionally, vegetables should be cooked separately but, if you prefer, they can be cooked all together, respecting a precise order of inclusion according to the **cooking time** of each ingredient.



## RATATOUILLE RECIPE

The ingredients to prepare a ratatouille for six people are:

- 4 medium size zucchini
- 1 large eggplant (or 2 small ones)
- 1 yellow pepper and 1 red pepper
- 500 g of ripe tomatoes or 200 g of tomatoes and 300 of tomato paste
- 1 onion
- 2 tablespoons of extra virgin olive oil
- salt
- A handful of herbs (basil, parsley, marjoram, thyme)
- 1 clove of garlic

**Clean and cut all the vegetables into cubes of the same size**, remember to keep them separate so that they can be placed in the preparation at the right time. Heat the oil in a large casserole with the garlic you will remove before adding the other vegetables, and proceed as follows:

- Grate the onion, add the peppers and let them cook for about 5/6 minutes, pour the zucchini in the saucepan and after 4 minutes add the eggplant. Add tomatoes and let it

cook with low heat and cover for about 30 minutes, mixing often. If the vegetables get too dry add a little of hot water.

- 10 minutes before cooked, add salt and herbs.
- If you prefer, you can cook the vegetables separately and combine them only at the end of cooking, letting them flavor together for a few minutes with low flame.

### **ALTERNATIVE: BAKED RATATOUILLE**

A lighter version of ratatouille is the **baked** one. Clean and cut the vegetables into cubes, collect them all in a bowl and add some oil, salt and herbs. Transfer it all over to a baking plate and cook for 10 minutes at 390° F degrees. Then, lower the temperature up to 350° F and continue cooking for another 30/35 minutes. To make the vegetables more delicious and tastier add a handful of pine nuts and, before baking, cover the vegetable mix with breadcrumbs and herbs.



One of the goals of GUNA is to promote a new paradigm of health and the search of every single person for their ideal state of well-being. At GUNA, we believe health is not limited to managing the symptoms of a certain disease, but rather it is to help keep the body in a state of physical and emotional balance.

It is the vision of a medicine that considers the human being as a whole unit of body, emotions, mind and spirit, whose imbalances interact with one another. This vision is represented scientifically by P.N.E.I., Psycho-Neuro-Endocrine-Immunology. The main aim of healthcare professionals and patients is to achieve and maintain a dynamic balance among the different areas of the human being. Consequently, GUNA medicines are designed to stimulate the body to regain its own harmony and not to suppress the symptoms, that are useful indications of a dysfunction.

We believe that this holistic interpretation of the human being finds a natural therapeutic application in our cutting-edge products. Staying well during the flu season is no exception.



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