



REVIV Client Case:

Erica Jackson, a 27 year old Videographer and Model from Los Angeles.

Erica is a young professional that, as a result of long and intense working hours including extensive traveling, used to wake up feeling incredibly tired, run down, body aches, occasional sore throat, runny nose, nasal congestion and more often than not a poor appetite.

This is a common presentation for someone with typical viral syndrome. The syndrome consists of symptoms that are the result of the release of inflammatory compounds as part of the body's natural response to combat infectious processes. The symptoms are frequently exacerbated by mild dehydration that occurs due to decreased oral intake from lack of appetite and increased fluid loss as the body fights off the offending process.



Erica started to use REVIV's Megaboost on a monthly basis, a year ago. Since then all symptoms have gone and Erica hasn't felt ill even once.

Dr. Raanan Pokroy, Chief Medical Officer of REVIV, explains:

Fluids are the mainstay in treatment for the majority of viral infections. The body usually will fight off the infections and the symptoms usually self-limited. Unfortunately, most people experiencing viral illnesses typically have a decreased desire to consume anything by mouth. This dehydration can be evident in the presence of urine ketones as well as increased urine specific gravity. After IV fluids, urine SG goes from 1.035 to 1.010, and urine ketones from 2+ to none detected.

The benefits of hydration can also be measured by the decrease of serum lactate levels from 2.4 to 1.6 mmol/L, which indicates improved hydration status. Serum lactate is elevated in an environment when there is inadequate oxygen delivery to tissues as is commonly the case with dehydration.

Viral syndromes are common processes that are usually self-limited but can cause significant discomfort. The constitutional symptoms are a result from dehydration and body inflammatory process. Unfortunately this process also causes people to have decreased desire for oral intake, resulting in delay in elimination of the disease. IV hydration in conjunction with anti-inflammatory medications flushes out toxins and decrease systemic inflammation. The end result is a marked reduction in symptoms severity and shorter recovery time.