



# Family Nose Best Care Report

Intergenerational cold care and comfort advice  
to keep your family's congestion at bay this winter

In collaboration with Dr. Roger Henderson, Family GP

Dr Henderson is an independent expert and does not endorse specific medicinal products

***Olbas***<sup>®</sup>

# The living room is the new waiting room



As winter approaches, it will not be a surprise for a member of your family to catch a cold – especially if you have little ones! With over 200 common cold viruses and thousands of flu viruses around, it is more than likely that at least one member of your family will fall ill at some point over the winter period.

So, with the NHS actively discouraging patients from visiting their GP with minor winter ailments<sup>1</sup>, where do we turn when someone in our family falls victim to the dreaded winter cold?

The latest research from Olbas shows that the living room has become the waiting room of the future, with the majority of people (76%) now using home remedies to treat cold symptoms.

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## 64%

of people turn to home treatments they've inherited from their family



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Olbas has identified the phenomenon of the 'Family Doctor' as over a quarter of people will actively seek out their family's advice to treat the common cold. Not only do they actively seek it out, but 64% said they used a home treatment because they heard about it from a member of their family. With us all suffering on average three colds a year, turning to home treatments is certainly something not to be sniffed at.

<sup>1</sup> NHS UK, Common Cold, <https://www.nhs.uk/conditions/common-cold/>

## Family nose best

Not only are we choosing to treat colds at home but most of us are convinced that home treatments work. Three in five claimed success with home treatments and just under half (48%) felt so confident that they would actively recommend a home treatment to someone they know.

# 45%

of Brits have held on to a piece of health advice told to them by their parents



This confidence in home remedies likely comes from the fact that 59% were treated at home as a child with the vast majority (83%) believing they worked. Perhaps most revealing, almost half of us have never forgotten a piece of health advice that our parents have given us, showing the power of the family connection.

Even old wives tales are still popular, with 62% still believing in solutions such as the power of garlic to prevent a cold, and that you should feed a cold but starve a fever. One in five also eat oranges to boost their vitamin C, but there isn't any clinical evidence to suggest it will prevent or treat a cold.

# 74%

of people would rather try home treatments before going to a doctor



However, there is not just a confidence factor when it comes to home remedies, the research also indicates that convenience is high on our list of treating ailments like colds. 74% of people would rather try home treatments than go to a doctor and 80% of people want a quick and easy treatment to minimise their symptoms when they are unwell.

Dr Henderson comments: "Advice is often passed down from generation to generation on a number of matters, but particularly health care. Family is considered a trusted resource, particularly for more common ailments like colds, mainly because we grew up with them being managed at home, but also because we have witnessed some success. I would always advise if symptoms persist for more than three weeks or suddenly worsen that a trip to your GP should be the next step."

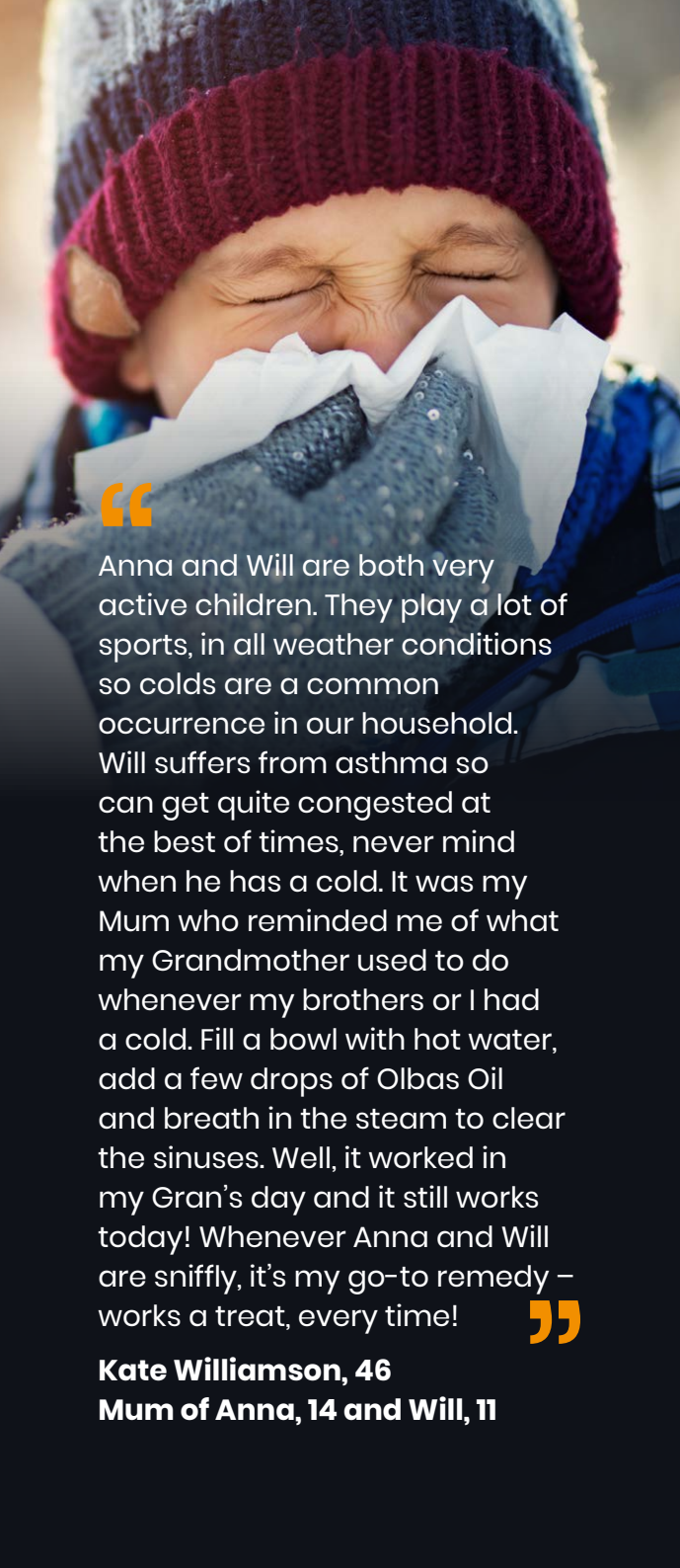
# “

Like most first-time mums, when I first had Caleb, I was overly worried about every single little thing that might go wrong. If he sneezed, I was worried it was flu. If he felt hot, I was sure it was a fever. It's completely natural to feel overprotective when it's your first baby. My mum and my mother-in-law were my first port of call for every little concern. They reassured me, shared their experiences and offered advice.

**Ashleigh Sutherland**  
**Caleb, 3 and Harrison, 1**

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Anna and Will are both very active children. They play a lot of sports, in all weather conditions so colds are a common occurrence in our household. Will suffers from asthma so can get quite congested at the best of times, never mind when he has a cold. It was my Mum who reminded me of what my Grandmother used to do whenever my brothers or I had a cold. Fill a bowl with hot water, add a few drops of Olbas Oil and breath in the steam to clear the sinuses. Well, it worked in my Gran's day and it still works today! Whenever Anna and Will are sniffly, it's my go-to remedy – works a treat, every time!

”

**Kate Williamson, 46**  
**Mum of Anna, 14 and Will, 11**

# Generational Care

Insight shows that the 'Family Doctor' is a key influence in caring and comforting our family when they are feeling under the weather, so it begs the question, what is the most common advice passed down from generation to generation?

## Top ten generational tips to treat cold symptoms



Honey and lemon to soothe a sore throat



You should feed a cold and starve a fever



Put your head over a bowl of steaming water to ease congestion



Gargle saltwater for a sore throat



Take vitamin C to cure a cold



Smell menthol to clear a blocked nose



Chicken soup to cure a cold



Drink a hot toddy before bed to get rid of a cold



Avoid dairy to minimise congestion



Place unpeeled onions in every room to soak up viruses

## Home truths

With one in five (22%) claiming that their parent is their first port of call for advice when someone in the family is suffering from a cold, Dr. Henderson reveals how accurate the top ten family care tips are in easing symptoms of the common cold:

“Many of the tips and advice passed through the generations isn’t grounded in scientific evidence, but more on how it makes the person feel. For example, there is no good evidence to suggest that honey and lemon will soothe a sore throat. However, many people swear it does due to the soothing properties of honey which can also act as a very mild cough suppressant in some people (and coughing can make a sore throat feel worse) so this may be where this came from.

## One in five

(20%) claim that their mum is the first port of call for advice



“Putting your head over a bowl of steaming water can definitely help to ease symptoms of congestion. Steam can help to reduce the inflammation of the nasal passages that cause many of the symptoms of the common cold, however it’s just complete nonsense that peeled onions can soak up viruses!”

Despite a few hidden myths amongst the top ten generational treatments, it’s fair to say many home remedies are fairly robust, which is lucky as two thirds (66%) implicitly trust the care and comfort advice that has been passed through their family.

# 66%

implicitly trust the care and comfort advice that has been passed through their family’s generations



The most common belief is that you can catch a cold from having wet hair, with 61% of the population claiming to have been given that piece of advice. This probably stems from another common suggestion, that body heat is most often lost via the head, with over half of those surveyed claiming to have been told this by a family member.

However, Dr. Henderson explains: “Quite simply, you cannot catch a cold from having wet hair! A cold is caused by a virus so although going outside with wet hair could mean you feel cold or chilled, it won’t cause you to develop a cold virus. There has been research<sup>2</sup> that suggests when suddenly going from a warm environment to a cold one could have an impact on the immune system, meaning would be

more difficult to fight off the cold virus should you become exposed to it.

Wet hair will also leave your head feeling a bit chilly but again, it’s a common myth that you lose most body heat through your head. This just isn’t the case. You will lose approximately 10% body heat from your head, but it really comes down to surface area. The larger the surface area the more heat you will lose. So, if you go out with bare arms or legs, you will lose more heat there than you would your head.”

The Olbas survey revealed that most people are not actually looking for the cause of a cold but a remedy. Congestion was cited as one of the main symptoms that people are most likely to look for or receive advice on. A third of those, wished there was a home treatment for congestion.

# 72%

have used the tried and tested approach of steam inhalation to help with head congestion



72% have used the tried and tested approach of steam inhalation to help with head congestion which follows NHS advice to add eucalyptus based oils to hot water for steam inhalation to soften and loosen the build-up of mucus.

# From remedies to recipes

If the population isn't using remedies that have been handed down from generation to generation, like Olbas Oil, which has been used by families for generations, they are turning to recipes to make them feel better.

20% of respondents turn to family recipes when it comes to 'comfort food' to treat symptoms of a cold, and it's no surprise what comes out as the nation's number one go-to...





## Soothing Chicken Soup<sup>3</sup>

### Ingredients

- 55g/2oz butter
- 2 onions, sliced
- 1 glove garlic, crushed
- 2 sticks celery, finely chopped
- 2 carrots, finely diced
- 25g/2oz plain flour
- 1.2 litres/2 pints chicken stock
- 450g/1lb cooked chicken, skinned and shredded
- 1 tbsp chopped fresh parsley
- Salt and freshly ground black pepper

### Method

1. Melt the butter in a large saucepan over a medium heat and gently fry the onions, garlic, celery and carrots until they start to soften.
2. Stir in the flour and cook for 2 minutes. Add the chicken stock and bring the mixture to the boil, stirring as you do so. Season with salt and pepper, then reduce the heat until the mixture is simmering and simmer for 10 minutes, until the vegetables are tender.
3. Add the cooked chicken and cook until heated through. Adjust the seasoning, stir in the parsley and serve.



# Slumber without the snuffles

In a previous Olbas survey<sup>7</sup>, it was found that two thirds (67%) of mums lost sleep when their child had a cold. What's more, with a quarter of children (26%) sneaking into bed next to their parents when they are unwell, it's fair to say that a good night's slumber does not typically go hand in hand with the snuffles.

It is perhaps ironic that the family advice shared between generations heavily features a good night's sleep!

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An hours sleep before 12 is worth two afterwards”

7 Survey of 2,000 adults by Olbas and One Poll, October 2017





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## A quarter

of children (26%) sneak into bed next to their parents when they are unwell

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Dr. Henderson unpicks the expression and outlines the importance of sleep for both the cold sufferer and carer:

“Our body’s immune system tends to go into overdrive when we sleep and so helps us fight off a cold. People who sleep poorly in the weeks running up to being exposed to a cold virus appear to be less well prepared at fighting it off than people who get consistent high-quality sleep.

“Good quality sleep is important to keep everyone in the family healthy and able to fight off the cold virus quickly, or even help in avoiding catching it in the first place. Sleep, good quality nutrition and exercise are all essential cold fighting factors.

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## 67%

of mums lost sleep when their child had a cold

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Everly was always a great sleeper so it was a shock to the system when Martha came along. A good night’s sleep was a thing of the past! I didn’t think it could get worse, but then she caught her first cold and things reached a whole new level. She literally didn’t sleep. My husband and I had to take turns with her to let the other get the odd hour here and there. I even had to call in sick to work as I was too tired to function after a particularly bad night. It was my Auntie who told me that the secret was to add a few drops of Olbas Oil to a tissue and leave it in the nursery out of reach to keep her airways open throughout the night. The first night that we did this, Martha slept for four hours straight. I know it’s not a full night, but I was happy to take it! I swear by Olbas Oil to this day! ”

**Rebecca, 36, Mum of Everly, 5 and Martha, 1**





# Family nose best

**Sam George, Brand Manager for Olbas**

“When illnesses like a cold strike, we want to give Brits the power to breathe easy again. For four generations, come rain or shine, congested heads and blocked airways, Olbas has been there to give families the ability to breathe clearly.

Thankfully we have lots of tools at our disposal for dealing with the symptoms of the common cold, whether these are over the counter or more holistic solutions passed down from family member to family member, or made popular across our increasingly health-obsessed culture.”

## About Olbas

Noses. They have a hard life sometimes. They get blocked and bunged up with winter colds and attacked by summer hay fever. Noses large and small suffer congestion, sneezes and snuffles, and get rubbed raw by hankies. And when noses are miserable, it's no fun for anyone!

Luckily, Olbas products are always on hand to help noses big and small find relief, wherever and whenever they need it.

## What makes Olbas so effective?

Olbas Oil is a special mixture of pure plant oils, with ingredients including clove oil, eucalyptus, juniper berry and cajuput. It's the combination of these natural ingredients which releases those famously natural vapours. It's the power of nature – for noses.

## The soothing vapours of Olbas are surprisingly versatile

Add the recommended dose of Olbas Oil to hot water and leave it to release its decongestant vapours in your room overnight. For little noses, there's a gentler formulation – Olbas for Children.

When you're feeling achy, try massaging in a few drops of Olbas Oil for soothing relief.

Enjoy portable but powerful Olbas vapours with Olbas Inhaler and Olbas Nasal Spray – handy blocked nose relief, on-the-go!



The Olbas Family Nose Best Care Report is based on insights and consumer perceptions from a survey of 2,000 British adults commissioned by Olbas Oil and OnePoll, October 2019. Relief from nasal congestion. Always read the label

*Olbas*<sup>®</sup>