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(71) Applicant: **FIREBRICK PHARMA PTY LTD**
[AU/AU]; 4 Tucker Street, Doreen, Victoria 3754 (AU).

(72) Inventors: **GOODALL, Stephen**; C/- 4 Tucker Street,
Doreen, Victoria 3754 (AU). **MOLLOY, Peter**; c/- 4
Tucker Street, Doreen, Victoria 3754 (AU).

(74) Agent: **DAVIES COLLISON CAVE**; Level 15, 1 Nich-
olson Street, Melbourne, Victoria 3000 (AU).

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(54) Title: TREATMENT AND PREVENTION OF THE COMMON COLD USING POVIDONE-IODINE

(57) Abstract: The present invention provides a method of treating and preventing the common cold and associated secondary ill-
nesses in a human subject, when the common cold is caused by viruses. The method comprises applying to the nasal passages of the
human subject at ambient temperature, an effective amount of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a
concentration of greater than 0.10% w/v and less than 2.5% in which at least 50% of the PVP-I is not associated with liposomes or
other particulate carriers.



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