



REAL CHOCOLATE TASTE!
Made with 10% real cocoa.



Recommend Dr. Cocoa®

The cough and cold medicine
for happier moms and happier kids.

infirst⁺
HEALTHCARE
known drugs - made better

Effective Symptom Relief with a Smile.

Dr. Cocoa® is an innovative brand of cough and cold medicine for children. It combines trusted, effective ingredients with 10% real cocoa for a real chocolate taste that helps make dosing medicine to children easier. Kids like the rich, soothing chocolate taste, and parents like the cough and cold relief Dr. Cocoa provides.

The effectiveness of the Dr. Cocoa Cough+Cold Nighttime liquid formula (diphenhydramine, phenylephrine) was tested in a recent cough challenge study conducted among adults. The Dr. Cocoa formula demonstrated a significant suppression of the cough reflex versus placebo. These findings have been published in the peer-reviewed *International Journal of Clinical Pharmacy*!

Palatability Improves Compliance.

Medication compliance among children is an ongoing issue. According to a study published in *Pediatrics*, medication compliance among children is only 50%.² Left untreated or undertreated, pediatric cough and cold symptoms can linger, putting a child at risk for the condition to worsen.³ Palatability can play an important role in compliance in children.⁴

Dr. Cocoa Has Clinically Demonstrated Palatability.

The Dr. Cocoa palatability clinical study was conducted among 50 pediatric patients ages 6-12. The study confirmed the favorable palatability of the Dr. Cocoa formulations (4.14 on a scale of 1-5), while validating the intended flavor balance: better than “good” but not formulated to be “really good.”



Multi-Symptom Daytime Cough+Cold Relief (Dextromethorphan, Phenylephrine)

- Cough suppressant and decongestant
- Relieves stuffy nose and cough
- Nondrowsy for daytime and school use
- Indicated for ages 4-13



Multi-Symptom Nighttime Cough+Cold Relief (Diphenhydramine, Phenylephrine)

- Antihistamine/cough suppressant and decongestant
- Relieves cough plus runny and stuffy nose to help a child rest better at night
- Indicated for ages 6-13



Dr. Cocoa 4.14

Clinical Study Administrators: Radiant Research, Pinellas Park, FL, 2013; methodology: “The Standard Guide for Sensory Evaluation of Products by Children,” ASTM designation E 2299-11

Also available from infirst Healthcare:

Children's Mylicon Tummy Relief for Kids

Relieves tummy aches caused by acid indigestion, heartburn, pressure and bloating from gas, and discomfort from overeating. Visit mylicon.com for details.



infirst-usa.com

Available on Amazon.com

Visit us at DrCocoa.com to learn more.

All Dr. Cocoa medicines have a child-resistant cap, include a precise dosing spoon and contain warnings to keep out of the reach of children. Dye free. Gluten free. Alcohol free.

¹ Dicipingalis P.V., Dhar S., Johnson A., Gayle Y., Brew J., Caparros-Wanderley W. Inhibition of cough reflex sensitivity by diphenhydramine during acute viral respiratory tract infection. *Int J Clin Pharm* (2015); 37:471-474 in press. Study funded by a grant from infirst Healthcare Ltd. Study results provide the initial evidence of the ability of diphenhydramine to inhibit cough reflex sensitivity in subjects with acute pathological cough.

² Winnick S., Lucas D.O., Hartman A.L., Toll D. (2005). How do you improve compliance? *Pediatrics*, p. 115.

³ Dawood, O.T., Ibrahim, M.I.M., Palaian, S. (2010). Medication compliance among children. *World Journal of Pediatrics*, Vol. 6, No. 3.

⁴ Baguley, D., Lim, E., Bevan, A., Pallet, A., Faust, S.N. (2012). Prescribing for children – taste and palatability affect adherence to antibiotics: a review. *Arch Dis Child* 2012;97:293-297.