

NEWS RELEASE
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SICKNESS BUG HITS UK IN LEAD UP TO CHRISTMAS **- Norovirus bug sweeps the country -**

Great Britain is in the grip of a violent sickness bug, according to UK health campaigners. The norovirus bug has already closed hospital wards across the country and is set to worsen as the winter months take hold.

Norovirus illness can occur at any age because immunity to it is not long-lasting. It is traditionally referred to as the “winter vomiting disease” due to its seasonality and typical symptoms. Norovirus often causes outbreaks because it is easily spread from one person to another and the virus is able to survive in the environment for many days.

To help you stay well in the coming weeks, Superdrug’s Superintendent Pharmacist, Martin Crisp, is offering advice on how to minimise your risk of catching the bug as well as recommending steps to take if you do fall ill.

Prevention:

- Wash your hands frequently, especially if you have been on public transport or used a public lavatory. Martin says: ‘hands spread an estimated 80 per cent of common infectious diseases like colds, flu and sickness bugs’.
- Carry an antibacterial hand gel with you to eliminate germs when you’re on the go and can’t get to a bathroom.

Treatment:

- Drink plenty of fluids – vomiting and diarrhoea can cause dehydration which may exacerbate other symptoms.
- Limit your food intake – if you have a stomach bug your tummy won’t be able to tolerate food very well. Eat easy to digest foods such as crackers, rice and soup.
- Take medicines for nausea and diarrhoea – an effervescent sachet containing paracetamol may help to reduce sickness and bring down a temperature.
- Get plenty of rest – sleeping is the best way to get rid of a stomach bug, as the body is better able to heal itself.

Martin says: 'The hope is that if people follow some basic hand hygiene procedures they may be able to reduce the chances of contracting the bug. If you are unfortunate enough to catch it, there are a number of steps you can try at home to make yourself feel better. However, if your symptoms aren't any better within a couple of days you should visit your GP for advice'.

Useful products:

- **Superdrug Antibacterial Hand Gel (99p)**
- **Superdrug Headache & Upset Stomach Relief Effervescent Powder containing paracetamol (£1.99)**
- **Immodium Capsules (£6.99)**

- Ends -

For further information please contact Kate Ward or Jenny Hill on 020 7896 or email superdrug@z-pr.com

Notes to editors:

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