

Guardian PHARMACY
Advice. Trust. Care.

THE ESSENTIAL HEALTHY KIDS GUIDE



YOUR MUST-HAVE
GUIDE TO TREATING
COMMON CHILDHOOD
AILMENTS.

Endorsed by
Dr. Cindy Pan



This guide belongs to:

.....

optimoTM

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)

JOB NO. REV. CLIENT. JOB NAME.

028645r07_SIGM_The Essential Healthy Kids Guide - Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA

PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU

© OPTIMO 2012



2013 National School Terms

	ACT	NSW	NT	QLD
TERM 1	1 Feb-12 Apr	29 Jan-12 Apr	29 Jan-5 Apr	29 Jan-28 Mar
TERM 2	29 Apr-5 Jul	29 Apr-28 Jun	15 Apr-21 Jun	15 Apr-21 Jun
TERM 3	22 Jul-27 Sep	15 Jul-20 Sep	22 Jul-27 Sep	8 Jul-20 Sep
TERM 4	14 Oct-20 Dec	8 Oct-20 Dec	7 Oct-12 Dec	8 Oct-13 Dec
	SA	TAS	VIC	WA
TERM 1	29 Jan-12 Apr	5 Feb-19 Apr	29 Jan-28 Mar	4 Feb-19 Apr
TERM 2	29 Apr-5 Jul	6 May-5 Jul	15 Apr-28 Jun	6 May-5 Jul
TERM 3	22 Jul-27 Sep	22 Jul-27 Sep	15 Jul-20 Sep	22 Jul-27 Sep
TERM 4	14 Oct-13 Dec	14 Oct-19 Dec	7 Oct-20 Dec	14 Oct-19 Dec

IMPORTANT PHONE NUMBERS

Police, Ambulance, Fire Dept.

From land line: **000**
From mobile phones: **112**

To contact your local police station

Freecall Telstra
Directory Assistance:
1223

Poisons Information Centre

Call: **13 11 26**



The Guardian Pharmacy Healthy Kids Guide has been created for parents, grandparents and carers of children aged up to 12 years.

This user friendly reference guide will help you to quickly and easily identify symptoms of common kids ailments including chickenpox, fever, head lice, worms and many more.

Our professional and handy hints aim to provide you and your family with advice you can trust.

This guide helps you manage school bugs by offering a range of treatment options for each specific type of school bug.

Your local Guardian Pharmacist is always at hand too. For extra advice or further information please ask your family GP.

Consulting the guide for advice is as easy as A, B, C!

Contents A-Z

Allergies & Hayfever.....	5
Asthma.....	9
Basic First Aid.....	10
Chickenpox.....	12
Conjunctivitis.....	14
Constipation & Diarrhoea ...	16
Cold & Flu.....	21
Fever.....	25
Lead a kid to water.....	26
Gastroenteritis (Gastro).....	27
Head Lice.....	29
Hives.....	32
Middle Ear Infection.....	35
Pain.....	36
School Sores.....	38
Sun Smarts.....	40
Tonsillitis.....	42
Warts.....	45
Worms.....	46
Yummy Lunches & Healthy Snacks.....	48
Lunch Box Recipe Ideas.....	49

A note from Dr Cindy Pan

As a busy Mum, and a doctor, I know the importance of making sure your kids stay happy and healthy throughout the school year. But, kids are kids, and they can bring home more than just empty lunchboxes.

That's why I'm proud to be part of the Guardian Essential Healthy Kids Guide. It's full of tips and advice on kids' and health, including how to deal with any school nasties that might pop up, so you can care for your family with enriched insight and confidence. If you need any more advice, just ask your GP or local Guardian Pharmacist. They're always happy to help.

So, enjoy the guide - I'm sure you'll find it very helpful - and good luck for the school year ahead!

Cindy Pan

Dr Cindy Pan



Trust Guardian to care for your family



Care for your family's health with Guardian's Own

Always read the label. Use only as directed. If symptoms persist see your pharmacist or doctor. Incorrect use may be harmful.

Allergies & Hayfever

guardianpharmacies.com.au

Allergies

Pollen, peanuts, dust, cockroaches and cat fur is an odd combination with a common thread – allergy.

It is a major cause of illness in Australian children.

Allergy is the result of mistaken identity. An everyday substance (called an 'allergen' or 'trigger') enters the body and is wrongly identified by the immune system as dangerous. The allergen is treated as an invader.

When the body attempts to rid itself of the allergen it releases chemicals such as histamine which causes symptoms like watery eyes, a runny nose, itching and swelling.

DID YOU KNOW...

How common are allergies?

Australia has one of the highest allergy prevalence rates in the world.

Allergies in general are on the increase worldwide and food allergies have become more common, particularly peanut allergy in pre-school children.

About 60 per cent of allergies appear during the first year of life.

Allergic Reactions

Allergies affect some people when they are young and others later in life. The symptoms vary widely and depend on the kind of allergen, severity of exposure and what part of the body is affected.

They may include:

- Sneezing
- Runny nose
- Red, watery and itchy eyes
- Wheezing
- Coughing
- Breathing problems
- Headache
- Skin rash or hives
- Stomach pains
- Vomiting and diarrhoea.

Four Common Allergen Types

- **Airborne** - Pollen, dust mites, animal hair, skin scales and mould.
- **Food & Medications** - Medicines, eggs, wheat, peanuts, seafood, dairy, soy or food additives and colourings.
- **Contact** - Plants, chemicals, glues and solvents, some cosmetics, deodorant, soaps, clothing fibres and jewellery.
- **Insects** - Cockroaches, insect bites and stings.

Allergens also contribute to conditions such as hayfever, eczema, asthma and hives.



Allergies & Hayfever

guardianpharmacies.com.au

Hayfever

Hayfever got its name because it is common during the 'haying' season in spring thanks to the airborne pollens released from grass.

However, hayfever strikes any time of year when allergens including house dust mites, cigarette smoke and pet hair are present.

It typically affects the nose, where the allergic response occurs. Symptoms can include a running nose, sneezing and itchy or watering eyes, an irritating cough, itchy throat or roof of mouth, nausea and headaches.

GUARDIAN ADVICE ON ALLERGIES

We can help relieve symptoms and review your allergies or medications.

This may involve:

- Ways to avoid allergic triggers
- Self-care techniques
- Decongestant nasal sprays
- Anti-histamines or other medications to help control allergies
- Vaseline to smear on inside of nose to stop pollen touching the nose lining
- Creams to soothe skin
- Advice on appropriate medical care.

Do not self-diagnose an allergy as the symptoms and signs are common to many other medical conditions.

If your child suffers a severe allergic response, seek urgent medical attention.

A child who suffers badly from hayfever may feel tired and unwell. Sleep, concentration and learning can be affected.

It is important to try to identify the substances that trigger an allergy and aim to avoid them.

Food Allergy

About 1 in 20 children and 1 in 100 adults have food allergies.

A food allergy causes the immune system to react to a particular food. It causes immediate symptoms such as itchiness, rash and swelling. Occasionally this reaction can be severe or trigger a life-threatening reaction known as anaphylaxis.

The majority of allergies are not severe and will disappear with time. Allergies to nuts, seeds and seafood, however, tend to persist throughout life.

Food intolerance and food allergies are often confused, but food intolerance is an adverse reaction to a particular food, usually related to the amount of the food eaten. It does not involve the immune system. The symptoms can be unpleasant but are generally not life-threatening.

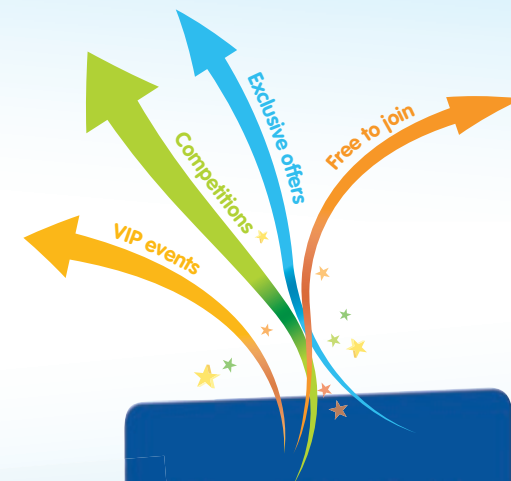
★ TOP TIP ★

During hayfever season, use a cotton bud to coat the insides of the nostrils with a thin film of petroleum jelly to stop pollen touching the nose lining.

6

Guardian PHARMACY
Advice. Trust. Care.

Caring for your family can be extra rewarding



Join Guardian Club in-store or online
at guardianclub.com.au

Dr. Cindy Pan

Guardian PHARMACY
Advice. Trust. Care.

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure
93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

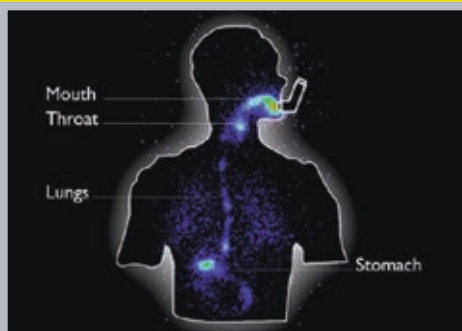
028645r05_SIGM_The Essential Healthy Kids Guide – Brochure_ClubAdvert.indd 1

14/12/12 4:41 PM

Can't add Guardian Strip to bottom unless supplied artwork is resized

The difference a Breath-A-Tech spacer makes.

PUFFER ALONE



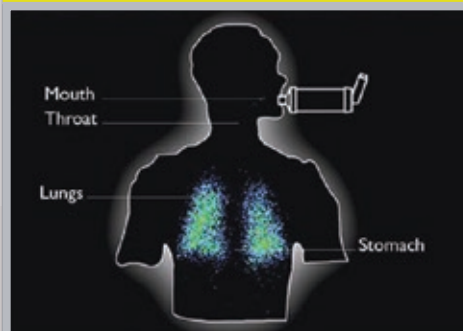
Most of the medication collects inside the mouth and throat causing unpleasant side effects.

Some medication is lost to the air.

A small proportion is actually inhaled into the lungs.

The rest is ingested into the stomach and gastrointestinal system.

PUFFER WITH BREATH-A-TECH SPACER



More medication is delivered to the small airways deep within the lungs where it is needed.

Reduces wastage of medication.

The patient can inhale the medication at their own pace.

Overcomes poor technique in coordinating inhalation and actuation of the puffer.

Breath-A-Tech is a compact and effective spacer that fits all standard puffers.

A range of masks are available to suit all ages from children to adults.

Features lightweight yet durable construction.

Replacement parts are available.



For more information:

1800 649 651 (toll free in Australia)

info@breathatech.com.au

www.breathatech.com.au



Breath -A- Tech

Dalby, R, Somaraju, S, Chavan, V & Jarvis, D (1998) 'Evaluation of Aerosol Drug Output from the OptiChamber (Breath-A-Tech) and AeroChamber Spacers in a Model System' Journal of Asthma, 35(2) pp 173-177.

Asthma

guardianpharmacies.com.au

Asthma is a long-term inflammatory lung disease that leads to breathing problems.

Around 2 million Australians have asthma. 1 in every 8 children has it, and about 1 in 10 adults.

People with asthma can have a range of symptoms:

- Breathlessness
- Wheezing
- Tight chest
- Persistent cough.

These symptoms are often worse at night, early in the morning or during exercise. Children experiencing such symptoms require assessment by their doctor and appropriate tailored treatment.

DID YOU KNOW...

Cough at the speed of sound

Did you know that when you cough you produce a blast of wind stronger than a hurricane? Coughing can cause air to move through your windpipe faster than the speed of sound.

Asthma Aware

People with asthma have sensitive airways.

When asthma symptoms flare up, or get worse compared to usual, it is called an asthma 'attack' or 'episode'.

During an attack, the airways inflame, get clogged with mucus and the muscles around the airway constrict, narrowing the airway which makes it hard to breathe.

Not every person has the same triggers. Common triggers include colds and flu, allergens (e.g. pollens, moulds, animal dander, dust mites), cigarette smoke, activity and exercise, chemicals, temperature changes or even emotions.

GUARDIAN ADVICE ON ASTHMA

Achieving well-controlled asthma means a child can live a normal and active life.

Medications for treatment and prevention are the cornerstone of asthma therapy and pharmacists can play a key role to improve health outcomes.

Guardian pharmacists are asthma aware. They can help prepare and support you with up-to-date advice on:

- Asthma first aid and risks of uncontrolled asthma
- Monitoring and measuring symptoms
- Asthma treatments and medications
- Correct inhaler techniques and delivery systems
- Asthma action plans
- When to see your doctor.

ABC's

★ TOP TIP ★

Don't forget to pick up an asthma spacer to make it easier to take your asthma medication.



Guardian PHARMACY
Advice. Trust. Care.

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Chickenpox

Chickenpox is a common viral infection. Although it is usually mild in children, it is often more severe in adults. The good news is that a vaccine can prevent most cases.

Chickenpox is very contagious. It is easily spread by having direct contact with (i.e. touching) a person who has chickenpox, or from fluid droplets coughed into the air from an infected person.

Chickenpox is infectious 1-2 days before the rash starts until the last blister has dried. This generally takes at least 5-7 days.

Bumps and Blisters

Chickenpox may start out feeling like a cold or flu. One to two days later an itchy rash of blister-like spots begins, often on the chest, neck and face. From there it can spread out quickly over the entire body including the scalp.

GUARDIAN ADVICE ON CHICKENPOX

Chickenpox is a virus so it cannot be treated with antibiotics. Treatment is about controlling the itch and other symptoms related to the viral illness.

We can assist you with options to:

- Relieve the itch with cool compresses, anti-histamines, lotions and bath oils
- Reduce fever with pain-relief medications
- Ease mouth blisters with throat gargles.

It can be difficult to make sure children drink enough when they are unwell. Give frequent sips of drinks and icy pops, soup and other fluids. This helps prevent dehydration and helps manage the fever.

guardianpharmacies.com.au

DID YOU KNOW...

Anti-virus Support

The name 'virus' was coined from the Latin word meaning poison.

The main cure is for 'nature to take its course'. Vaccines have been developed for many viral diseases.

Vaccines prevent serious infections and the potentially life-threatening consequences thereof.

The number of pox is different for everyone. Some people get just a few bumps while others are covered from head to toe.

Children with chickenpox can feel tired and irritable.

Vaccine

The chickenpox vaccine protects you against the chickenpox virus. It is recommended as part of routine childhood immunisation. It is free under the National Immunisation Program to children who are:

- 18 months of age
- 10-13 years of age and who have not had chickenpox and have not been previously vaccinated.

If you're not immune to chickenpox and you get it while you are pregnant, you should seek urgent medical attention.

★ TOP TIP ★

Calamine lotion can help manage the itching of chickenpox.



12

Guardian PHARMACY
Advice. Trust. Care.

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012



Conjunctivitis



If your child complains about 'sand in their eye', or their eyelids are stuck together with pus, they might have conjunctivitis.

Also known as "pinkeye", conjunctivitis causes red, sore, gritty, watery and itchy eyes. There may be a yellow discharge (pus) which makes the lids sticky and crusty.

Conjunctivitis is a condition which leads to the swelling of the conjunctiva, or tissue that lines the eyelids and eyeball.

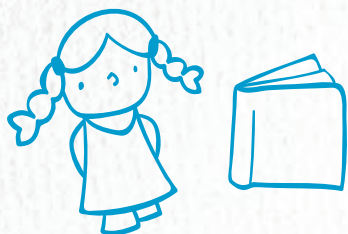
It is very contagious and care must be taken to prevent the spread of infection.

Stop the Spread

Conjunctivitis can be caused by viral or bacterial infections, or allergens. It is often caught from another infected child, or contaminated fingers or objects.

See your doctor for assessment, diagnosis and appropriate tailored treatment.

ABC's



14



guardianpharmacies.com.au

GUARDIAN ADVICE ON CONJUNCTIVITIS

Conjunctivitis doesn't necessarily hurt, but there may be discomfort or itch.

Depending on the cause, antibiotic or other eye drops may be required as recommended by your doctor.

Saline cleansing to remove discharge is important. Wipe the eyes with a single motion, starting from the inner corner (near the nose) and swiping out towards the temple using a cotton wool ball or gauze square soaked with saline.

Repeat each time with a fresh saline soaked gauze square or cotton wool ball, until the eye is clean. Repeat whenever new discharge or crust appears in or around the eye.

See your doctor for assessment and advice regarding treatment.

What is Conjunctiva?

The word conjunctiva comes from the Latin conjunctivus and means 'connecting'.

The conjunctiva is a thin membrane that covers the outer surface of the eye.

This membrane is made of many blood vessels.

When the eye is irritated, injured, or infected, these blood vessels dilate making the white part of the eye look red.

DID YOU KNOW...

500 Shades of Grey

The human eye can distinguish between 10 million colours and 500 shades of grey. Research shows the human eye can see more shades of grey than shades of any other colour, although the reason for this is not known.



★ TOP TIP ★

Ideally pick up some sterile saline and gauze squares to wipe your child's eyes.

Guardian PHARMACY
Advice. Trust. Care.

15

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide - Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

For the gentle treatment of constipation

Children's Parachoc is a lubricant laxative containing liquid paraffin. It contains no bowel stimulant so it's suitable for long term use.

Children's Parachoc works by gently lubricating the bowel wall and softening the faecal mass. This makes the stool easier for children to pass and helps children achieve an ideal bowel movement.

CHOCOLATE
VANILLA
FLAVOURED
ORAL LIQUID



Available from your Guardian pharmacy nationally.
Call 1800 788 870 or visit www.parachoc.com.au

Always read the label. Use as directed. If symptoms persist, see your healthcare professional.
© Registered trademark of Care Pharmaceuticals Pty Ltd. ABN 30 009 200 604

Guardian PHARMACY
Advice. Trust. Care.

Constipation & Diarrhoea

Signs and Symptoms

- Abdominal cramps
- Abdominal pains
- Urgency to go to the toilet
- Frequent passing of loose, excessively soft or watery poo
- Nausea
- Vomiting

If not treated properly, diarrhoea can drain water and salts from the body and lead to dehydration.

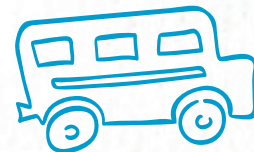
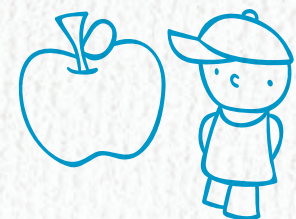
Babies and young children are more vulnerable to dehydration. If your baby or young child develops diarrhoea, seek medical attention straight away.



GOOD TO KNOW...

How do I manage Diarrhoea?

- Frequent sips of oral rehydration drinks to prevent and manage dehydration
- Assessment by your doctor if your diarrhoea is ongoing
- Treatment for any underlying condition



★ TOP TIP ★

Don't forget to pick up oral rehydration fluids to prevent dehydration during a bout of diarrhoea.

Guardian PHARMACY
Advice. Trust. Care.

Trust Guardian to keep bugs at bay



**Guardian's Hand Sanitizer
and Pocket Tissues keep
little hands clean and nasty
bugs away. Great for kids
school bags.**



Care for your family's health with Guardian's Own

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure
93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Cold & Flu

guardianpharmacies.com.au



DID YOU KNOW...

Starry, Starry night

The word "influenza" comes from the Italian influenza because people once believed that the influence of the planets, stars and moon caused the flu.

It was the only way people could make sense of such sudden and widespread sickness.

Cindy Pan



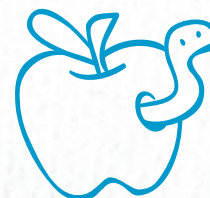
When your child gets the sniffles, how do you know if it is a common cold or influenza (flu)?

The two illnesses may look alike, but there are some key differences.

Cold or Flu?

Cold symptoms are predominantly above the neck and may include sneezing, blocked ears, a runny nose and sore throat. Colds get gradually worse over a few days.

Flu tends to be a more serious illness which can affect many parts of the body. The symptoms come on quickly and commonly include a dry cough, high fever, fatigue, headaches and severe muscle aches. Diarrhoea and vomiting can also occur.



Trust Dimetapp to effectively relieve your kid's Cold & Flu symptoms

NEW



Newborn to 2 years

NEW



3 to 5 years



6 years+*

* Do not use in children under 6. Use in children aged 6 to 11 years, only on the advice of a doctor, pharmacist or nurse practitioner.

- ✓ Gentle relief
- ✓ Breaks down nasal mucus
- ✓ Helps clear nasal congestion

- ✓ Helps kids get a good night's rest
- ✓ Great tasting
- ✓ Sugar free
- ✓ Colour free variants

Dimetapp

*Used Dimetapp for their children ages 6-12 years in the past 6 months. **Always read the label. Use only as directed. If symptoms persist see your healthcare professional.** © Pfizer Consumer Healthcare, a division of Pfizer Australia Pty Limited, 38-42 Wharf Rd, West Ryde NSW 2114, Australia. AU Toll Free: 1800 555 057. PFI0053/CR

ASMI 21429-1212

Did you know...?

9 out of 10 mothers who have used[^] Dimetapp for their children 6-12yrs said they would recommend Dimetapp to others.

Cold & Flu

guardianpharmacies.com.au

GUARDIAN ADVICE ON COLD & FLU

There is no cure for cold or flu and antibiotics will not work against viruses, only bacteria. There are, however, some things you can do to treat your child's symptoms to help them feel better:

- Give plenty of fluids to prevent dehydration
- Relieve pain and fever with paracetamol or ibuprofen
- Aid sore throats with soothing lozenges and gargles
- Make sure they rest at home.

Cough, cold and flu medicines are not recommended in children younger than 6 years. We can advise you about the safest cough and cold medicines to give to your child if they are aged 6-11 years. It is essential to always read the label before giving a child any cough, cold and flu preparation.

Different Viruses

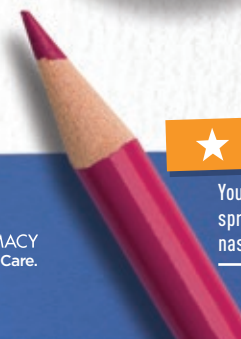
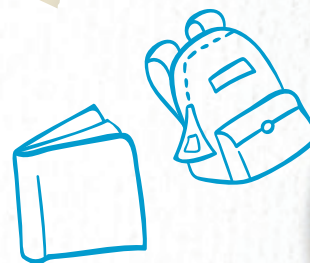
The viruses that cause cold and flu are different.

The common cold is caused by any one of many viruses. There is no cure or vaccine for the common cold.

The flu is caused by the influenza virus, a respiratory virus. It is largely preventable with vaccination.

Cold and Flu Prevention

- Cover mouth if sneezing or coughing
- Keep hands away from eyes, nose and mouth
- Use tissues to blow nose and throw away after use
- Wash hands with soap often
- Avoid sharing cups or cutlery.



★ TOP TIP ★

You can use saline nasal spray to irrigate and flush nasal passages

Guardian PHARMACY
Advice. Trust. Care.

23

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Taking care of your little ones

Trust Guardian for pain relief

Please supply high res photo
or 2011 booklet packaged
artwork files

Re. "Please change image to lifestyle image
Maybe use the ad from 2011 book page 24
(page 3 of 2011 PL ads attached)"



The Guardian pain relief
range gets A+ for effective
relief during childhood.

Care for your family's health with Guardian's Own

Always read the label. Use only as directed. If symptoms persist see your pharmacist or doctor.
Incorrect use may be harmful. ASMI19762-1211



Fever

guardianpharmacies.com.au

There is nothing worse than waking in the middle of the night to find your child flushed and sweaty with a warm forehead.

Fever occurs when the body's temperature rises to above 38°C. It is usually a sign of infection in the body.

In healthy kids, fevers are common and not necessarily serious.

Although it can be frightening for parents, fever can actually help the body fight infection.

You Give Me Fever

Fever is often caused by a virus or bacteria.

Viral infections are most common and do not need antibiotics. Antibiotics do not cure viruses.

Once the infection has completely gone, a child's temperature should return to normal.

DID YOU KNOW...

*Do you feed a cold
and starve a fever?*

Good nutrition is important for all kids, especially sick ones. However if your child's appetite is temporarily decreased when they are unwell, they should not be at risk of serious malnutrition so long as they maintain a good fluid intake at all times and resume excellent nutrition once their appetite recovers.

High fever and colds can cause fluid loss and dehydration.

Give your child frequent small drinks of clear fluid such as oral rehydration solutions, water, soup and diluted juices.

GUARDIAN ADVICE ON FEVER

It is recommended that parents monitor both the child's temperature and overall condition.

There are a variety of good devices for checking your child's temperature. We can show you how to use whichever device you choose to use before you need it.

If your child seems well and is happy there may be no need to treat a fever so long as it is short-lived.

If the fever is above 38.5°C and your child is miserable, or has other symptoms such as a sore throat, consider paracetamol and see your doctor if symptoms persist.

Use paracetamol only as directed. No more than four doses should be given in a 24-hour period.

Always watch your child for signs of the illness getting worse. See a doctor if they have not improved in 48 hours or if they have additional symptoms with their fever such as a stiff neck, rash, vomiting, sleepier than usual, breathing difficulties, pain or if the light hurts their eyes.

Thermometer

Thermometer image
use PDE 721357
(Couldn't locate image)

★ TOP TIP ★

Buy a quality thermometer to get
an accurate temperature reading.

Guardian PHARMACY
Advice. Trust. Care.

25

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

14/12/12 5:41 PM

Lead a kid to water

guardianpharmacies.com.au

The consumption of soft drinks in Australia has increased by 30 per cent in 10 years.

These drinks are high in sugar, full of empty calories and provide no essential nutrients.

Sugar rich drinks are linked not only to weight gain, but also to poor diets, poor health and tooth decay.

Recommendations for Added Sugar for Kids

The World Health Organization (WHO) advises that children 2-10 years old should receive no more than 3 teaspoons (13 grams) of added sugar per day.

Best Drinks for School Kids

Water is the preferred drink to quench thirst, so encourage this regularly throughout the day.

Milk is 'nutrient dense' and contains protein, calcium, magnesium and vitamins A and D. Low-fat milks contain all the nutrients of full cream milk with a reduced amount of saturated fat. At least three servings of dairy per day is recommended.

The following table lists the approximate amount of sugar found in drinks marketed to children.

Consume	Drink	Standard serving size	Teaspoons of sugar*	Calories from sugar**
Least Often	Cola	375mL	10	150
Least Often	Energy Drinks	250mL	7.5	112
Least Often	Fruit Juice Drink - 25% Juice	250mL	6	90
Least Often	Vitamin/Nutrient Water	500mL	6	90
Least Often	Sports Drinks - original	355mL	4.5 - 6	22.5 - 90
Sometimes	100% Orange Juice	200mL	5	75
Sometimes	Flavoured Milk	250mL	5	75
Most often	Plain Milk	250mL	3	45
Most often	Water	250mL	0	0

*1 teaspoon or 1 cube sugar = 4 grams **~15 calories/teaspoon

Gastroenteritis

guardianpharmacies.com.au

Is your child suffering from diarrhoea and vomiting? Are you running around with buckets, towels and disinfectant while trying to manage sleep deprivation?

Each year thousands of children will suffer from some variety of gastroenteritis (gastro).

Gastro is an illness triggered by infection and inflammation of the digestive system. It is caused by many different germs although the most common cause is a viral or bacterial infection.

GUARDIAN ADVICE ON GASTROENTERITIS

To prevent dehydration*, it is essential to replace the fluid lost during vomiting and diarrhoea. Give your child frequent small amounts of clear fluid or oral rehydration solution.

All children need at least a few mouthfuls every hour. Older children need one cup (150-200ml) of fluid for every big vomit or case of diarrhoea.

Oral Rehydration Fluids are specially formulated to replace lost fluid, energy and salts rapidly. It is preferable to give these over any other clear fluids if it is available.

Antibiotics and treatments to reduce vomiting and/or diarrhoea are not generally required and may have adverse effects.

Your child may not feel like eating initially, but should recommend eating bland, simple foods once they feel hungry.

Young babies and children can become dehydrated easily and need to be checked by a doctor. Signs that your child may be dehydrated include drowsiness (being very sleepy and not waking for feeds), dry lips and mouth, not passing wee and cold hands and feet. If your child is very dehydrated and cannot keep any fluids down they may need to be admitted to hospital.

DID YOU KNOW...

So full you could burst?

- The stomach is like a big balloon.
- An adult stomach can hold 2-4 litres of food when completely full. This is fifty times more than the volume of an empty stomach.
- It's a relief to know that your stomach is very unlikely to burst if you eat too much.
- The body has clever reflexes to help get rid of stomach contents first.

Protect Against Gastro

Symptoms may include stomach cramps, diarrhoea (runny or watery poo) and vomiting. In many cases, the condition heals itself within a few days.

Gastro is highly contagious and easily spread to others in the family or classroom.

Wash your hands frequently and keep your child away from other children as much as possible until the diarrhoea has stopped.

Children with mild gastro can be looked after at home and just need to keep well hydrated and rest until they feel better.

★ TOP TIP ★

Oral Rehydration Fluid (e.g. Gastrolyte or Hydralyte) can help rapidly replace fluids, energy and salts in children with gastro.



Guardian PHARMACY
Advice. Trust. Care.

**IF YOU'RE NOT
SATISFIED
WE'LL GIVE YOU YOUR
MONEY BACK**

* Terms and Conditions apply



visit: neutralice.com.au
or scan here for more info

**CLINICALLY PROVEN TO KILL
HEAD LICE AND EGGS**

NeutraLice®

Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

amba2612sb

Head Lice

guardianpharmacies.com.au



A few times a year you will get a note from school stating someone in your child's class has head lice.

Lice are tiny parasitic insects that live in human hair near the scalp. They are not dangerous and don't spread disease, but they are contagious and very annoying.

Lice bites may cause an itchy and inflamed scalp. Persistent scratching may lead to skin irritation and rashes.

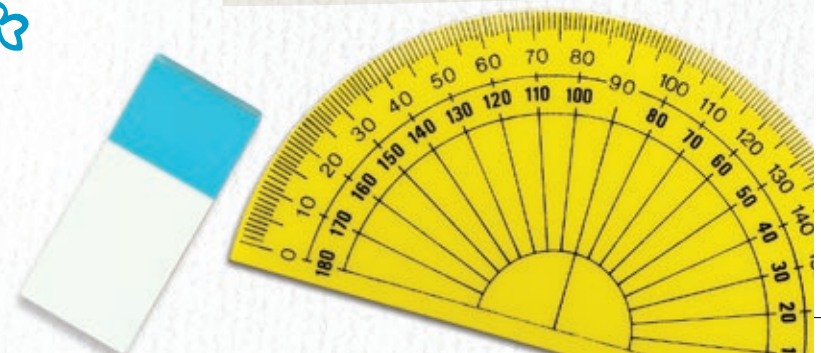
The presence of head lice is not a sign of uncleanliness or poor hygiene, anyone can get them.

Signs of Lice

You have to LOOK for head lice and their eggs (nits). To check hair for head lice:

1. Cover dry hair with hair conditioner
2. Carefully comb sections of the hair with a fine tooth, head lice comb
3. Wipe the combings on a paper towel and look for lice or eggs
4. Repeat the combing across the head 4 or 5 times.

Look carefully behind the ears and around the nape of the neck. Re-check at appropriate intervals.



optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Head Lice

guardianpharmacies.com.au

Reinfestation Prevention

- Wash linen, towels and soft toys in a hot wash
- Soak brushes, combs and hair ties in hot water
- Vacuum carpets and any upholstered furniture
- Inform the school, child care centre or playgroup
- Check hair regularly.

GUARDIAN ADVICE ON HEADLICE

Treat lice quickly. Lice are easily passed from person to person in the same house and class.

We will help you select the most effective:

1. Head lice comb
2. Inexpensive hair conditioner
3. Medicated lice treatment.

Follow treatment and medication instructions carefully.

Infested family members will also need to be treated to prevent the lice from coming back.

DID YOU KNOW...

Nits on the Nile

Ancient Egyptians were also afflicted by lice.

Amongst the treasures and gold unearthed from ancient tombs and pyramids are the remains of head lice.

Egyptian mummies were often buried with lice combs.

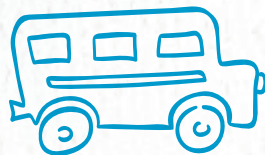
Some ancient Egyptians shaved their heads to prevent head lice. Others smeared on cat fat.

Lucky we don't have to do this today!

Cindy Pan



ABC's



★ TOP TIP ★

Don't forget to keep checking for lice at regular intervals in case of persistent, resistant or recurrent infestation.

30

Guardian PHARMACY
Advice. Trust. Care.



optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Hives (Urticaria)

guardianpharmacies.com.au

Raised spots on a child's skin can be frightening, especially when their cause is unknown.

Hives (or urticaria) is a skin rash consisting of red raised welts or patches of skin called wheals. They can look like mosquito bites.

Individual hives can last anywhere from a few hours to a week (sometimes longer), and new ones might replace those that fade.

Hives can occur anywhere on the body as small individual spots or large interconnected bumps.

A Natural Warning

Hives is your body's way of saying it is responding or reacting to something it thinks is toxic or poisonous.

It is usually a sign of an allergic reaction to food, pets, medication or an insect bite;

GUARDIAN ADVICE ON HIVES

In many cases, mild hives do not require any treatment and will go away on their own.

If the hives are itchy, an over-the-counter anti-histamine or skin lotion can reduce swelling and itching.

We can talk to you about potential causes or triggers and some dietary adjustments which may also help.

If your child has known allergies, encourage them to wear a medical alert bracelet. This may alert others to the potential causes of an allergic reaction.

DID YOU KNOW...

Nettle Rash

Because hives look very similar to the eruption caused by stinging nettles it is commonly known as "nettle rash".

Hives affect one in five people at some point in their life.

an infection or illness; stress; exercise and extreme temperatures. Mostly the cause is unknown.

Usually itchy, hives can also sting. While hives may feel or look unpleasant, they are usually harmless.

Very rarely hives may be associated with a more serious allergic reaction known as anaphylactic shock. This is a medical emergency and an ambulance should be called immediately.

Symptoms of anaphylactic shock include:

- Swelling of the tongue and throat
- Breathing difficulties
- Choking
- Collapse.



★ TOP TIP ★

Consider acquiring a medical alert bracelet for kids with known allergies.



Guardian PHARMACY
Advice. Trust. Care.



optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012



Middle Ear Infection

guardianpharmacies.com.au

At any given time, one out of every three school age children will have some form of middle ear infection, often with reduced hearing.

The middle ear is a small pocket of air behind the eardrum.

A middle ear infection (otitis media) is caused when bacteria or viruses get into the middle part of the ear causing inflammation fluid or pus to build up in the space behind the eardrum.

Upper respiratory tract infections (like the common cold) can sometimes spread to the middle ear, causing middle ear infections.

GUARDIAN ADVICE ON EAR INFECTIONS

As with head colds, antibiotics do not necessarily help ear infections. Many middle ear infections in children clear up on their own over a few days.

To make you child more comfortable, we may recommend:

1. Medication to relieve pain and fever
2. Nasal drops or spray
3. See your family GP for further advice

Severe cases of middle ear infection or hearing impairment require medical attention.

Most children outgrow middle ear problems and have perfect and undamaged ears and normal hearing.

DID YOU KNOW...

Waxing Lyrical

Earwax is a protective device. It shields our body from outside invaders e.g. dust, bacteria and other germs that can irritate, inflame or infect.

Never stick anything in your ears (that includes cotton buds)!

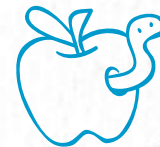
When you put something in your ear – to scratch or to attempt to remove wax – you risk pushing wax into the ear, where it can become blocked and impacted against the eardrum.



Are You Listening?

Many children with middle ear infections will complain of ear pain. Other symptoms may include a sore throat, irritability, restlessness, disrupted sleep and fever.

Occasionally the eardrum will rupture and there will be a discharge from the infected ear.



★ TOP TIP ★

Guardian Pharmacies have an extensive range of ear care products to prevent and treat ear conditions.

Guardian PHARMACY
Advice. Trust. Care.

Pain

guardianpharmacies.com.au

You may not like it, but we need pain. Pain protects the body from injury, or further injury if you are already hurt. Pain also helps healing and can force rest.

'Pain' is an unpleasant feeling of hurt or strong discomfort associated with actual or potential damage to the body.

There are two types of pain:

- Acute pain comes on quickly, can be severe, and lasts a relatively short time
- Chronic pain persists or progresses over a long period of time.

GUARDIAN ADVICE ON PAIN

We can talk with you about a range of pain relief and management options that are suitable for your child.

These may include:

1. Medications to provide fast, effective relief
2. Relaxation and distraction techniques
3. Cold or heat therapy
4. Advising you to see a doctor for a diagnosis and prescription is required.

If your child is in pain give them plenty of cuddles and attention. Show them that you are taking their pain seriously. Tell them what is happening using words they can understand, as fear and anxiety are known to increase perception of pain.



★ TOP TIP ★

We can help you with cold/heat packs, band-aids, creams/gels, anti-inflammatory products, crutches, medications, and much more for your pain related needs.

36

Pain in children may result from any of the following causes:

- Stomach ache
- Headache or migraine
- Toothache
- Earache
- Burns, bruises and cuts
- Sprain and strains
- Falls or fractures
- Bites and stings
- Viral or bacterial infections.

Measuring Pain

Pain is a very personal thing and each person experiences pain differently.

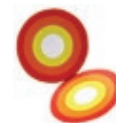
Children's pain can sometimes be hard to understand. Children over 5 years of age may like to use cartoon faces on a pain scale to express their discomfort.

DID YOU KNOW...

Seek medical attention if your child has:

- Continuing, severe or worsening pain
- Uncontrollable pain
- Complained the pain is moving
- Fever or chills
- Become pale, sweaty and unwell
- A rash or diarrhoea
- Vomited or refuses to drink
- Been injured and is in pain
- Any other problem that concerns you.

NUROFEN[®] for Children



Effective relief from teething pain



Effective relief you can trust.

Always read the label. Use only as directed. Incorrect use could be harmful. If symptoms persist, see your healthcare professional. Do not give to babies under 3 months. Seek medical advice for children less than 1 year.

ASMI 21348-1112

optimo™

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

School Sores (Impetigo)

Impetigo (also called 'school sores') is a contagious infection of the skin caused by bacteria.

The bacteria can live on the skin, in the throat or nose, or on other parts of the body without causing a problem but sometimes they start to cause an infection such as impetigo.

It commonly appears on the face, mouth and nose, but it can show up anywhere the skin has been broken, cut or grazed.

Oozing Blisters

The infection usually begins with a patch of small blisters. The blisters then burst, ooze a yellow sticky fluid and develop crust that can be itchy.

The infection easily spreads to other parts of the body and to classmates, family and friends.

The sore takes from 1-10 days to develop after contact with fluid or crusts from another sore.

Your child may develop a high temperature and swollen lymph nodes near the infected region.

DID YOU KNOW...

The good on bacteria

People have millions of bacteria living on their skin and in the nose, mouth and stomach.

Not all bacteria are bad.

The good bacteria in our digestive system help to reduce the growth of harmful bacteria.

The good skin bacteria may also play an important role in fending off nasty infections.



Cindy Pan



guardianpharmacies.com.au

Infection Prevention

- Good hygiene including regular hand washing and daily showering
- Keep fingernails short and clean
- Wash grazes or cuts
- Cover sores or grazes with a dressing to stop scratching
- Always follow the recommended treatment instructions carefully
- Don't share linen or towels
- Do not send an infected child with uncovered sores to school.

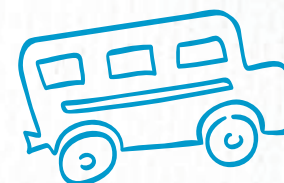
GUARDIAN ADVICE ON SCHOOL SORES

You may need to treat the infection, relieve any discomfort and stop it spreading.

We can help you with:

- Referral to a doctor for assessment, diagnosis and appropriate treatment
- Solutions and technique to care for skin lesions
- an antibiotic ointment to treat the infection
- an antibacterial wash to minimise the spread of infection.
- Appropriate dressing material.

Continue treatment until sores have healed. The sores should clear up in a few days with treatment but may need to be treated again.



★ TOP TIP ★

Vitamin supplements have a role when dietary intake is inadequate.

Guardian PHARMACY
Advice. Trust. Care.

39

optimo™

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Sun Smarts

guardianpharmacies.com.au

Sunburn causes damage to the skin. Sun exposure and sunburn in the first 10 years of life can also have a significant impact on the lifetime risk of developing skin cancer.

The major cause of sunburn and skin cancer is too much exposure to ultraviolet (UV) radiation rays. Skin can burn in as little as 10 minutes in the summer sun.

Protect your child against sun damage by using a combination of five steps:

SLIP. SLOP. SLAP. SEEK. SLIDE

1. SLIP on protective clothing

Protective clothing should cover as much skin as possible.

2. SLOP on 30+ SPF sunscreen

Make sure your 30+ sunscreen is broad spectrum (UVA/UVB) and water resistant.

GUARDIAN ADVICE ON SUNBURN

There is no cure for sunburn except time and patience. Treatment aims to help manage the symptoms while the body heals.

- Ensure your child drinks plenty of water and is well hydrated
- Apply a cold face washer over the area to cool the skin or bathe in cool water
- Use moisturisers to soothe skin
- Pain-relieving medication (e.g. paracetamol or ibuprofen)
- Calamine lotion can relieve itching or soreness.

If blistering occurs, consider lightly bandaging or cover with gauze to prevent infection. Do not break the blisters as this may slow the healing process and increase the risk of infection.

★ TOP TIP ★

Pick up essential items from the Guardian sun care range: SPF 30+ sunscreens, lip balms, sunglasses, hats and clothing.

Apply sunscreen liberally to clean, dry skin at least 20 minutes before going outside and reapply every two hours.

3. SLAP on a hat

Wear a broad brimmed hat to provide good protection for the face, nose, neck and ears.

4. SEEK shade

Staying in the shade is an effective way to reduce sun exposure.

5. SLIDE on sunglasses

To reduce UV exposure to the eyes by up to 98 per cent, children should wear sunglasses (that meet the Australian Standard AS1067) and a broad brimmed hat.

DID YOU KNOW...

Who is the fairest of them all?

'Nicely tanned' skin has not always been fashionable.

The Ancient Romans used chalk to 'whiten' their faces, and early in the 10th century arsenic was also used to 'whiten' skin.

During the Renaissance and Elizabethan era, lead-based white paints helped to deliver a much sought after pale, porcelain complexion. Some even drew blue veins on their skin to symbolize their 'royal blue blood'.

Trust Guardian for skin essentials



Care for your family's health with Guardian's Own

Guardian's Own Sunscreen gets A+ for protecting the whole family against harmful summer sun.

Always read the label. Use only as directed. Avoid prolonged exposure to the sun. Wear protective hats, eye wear and clothing. ASM119761-1211

028645r04 SIGM The Essential Healthy Kids Guide - Brochure Guardian Sunscreen.indd 1

10/12/12 2:07 PM

optimo™

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:

028645r07_SIGM_The Essential Healthy Kids Guide - Brochure

93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

WARTNER®

FREEZES WARTS TO THE CORE

- Convenient at home treatment of common warts & plantar warts.
- Based on the effective freezing method used by healthcare professionals.
- Apply once, for results in 10 - 14 days*.



www.wartner.com.au



*In most cases, one treatment is sufficient. Always read the label and use only as directed. If you are not sure it is a wart or symptoms persist, see your healthcare professional. Wartner is a registered trademark. PO Box 602, Terrey Hills, NSW 2084. 1300 765 805



Warts

guardianpharmacies.com.au

For generations warts have been subject to mystery and myth.

Warts are small skin growths that come in many sizes, colors and shapes.

About a third of common warts will disappear in three months, and most in two years. So this might explain why many strange "home remedies" were considered effective.

Wart Facts

More common in kids than in adults, warts are caused by viral infections (human papilloma virus, or HPV) which get into the skin through tiny cuts, scratches or cracks.

The virus causes the rapid growth of cells on the outer layers of the skin that look like little bumps. They're mostly found on the hands, feet, knees and elbows.

Warts are contagious. They can be easily spread to many different areas of the body and from person to person.

Kids who bite or pick their fingernails tend to get warts more often because they create open areas for the virus to enter the body.

GUARDIAN ADVICE ON WARTS

Other than being a nuisance, most warts are harmless.

A simple and inexpensive way to help prevent the spreading of warts is to keep them covered with sticking plaster or occlusive tape.

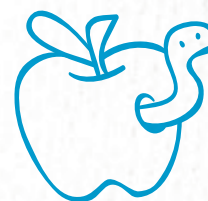
Special ointments or wart paints can also be effective. They peel away the layers of infected skin. These can take up to three months to work. We can show you how to apply the paint. Some of these treatments should not be used on pregnant women.

If the warts are causing problems we can refer you to a GP for further treatments.

Wart Prevention

Encourage kids to:

- Wash their hands and skin regularly
- Wear waterproof sandals or thongs in public showers and pools
- Avoid picking existing warts
- Avoid nail biting
- Avoid sharing face washers, towels and sports gloves.



★ TOP TIP ★

Don't forget sticking plaster. This is a simple and inexpensive way to prevent the spread of warts.

Guardian PHARMACY
Advice. Trust. Care.

45



Worms (Threadworm)

Threadworm is the most common parasite infecting children in Australia. Worm infections are contagious and easily spread around classrooms.

Threadworms, also called Pinworms, are tiny worms about 5-15mm long and look like pieces of white cotton.

Threadworms live in the bowel and lay eggs around the anus.

The eggs are tiny, and your child can pick them up from contact with clothing or bedding, surfaces, food, toilets and bathrooms.

If your child develops a pinworm infection, don't worry. They don't cause any harm (just itching), and it won't take long to get rid of them.

GUARDIAN ADVICE ON WORMS

Threadworms are easy to treat. We can provide advice and help you choose an appropriate treatment such as:

1. An effective de-worming treatment for the whole family
2. An ointment or mild antiseptic cream to soothe itching.

We can also recommend specific treatments if you are pregnant or have children under two years of age.

Itchy Bottom

Whilst some people have no symptoms, others may show:

- Itchy bottom (especially at night)
- Restless sleep
- A red rash around the anus from scratching
- Tiredness and irritability
- Bed-wetting
- Teeth grinding
- Nose rubbing
- Lack of interest in eating.

Prevent Reinfection

When a child scratches their bottom, microscopic worm eggs may be transferred to the fingers. Contaminated fingers can then carry worm eggs to the mouth where they are reingested, or to various surfaces where they can live for 2-3 weeks. It's important to break this cycle.

- Keep fingernails short and clean
- Treat all the family, even if they have no symptoms
- Follow medication instructions carefully
- Wash hands thoroughly after playing outside, before food and after the toilet
- Discourage kids from placing objects in their mouths
- Wash pyjamas, linen, teddy bears and towels and vacuum to remove eggs
- Daily showers help to wash the eggs away.

★ TOP TIP ★

Treat the whole family with worm tablets to prevent re-infection.



Guardian PHARMACY
Advice. Trust. Care.

Trust Guardian to take the wiggle out of worms

To fight off nasty worms or athlete's foot, ringworm & candidal infections including nappy rash, your kids need a buddy; ask for your Guardian Worm Treatment or Antifungal cream.



Care for your family's health with Guardian's Own

Always read the label. Use only as directed. If symptoms persist see your pharmacist or doctor. Incorrect use may be harmful.



028645r01_SIGM_The Essential Healthy Kids Guide - Brochure_Take Wiggle out of Worms.indd 1

10/12/12 2:03 PM

optimo

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide - Brochure
93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012

Yummy Lunches & Healthy Snacks

Everyday, children need to eat a variety of foods to stay healthy, so it is important to pack a lunch box with foods that are good for them and taste great.

Lean protein – tinned tuna or salmon, hard-boiled eggs, beans, low-fat cheese and lean meats such as fat-free turkey, chicken or ham should be included each day to aid fullness.

Fresh finger foods – vegetable (e.g. carrot, celery) and cheese sticks, cucumber circles, vegetable fritters and sushi.

Fruit for fibre – add at least one piece of fruit each day, try grapes, strawberries, apples, mandarins, pineapple and melon pieces or dried fruit such as apricots, apple slices and sultanas.

Sandwich shapes and wraps – cut wholegrain bread (with or without crusts) into triangles, squares, strips or circles. Try flatbed wraps with hummus, tabouli, sprouts, grated carrot and cheese. Cut them into small wheels.

'Sometimes' foods – keep each serve under 400kJ, include low-fat choc biscuits, rice crackers, pikelets, popcorn, small muesli bars and mini-muffins.

Leftovers – lasagna, soup, cold pizza, quiche, pasta, salads, casseroles, risotto, noodles or even chops are great the next day.

Keep it cool – freeze yoghurt sticks, sandwiches or water overnight and place in the lunch box.

Drinks – water is the drink of choice.

GOOD TO KNOW...

Tips for lunch boxes

- Organise food and drink according to scheduled breaks
- Let your child help prepare healthy lunches and snacks
- Pack foods that are easy to eat and not too messy
- Check your child can open all containers
- On hot days avoid milk, yoghurt, fish or meat in lunches, unless they are packed in a good-quality cooler with an ice pack/frozen water bottle
- Use a 'sectioned' lunch box that limits the need for plastic wrap.

Lunch Box Recipe Ideas

Why should sandwiches be the only thing to find their way into a lunch box? Enjoy some extra lunch box ideas:

Zucchini & Corn Fritters

1 1/2 cups self-raising flour, 1 cup milk, 2 eggs, 2 large corn cobs, kernels removed, 1 zucchini – trimmed and grated, olive oil, 1 cup tzatziki dip.

Step 1 Sift flour into a bowl. Using a fork, whisk milk and eggs together in a jug until combined. Pour over flour. Stir until smooth. Add corn and zucchini. Stir until well combined.

Step 2 Heat a non-stick frying pan over medium heat until hot. Add small amount of olive oil. Using 1/4 cup of mixture per fritter, spoon mixture into pan. Cook for 3-4 minutes each side or until golden and firm to touch in the centre. Transfer to a wire rack to cool.

Pasta Salad

200g farfalle pasta, 310g can corn kernels – drained, 250g punnet cherry tomatoes – halved, 150g ham slices, coarsely chopped, 1 cup grated cheddar, 1 cucumber, 1/2 cup caesar salad dressing.

Step 1 Cook pasta in a saucepan of salted boiling water until al dente. Drain.

Step 2 Combine the pasta, corn, tomato, ham, cheddar and cucumber in a large bowl. Add caesar dressing and toss until well combined. Store in an airtight container.



Tropical Pizza Scrolls

Olive oil spray, 2 cups (300g) self-raising flour, 1 teaspoon (tsp) salt, 50g butter, 180ml milk, 2 tablespoons (tbsp) pizza sauce, 1 cup grated cheddar, 225g can pineapple pieces – drained, 2 rashers bacon – chopped.

Step 1 Preheat oven to 180°C. Line two baking trays with baking paper.

Step 2 Spray a non-stick frying pan with oil. Add bacon and cook over medium heat until golden. Drain on paper towel.

Step 3 Sift flour and salt into a bowl. Rub butter in using fingertips. Add milk and mix to a soft dough. Knead on floured surface until smooth. Roll into a 25 x 30cm rectangle.

Step 4 Spread pizza sauce over dough, sprinkle with cheese, pineapple pieces and bacon. Roll up like a Swiss roll. Cut into 12 rounds, taking care not to squash roll. Place scrolls on trays and bake for 15 minutes. Transfer to a wire rack to cool.



Lunch Box Recipe Ideas



Veggie Spirals

1/2 cup cheese and chives dip,
2 pieces of flatbread, 1 carrot – grated,
1 cup alfalfa and broccoli sprouts.

Step 1 Spread dip over bread.

Step 2 Sprinkle carrot, alfalfa and broccoli sprouts.

Step 3 Starting from one narrow end, roll up firmly to form a log.

Step 4 Cut each roll crossways into 4 portions and serve.



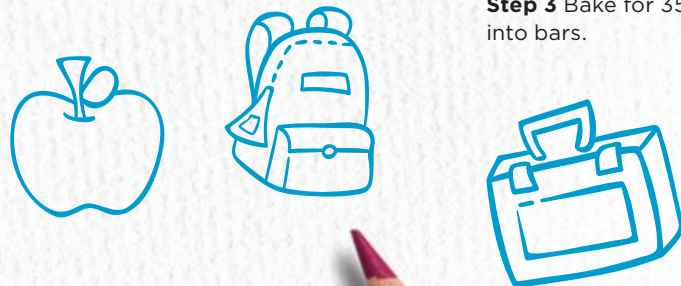
Banana Oat Bars

125g rolled oats, 125g caster sugar,
2 tsp baking powder, 1 tsp ground cinnamon,
1/2 tsp bicarbonate of soda,
100g sultanas, 225g mashed bananas
4 tbsp skim milk, 2 egg whites,
1 tsp vanilla essence.

Step 1 Preheat oven to 180°C. Line a 23 x 33 cm slice tin with baking paper.

Step 2 Mix together dry ingredients. In a separate bowl mix together bananas, egg whites, milk and vanilla. Combine and beat all together.

Step 3 Bake for 35 mins. Cool and cut into bars.



★ TOP TIP ★

Lunch Box Top Tip
To Be Supplied

50

Insert tip

Guardian PHARMACY
Advice. Trust. Care.

WIN

ONE OF THREE
16GB
Wifi iPad MINIs



IMAGE IS INDICATIVE



Simply purchase any product featured in **The Essential Healthy Kids Guide** or the **February 4 or March 4 catalogue** and swipe your Guardian Club card to enter the draw to **WIN!**

Promotion commences 17/01/2013 and closes 31/03/2013
Not a member? Sign up online or in-store today. Easy as ABC!

For more information visit www.guardianpharmacies.com.au

Competition details: Open to Australian residents 18+. Starts 1/3/12. Ends at close of business 31/3/12 (online entries) and 11:59pm AEDST 31/3/12 (online entries). Draw at L3, 34 James Craig Rd, Rozelle NSW 2039 on 26/4/12 at 11am. Existing members must spend \$30 or more in one transaction to be eligible for the draw. Prize: trip for 2 adults to New York City, USA including 7 nights accommodation and \$5,000 spending money valued at up to \$10,000. Promoter: Allied Master Chemists Of Australia Limited (ABN 80 005 393 957), 3 Myer Place, Rowville, VIC 3178. Permits VIC 12/238 NSW LTPS/12/765 ACT TPL2. See www.guardianpharmacies.com.au for full Terms and Conditions.

POSITIONAL COPY

Guardian PHARMACY
Advice. Trust. Care.

optimo™

STRATEGY CREATIVE MEDIA

DATE: 17.12.2012 JOB SIZE: 210mm(h) x 148mm(w)
JOB NO. REV. CLIENT. JOB NAME:
028645r07_SIGM_The Essential Healthy Kids Guide – Brochure
93 MONTAGUE ST. STH MELBOURNE VIC 3205 AUSTRALIA
PH. (03) 9686 7766 | W. WWW.OD.COM.AU | E. PRODUCTION@OD.COM.AU
© OPTIMO 2012