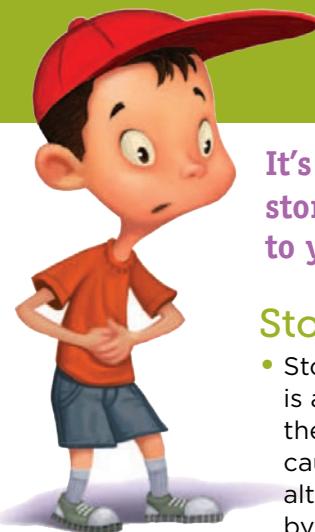


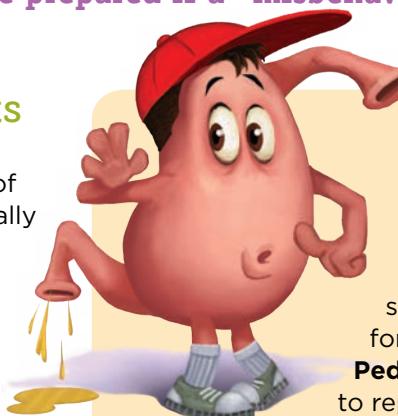
# Stomach Flu 101



It's February—and stomach flu can be very prevalent. Time to brush up on stomach flu basics so you're prepared if a "misbehaving belly" pays a visit to your home.

## Stomach Flu Fast Facts

- Stomach flu (or gastroenteritis) is an irritation or inflammation of the stomach and intestines usually caused by a virus or bacteria, although it can also be caused by parasites in spoiled food or unclean water.
- Seasonal flu shots do not protect against stomach flu. They are designed to prevent respiratory infection caused by influenza virus.
- Stomach flu typically causes diarrhea and/or vomiting, which can lead to dehydration through loss of fluids.
- Dehydration can have serious medical consequences. Talk to your pediatrician about the benefits of using an oral electrolyte solution like Pedialyte.



## Why Pedialyte®?

Pedialyte® is the #1 pediatrician-recommended brand of oral electrolyte solution. Trusted by hospitals for more than 45 years, Pedialyte® is specially-formulated to replace nutrients lost through diarrhea and vomiting, and does not contain too much sugar, found in most juices, sports drinks, and other household beverages, which can actually make diarrhea worse. To prevent dehydration due to diarrhea and vomiting, **ask your doctor about using Pedialyte®**. Why trust anything else?

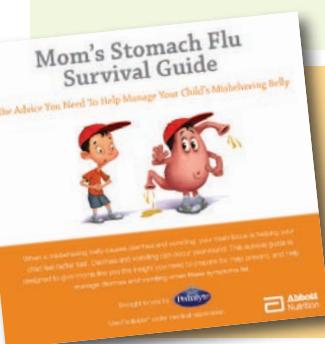
## The Dangers of Dehydration in Young Children

Young children are especially susceptible to dehydration because their bodies process fluids more rapidly than adults. A one-year-old, for example, can become dehydrated twice as fast as an adult.\* Severe dehydration may require medical treatment, so when your child has diarrhea and/or vomiting, call your doctor if you see any of these warning signs:

### Symptoms of Dehydration



Centers for Disease Control and Prevention. MMWR Recomm Rep. 2003;52(RR-16):1-16.



For more on how to manage stomach flu, visit [pedialyte.com](http://pedialyte.com), where you will find:

- The Pedialyte® Stomach Flu Survival Guide, with tips for comforting your child
- Information about dehydration and how to help prevent it
- A Pedialyte® product guide to help you choose the product that best suits your child's needs



Use Pedialyte oral electrolyte solution under medical supervision for the dietary management of dehydration due to diarrhea and vomiting.

\*Fusch et al., Water turnover of healthy children measured by deuterated water elimination. EurJPediatr 1993