

news release

for immediate release

Parent expert offers advice in cures for common winter ailments in children

Author and Parenting Magazine Founder Helps Parents Take the Sniffles Away

ARLINGTON, MA - FEBRUARY 15, 2008 – No matter what the season, children are constantly burdened with common ailments. But winter, especially in colder regions of the US, can bring some of the toughest issues. According to one author and parenting expert, the key is to use some common sense.

“I think as a good parent it is beneficial to know how to treat their child without always using harsh medicines and over-expensive remedies”, says S.K Joun, parent, author and parenting magazine founder. “Common household items and some TLC usually does the trick.”

Joun is the founder of **Parents for Parents™** magazine. Written for parents by parents, the magazine is based on her belief that the only real experts on parenting are parents and parents should trust themselves and share information and support with each other without judgment. Joun is also the author of **Mother of Two's Guide to Sanity**, a quick, fun resource book that provides useful and proven parenting techniques to families of all sizes.

She offers the following tips, which are featured in the Winter 2007 issue of **Parents for Parents™**, to help solve a child's common winter ailments.

- 1.) **Cure for fever-** “There's nothing like cool bath to help wash away that fever,” says Joun. It helps lower the body temperature and make children feel less over heated. “Just remember, if you do decide to medicate, avoid children's aspirin due to its known side affects.”
- 2.) **Cure for dry skin-** Whether it's eczema or just dry skin caused by cold weather, Joun recommends using petroleum jelly. “Adding oatmeal to a bath soothes the ‘itchies’.”
- 3.) **Don't confuse common ailments with serious illnesses.** “Make sure that if symptoms persist, children are brought to the doctor,” she says. Colds should last no longer than a week, fevers a few days.
- 4.) **A hug does wonders-** Don't forget no matter how a child feels, to be loved and hugged by a parent is comforting and can help them forget about the problem.

For more information about curing common children's ailments and other parenting issues, visit www.ParentsforParentsMag.com.

###

Contact:

Shannon Cherry
PR for SK Joun
800-257-0633, ex 4
pr@cherrycommunications.com