

Families Learn How to Brave Cold and Flu Season With Help From Puffs and Revered Pediatrician, Dr. Tanya

Pediatrician Offers Families Tips on Healthy Habits at NYC's Apple Seeds

P&G/Puffs

NEW YORK, Jan. 10, 2011 -- /PRNewswire/ -- Leading pediatrician and mother of two, Dr. Tanya Remer Altmann, joined Puffs at Apple Seeds, NYC's premier indoor child play space, on Saturday, January 8, to share tips with mommy bloggers and their children on healthy winter habits. Dr. Altmann offered savvy tips and strategies to help avoid colds and flu during the winter and provided sage advice on ways to help your family feel better when illness strikes. Top tips include:

Show and Tell. Teach family members ways to help reduce your chance of colds and flu with simple tips like washing your hands, coughing into your elbow instead of your hands, etc.

Choose to Soothe. If you do become ill and get the sniffles, sore noses can be a major discomfort, so look for a tissue with added moisturizers such as Puffs Plus with Lotion to help prevent additional chapping and lessen tenderness.

(Photo: <http://photos.prnewswire.com/prnh/20110110/NY27228>)

Parents learned how to practice proper hand washing techniques with their children with instruction from Dr. Tanya. Kids were also taught to properly blow their noses--which can be tough for young kids--with a little help from Stan, a sneeze-simulating Puffs pal.

"On average, children can have six to ten colds a year. Beyond extra rest and drinking plenty of liquids, proper nose care is an essential part of helping your child feel better when a cold strikes," said Dr. Tanya Altmann, UCLA-trained pediatrician and mom. "You can use more than three times as many tissues when you're sick, so a gentle but strong lotion tissue is key to not only helping catch sneezes, but preventing chapping from frequent nose blowing."

In addition to expert cold care tips, guests were also treated to snacks, massages, additional Apple Seeds play time, and Puffs samples at the Saturday afternoon event to pamper parents and kids.

Puffs tissues are available at select stores across the U.S. and at multiple eRetailers year-round.

For more information visit www.puffs.com.