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The Allergic Response

The Inflammatory Process

When an allergen (e.g. pollen) enters the nose or eyes, its proteins attach to the waiting IgE antibodies.

The IgE trigger mast cells to release 28 different potent chemicals which cause the inflammatory response, resulting in immediate symptoms such as sneezing, coughing and itchy eyes. The site gets hot, swollen and tender and can cause cellular damage if the inflammation remains untreated.

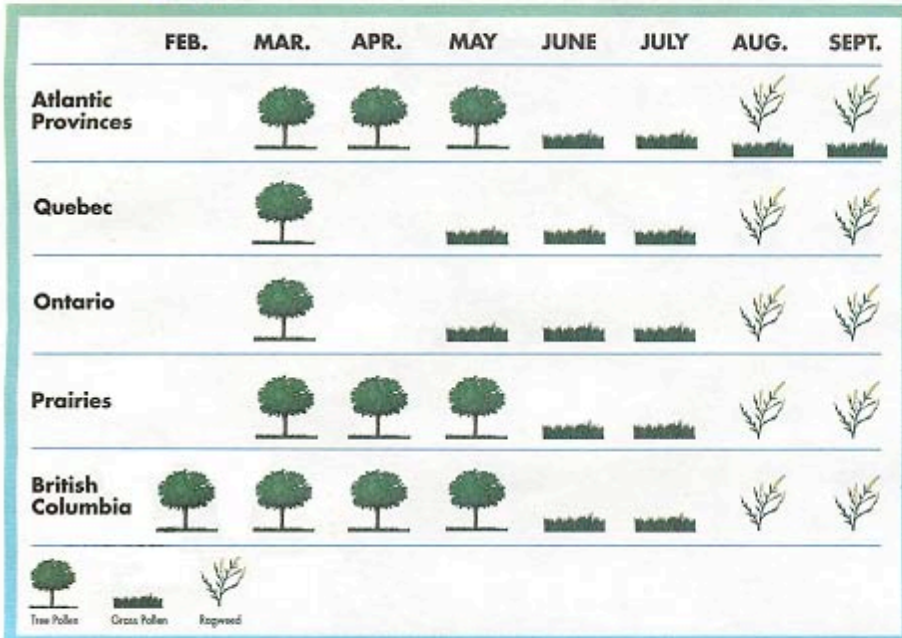
Anti-histamines – provide temporary relief of symptoms caused by histamines.

Anti-inflammatories – provide broad spectrum treatment of symptoms caused by inflammation.

Mast Cell Stabilizers – prevent the release of potent chemicals.

with its dual action provides immediate symptom relief (anti-inflammatory), and sustained protection (mast cell stabilizer) against potent chemical release.

Allergy Seasons Across Canada



Physician's Comments

STOP RUBBING

COLD COMPRESS

LUBRICATE

OCULAR ANTIHISTAMINE

MAST CELL STABILIZERS

EOSINOPHIL INHIBITORS

ORAL ANTIHISTAMINE