

GOLD CROSS

PRODUCT RANGE GUIDE



Always read the label and follow the directions for use. Vitamin and mineral supplements should not replace a balanced diet.



GOLD CROSS

Australian families have been using GOLD CROSS medicinal remedies for over 70 years to treat a wide range of everyday health concerns.

GOLD CROSS is a range of tried and tested products, ranging from traditional remedies through to modern medicines. GOLD CROSS products contain ingredients of high quality, with proven efficacy following many years of traditional use.

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HEALTH



Chesty Cough Senega & Ammonia








Senega & Ammonia has been used to treat coughs for over 100 years. Since 1911, senega was listed in both the US and British Pharmacopoeias. Senega is a plant and the root is used to make medicine¹.

Chesty Cough Senega & Ammonia relieves chesty coughs associated with colds, flus and bronchitis by helping to loosen and remove phlegm.

Methyl Salicylate

Aches and pains in muscles and joints are very common. They are caused by overuse of ligaments, tendons and soft tissues in sport or in everyday life, as well as painful conditions, such as mild arthritis².

GOLD CROSS Methyl Salicylate is available in three different muscle rubs – cream, ointment and liniment – to help relieve pain in muscles and joints.

PRODUCT		ACTIVE INGREDIENTS	USES & BENEFITS	PACK SIZES	RRP
	Gold Cross Chesty Cough Senega & Ammonia	Senega root soft extract equiv. per 10 mL Senega root dry 250 mg, Ammonium bicarbonate 250 mg.	Cough expectorant for a chesty cough. Helps relieve chest congestion. Helps loosen and remove phlegm.	200 mL	\$4.99
				500 mL	\$10.50
	Gold Cross Muscle Rub Cream	Methyl Salicylate 25 g/100 g Eucalyptus Oil 10 g/100 g Menthol 4 g/100 g	Relief of pain in muscles or joints.	100 g	\$12.99
	Gold Cross Muscle Rub Liniment	Methyl Salicylate 25 mL/100 mL	Relieves muscle aches and pains.	100 mL	\$5.99
	Gold Cross Muscle Rub Ointment	Methyl Salicylate 500 mg/g	Topical pain reliever. Helps relieve muscle and joint pain.	100 g	\$9.99
	Gold Cross Epsom Salts	1 kg: Magnesium sulfate 100%	Used as a bath soak to soothe and relax. Skin exfoliant.	1 kg	\$10.25
	Gold Cross Purified Water BP	Deionised water.	For use in oral preparations.	2 L	\$14.75
	Gold Cross Gluco-Lyte	Potassium Chloride 24.4 mg/g Sodium Chloride 8 mg/g Sodium Citrate Dihydrate 27.75 mg/g	For the treatment of dehydration due to diarrhoea, vomiting vigorous exercise, heat exhaustion and other illnesses. Helps restore natural electrolyte balance.	5 x 40 g sachets	\$25.50

FIRST AID



Calamine Lotion

Calamine Lotion is on the World Health Organisation's list of Essential Medicines¹. Calamine is used to treat itchiness caused by insect bites, sunburn, mild skin conditions² and has been used as far back as 1500BC³.

Ichthammol Drawing Ointment

Well-known for its effect for drawing out splinters and helping treat boils and pimples, Ichthammol can also be used with skin conditions such as mild eczema and psoriasis⁴.










Clove Oil

Commonly used for toothache relief⁵, Clove Oil also contains actives which have an antifungal effect⁶ making it a great natural alternative to synthetic chemical fungicides for mould removal in the home.

Hydrogen Peroxide

Hydrogen Peroxide acts as a disinfectant and antiseptic and is commonly used to cleanse wounds⁷. When diluted, Hydrogen Peroxide can also be used as a gargle or mouthwash post-dental treatment and to whiten teeth⁸.

References: 1. WHO Model List of Essential Medicines (19th List) (PDF). World Health Organization. April 2015. 2. British National Formulary: BNF 69th ed. British Medical Association. 2015. P. 801. 3. Bendich, Adrienne; Deckelbaum, Richard J. (2016). Preventive Nutrition: The Comprehensive Guide for Health Professionals (5 ed.) Springer. P. 608. 4. Farlex Partner Medical Dictionary. (2012). Retrieved 22/01/2019 from <https://medical-dictionary.thefreedictionary.com/ichthammol>. 5. <https://www.ncbi.nlm.nih.gov/pubmed/15720571> [Accessed 19/09/2018]. 6. <https://www.ncbi.nlm.nih.gov/pubmed/29077554> [Accessed 19/09/2018]. 7. <https://www.webmd.com/drugs/2/drug-76035/hydrogen-peroxide/details> [accessed 19/09/2018]. 8. <https://www.ncbi.nlm.nih.gov/pubmed/7500245> [Accessed 19/09/2018].

PRODUCT		ACTIVE INGREDIENTS	USES & BENEFITS	PACK SIZES	RRP
	Gold Cross Hydrogen Peroxide 3%	Hydrogen Peroxide 3% w/v	Antiseptic. Use diluted as a gargle or mouthwash.	100 mL	\$4.75
				400 mL	\$11.99
	Gold Cross Hydrogen Peroxide 6%	Hydrogen Peroxide 6% w/v	Antiseptic. Use diluted as a gargle or mouthwash.	100 mL	\$4.75
				400 mL	\$11.99
	Gold Cross Calamine Lotion	Calamine 15 g/100 mL	Soothes and protects damaged or tender skin. Relieves insect bite itch. Relieves minor skin irritations such as rashes or stings.	200 mL	\$6.99
	Gold Cross Calamine Spray	Calamine 15 g/100 mL Zinc Oxide 5 g/100 mL Phenol 0.4 g/100 mL	Soothing relief from itching due to stings, rashes and sunburn.	200 mL	\$8.75
	Gold Cross Clove Oil 100%	Clove Oil 1 mL/mL	Temporary relief of toothache. 100% Pure Essential Oil.	10 mL	\$9.50
	Gold Cross Ichthammol Drawing Ointment	Ichthammol 25% w/w	Helps draw out splinters and thorns.	25 g	\$10.99
	Gold Cross Potassium Permanganate	Potassium Permanganate 1 g/g	Disinfectant, antiseptic and deodoriser. Also known as Condy's crystals.	50 g	\$12.50
	Gold Cross Iodine Tincture	Iodine 25 mg/mL Potassium Iodide 25 mg/mL	Disinfectant and antiseptic for treatment of minor wounds, cuts and abrasions.	50 mL	\$9.99
	Gold Cross Friar's Balsam	Benzoin Sumatra 2.5 g/25 mL Storax Prepared 2.5 g/25 mL Aloe ferox leaf juice dry 0.5 g/25 mL	Antiseptic for small cuts. Inhalation to clear the nasal passages in symptomatic treatment of the common cold.	25 mL	\$6.75

WELLBEING








Castor Oil

Castor Oil has been used for centuries as a natural remedy for various health complaints with uses first documented by the Egyptians dating back to 1500BC¹. Externally, Castor Oil is commonly used as a skin conditioner and emollient². Castor Oil can also be taken internally to assist in the relief of constipation³.

Vitamin C

Vitamin C plays an important role in immune function. Vitamin C is a water-soluble vitamin and antioxidant, essential for the synthesis of collagen and intercellular materials⁴.



PRODUCT	ACTIVE INGREDIENTS	USES & BENEFITS	PACK SIZES	RRP
	Gold Cross Castor Oil 100%	Castor Oil 1 mL/mL	Hydrates and soothes skin and hair. Helps relieve constipation.	100 mL \$7.25
				200 mL \$10.50
	Gold Cross Cod Liver Oil	Cod Liver Oil 1 mL/mL: Equiv. Vitamin A 900 micrograms retinol equivalents Vitamin D 300 IU	A source of Vitamins A & D.	200 mL \$11.25
	Gold Cross Liquid Paraffin 100%	Liquid Paraffin 1 mL/mL	Skin emollient. Helps relieve constipation.	200 mL \$6.50
	Gold Cross Glycerol 100% BP	Glycerol 1 mL/mL	Softens and moisturises skin. Helps relieve constipation.	100 mL \$6.25
	Gold Cross Vitamin C	Ascorbic Acid 300 mg/tablet Sodium Ascorbate 227 mg/tablet	Sugar free. Supports healthy immune function. Helps maintain healthy body tissues by supporting collagen synthesis. Antioxidant properties. Pleasant, natural orange flavoured tablet.	100 Tablets \$7.99

SPECIALIST SKIN



Olive Oil




Rich in antioxidants and vitamin E, Olive Oil can help improve skin elasticity and hydration. Olive Oil can also be used to help relieve dry scalp conditions in children and adults.

Lanolin (Wool Fat)

Lanolin is commonly used as a moisturiser to treat or prevent dry, rough, scaly and/or itchy skin and minor skin irritations caused by conditions such as nappy rash. Lanolin acts as an emollient to form an oily layer on the top of the skin to trap the water in and help prevent itching and flaking¹.



References: 1. <https://www.webmd.com/drugs/2/drug-87682/lanolin-anhydrous-topical/details> [Accessed 01/02/2019].

PRODUCT		ACTIVE INGREDIENTS	USES & BENEFITS	PACK SIZES	RRP
	Gold Cross Pure Lanolin	Lanolin 1 g/g	Moisturises dry skin. Creates a protective barrier.	50 g	\$8.50
	Gold Cross Olive Oil 100% BP Grade	Olive Oil 1 mL/mL	Soothes and nourishes dry skin. Helps relieve dry scalp conditions. 100% Pure Cold Pressed Olive Oil.	200 mL	\$11.25
	Gold Cross Whitfield's Antifungal Ointment	Benzoic Acid 6% w/w Salicylic Acid 3% w/w	For the treatment of fungal skin infections.	100 g	\$10.25

HOUSEHOLD



Citronella Oil

Citronella Oil has been recognized by the U.S. Environmental Protection Agency as a non-toxic way to effectively repel insects that's safe for the environment. With its strong antifungal properties, Citronella Oil can also be used to control mould and mildew around the home¹.



HOUSEHOLD	PRODUCT		ACTIVE INGREDIENTS	USES & BENEFITS	PACK SIZES	RRP
		Gold Cross Citronella Oil 100%	Citronella Oil 1 mL/mL	Aromatherapy Oil. Helps repel bugs and insects. Pure Essential Oil.	25 mL	\$10.99

References: 1. <https://organicaromas.com/blogs/aromatherapy-and-essential-oils/5-amazing-benefits-of-citronella-essential-oil> [Accessed 01/02/2019].

ABOUT GOLD CROSS

Few Australians would be unfamiliar with the GOLD CROSS logo. It has a long and proud history of association with pharmacy and representing the diverse range of GOLD CROSS medicines found on pharmacy shelves.

It's interesting to note that many of the GOLD CROSS remedies have been around for a lot longer than the Gold Cross brand itself. The very reason many of our products came into being was due to their time-tested effectiveness for generations before, in cases records for product use stretch back over 100 years.

GOLD CROSS – The People's Brand

An Australian brand, the GOLD CROSS range has been specifically designed to help treat and relieve the most prevalent of everyday medical conditions – the things that we all suffer with from time to time. You could say that in many ways GOLD CROSS is the 'people's brand' of medicine.

GOLD CROSS products have been used by Australians for over 70 years.

GOLD CROSS Products

The range is designed to work as a first port of call for everyday ailments and well-being. GOLD CROSS products treat the common family ailments such as coughs and colds, skin irritations, cuts and abrasions and digestive complaints.

In addition, GOLD CROSS traditional medicines offer specific products for pain relief and vitamin supplementation.

Pharmacy Only

You won't find GOLD CROSS medicines in any supermarkets or health stores because GOLD CROSS supports Pharmacy – GOLD CROSS is a trusted and respected pharmacy-only brand.

From humble origins when there were only a handful of GOLD CROSS products available, today it is estimated that almost all pharmacies in Australia¹ stock at least one of the wide range of GOLD CROSS products available.

How many Australian medicine cabinets contain a GOLD CROSS product is difficult to say. However, as long as Australians care for the health of their families, and value quality products, GOLD CROSS medicines will always be there for them.

HEALTH



FIRST AID



WELL-BEING



SPECIALIST SKIN



HOUSEHOLD



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