**Pharmacy name
contact information
date**

**[Pharmacy Name] Helps Families Stress Less and Feel Better This Cold and Flu Season**

**[town, state] –** Families across the country are bracing themselves for cold and flu season this year. [Pharmacy name] in [city] is doing their part to ease the burden by personalizing the taste options for liquid Tamiflu® and other liquid medications this season. Tamiflu® is the number one prescribed medicine to ease symptoms and duration of the flu – this includes commercially prepared and the compounded version commonly used during shortages of Tamiflu liquid.

“Medicine-time is a common struggle for parents, regardless of the medication they’re trying to give to their children,” said Dr. Ursula Chizhik, FLAVORx Director of Pharmacy Programs, “Flavoring helps by improving the palatability of medications and giving children a choice in the matter. With Tamiflu, which is known to have a bitter taste, letting a child choose a favorite flavor for his or her medicine transforms what normally is a stressful endeavor for the whole family into a far more pleasant, and successful, wellness experience.”

Parents can simply request flavoring be added to the medication at the time of pick up or drop off of a liquid prescription. The pharmacy team is also able to suggest best tasting flavoring options for most liquid medication, based on FLAVORx’s 20 years of experience in personalizing the taste of medicine.

Pediatricians are also encouraged to recommend custom-flavoring options to patients to ensure the most positive outcomes possible. While typical pediatric medication adherence rates, a measure of how well people follow their medication regimen, hover around 50% to 60%, multiple studies indicate this number jumps to over 90% when medications are custom-flavored at the pharmacy.

Traditionally, a flu shot is the first and best line of defense against the flu, however in recent years the CDC has found that the flu shot may only be up to 55% effective depending on the strain of flu. Once contracting the flu virus, properly taking a prescription antiviral medication, like Tamiflu, can help lessen the severity and duration of the infection. **[IF pharmacy is conducting flu clinics mention here for additional PR opportunity].**

**About [Pharmacy name]**

Pharmacy Name has been helping children and adults in the greater [city] community take their medicine since Year opened. The FLAVORx Pediatric System is available for all liquid medications. Using FLAVORx's copyrighted flavoring recipes, Pharmacy Name’s team have safely flavored more than # of prescriptions and over-the-counter medications, reducing stress levels for parents and giving children some control over their own wellness. Pharmacy name's Pharmacy’s Mission statement .