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FACT SHEET

Fruit juice and the common cold

Fruit juice is widely recognised as a rich source of vitamin C, while also contains a variety of other nutrients.

It can help give your body the nourishment it needs when your immune system is weakened. Fruit juice is one of the ways you can top up vitamin C levels.

The common cold is a major cause of visits to doctors and absenteeism from work and school. It's usually caused by respiratory viruses where antibiotics are of no use.

Winter is traditionally the season for colds, when germs spread more easily as people spend time indoors.

How to combat a common cold:

Vitamin C may not prevent the common cold, but it can support the immune system and help keep you on top of your game – together with a balanced diet, physical exercise, plenty of sleep and regular hand washing.

Vitamin C is needed by the immune system to work properly. Studies show high intakes of vitamin C may

help reduce the length and severity of the common cold¹.

Whether it's eating green veggies or drinking more orange juice, keeping up your vitamin and nutrient intake may be a way to help ward off winter bugs or the common cold.

Juices with high vitamin C content:

Orange and grapefruit juices contain high quantities of vitamin C along with vitamin A, potassium and folic acid.

Tomato juice is often forgotten when talking about vitamin C. It has a unique balance of antioxidants and nutrients with vitamin C, vitamin A, iron, phosphorous and magnesium.

Cranberry juice also has a high portion of vitamin C, with one serve providing 100% of the recommended daily intake.

Strawberries, kiwis and guavas have the highest vitamin C content of all fruits, so include them in your juice combinations.

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<http://www.facebook.com/pages/Get-the-Juice-with-Fruit-Juice-Australia/418308024867275>

Did you know?

A healthy body recognises and can eliminate the threat of a virus before it invades.

Fruit juice contains vitamin C, folate, potassium and range of other micro nutrients, as well as antioxidants such as anthocyanin, catechin and phenols.

Fast facts

- Typically adults incur two colds each year, while children may have up to 122.
- Not surprisingly, fruit juice is a major contributor of vitamin C, providing 56% across all children 2-16 years. Taken together with whole fruit, the total contribution to vitamin C was 73%³.



**Nutritionist & Health Scientist
 Kristen Beck**

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Juice is a key source of vitamin C, which has a role in supporting the immune system to help build up your natural defences.

With kids in particular being more susceptible to colds, ensuring the whole family gets the recommended dosage of vitamin C can help keep everyone on top of their game this winter.

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