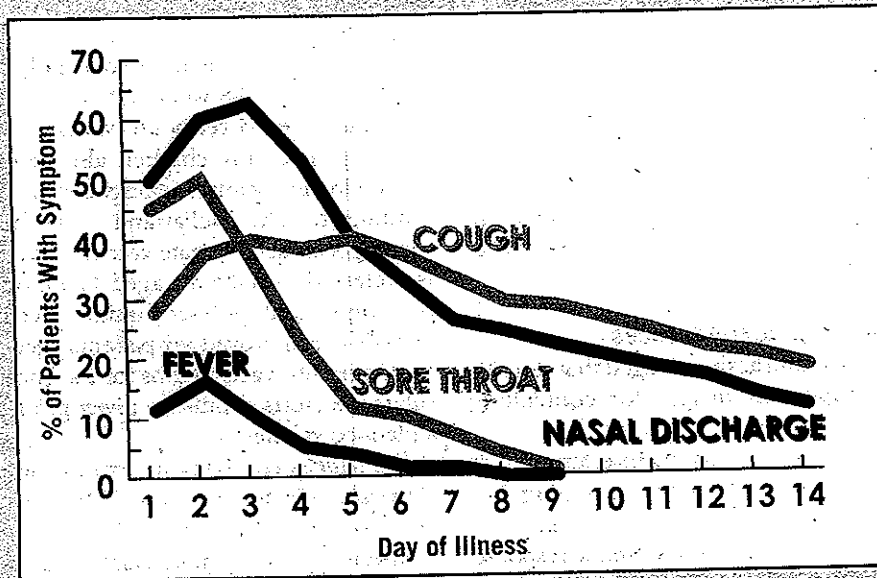


HOW LONG Will Cold & Flu Symptoms LAST?

Fever and sore throat generally improve within
4 DAYS.

Cough and nasal discharge may last
2 WEEKS or MORE.



**Cold and flu are caused by viruses, not bacteria.
Antibiotics DO NOT work for viruses.**

Adapted from a poster developed by Dr. S. Michael Marcy and Kaiser Permanente
from data presented in JAMA (202[6]:494-500, 1967)