The claims defining the invention are as follows:

1. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers in the manufacture of a medicament for treating the common cold in a human subject and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid.

2. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers in the manufacture of a medicament for reducing the activity, viability or number of viruses other than influenza viruses within the nasal passages of a human subject, wherein the viruses are causative or potentially causative agents of the common cold, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid.

3. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for reducing the symptoms of the common cold in a human subject, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

4. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for reducing the duration of the common cold in a human subject, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

5. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for reducing the risk, incidence or severity of a secondary illness associated with the common cold in a human subject, wherein the secondary illness is selected from the group consisting of bronchitis, otitis media and sinusitis, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

6. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for reducing the risk, incidence or severity of lower respiratory illness associates with colds in human subjects who suffer from COPD, asthma, emphysema or cystic fibrosis, or individuals with compromised immunity, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

7. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for preventing or reducing the risk of transmission of the common cold from a human subject with symptoms of the common cold to uninfected human subjects, said use comprising applying said medicament to the nasal passages of the human subject with cold symptoms at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

8. Use of a pharmaceutical preparation comprising povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers, in the manufacture of a medicament for avoiding the common cold in a human subject who has been exposed to others with cold symptoms, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature, and wherein the medicament does not include a steroid, and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus.

9. Use of a pharmaceutical preparation consisting essentially of povidone-iodine (PVP-I) at a concentration of greater than 0.10% w/v and less than about 1.25% w/v and in which at least 50% of the PVP-I is not associated with liposomes or other particulate carriers in the manufacture of a medicament for treating the common cold in a human subject and wherein the causative or potentially causative agent of the common cold is a virus other than influenza virus, said use comprising applying said medicament to the nasal passages of the human subject at ambient temperature.

10. Use according to any one of claims 1 to 9, wherein the PVP-I concentration in the medicament is about 0.1% to about 1.0% w/v, or is about 0.2% to about 0.5% w/v.

11. Use according to any one of claims 1 to 10, wherein the PVP-I concentration in the medicament is about 0.2% to about 0.45% w/v.

12. Use according to any one of claims 1 to 11, wherein at least 70% of the PVP-I is not associated with liposomes or other particulate carriers, or
wherein at least 80% of the PVP-I is not associated with liposomes or other particulate carriers, or
wherein at least 90% of the PVP-I is not associated with liposomes or other particulate carriers.

13. Use according to any one of claims 1 to 12, wherein the medicament does not contain liposomes.

14. Use according to any one of claims 1 to 13 wherein between about 0.05 mL and about 1.0 mL of the medicament is administered to each nostril of the human subject at each administration of the medicament.

15. Use according to any one of claims 1 to 14, wherein the causative or potentially causative agent of the common cold is selected from the group consisting of rhinoviruses, human coronaviruses, , human parainfluenza viruses, human respiratory syncytial viruses, adenoviruses, enteroviruses other than rhinoviruses, metapneumoviruses, and any combinations thereof.

16. Use according to any one of claims 1 to 15, wherein the causative or potentially causative agent of the common cold is a human rhinovirus.

17. Use according to claim 3 where the common cold symptom is selected from the group consisting of chills, headaches, aches and pain, tiredness, running nose, sneezing, cough, nasal congestion, sore throat and combinations thereof.

18. Use according to any one of claims 1 to 17, wherein the medicament is in a dosage form selected from the group consisting of intranasal solutions, drops, sprays, gels, aerosols, and inhalants.

19. Use according to any one of claims 1 to 8, wherein the medicament further comprises at least one agent selected from the group consisting of a decongestant, antihistamine, analgesic, antipyretic, anti-inflammatory, cough suppressant and cough expectorant.

20. Use according to any one of claims 1 to 8, wherein the medicament further comprises at least one pharmaceutically acceptable diluent, excipient or carrier, preferably the diluent, excipient or carrier is a flavour, sweetener, colouring agent, solvent, buffer, alcohol, polymer, surfactant or other diluent or excipient designed to optimize the nasal delivery, intranasal distribution, stability, effectiveness, acceptability, tolerability of the medicament.