

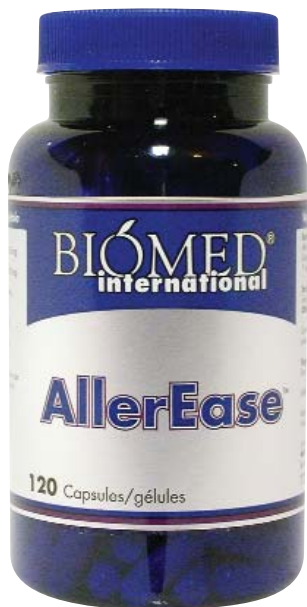
## A NEW and improved formula for the treatment of allergic rhinitis

**AllerEase™** is a natural product that combines two benign agents for the treatment of allergic rhinitis: MSM (methylsulfonylmethane) and standardized grape seed extract. It provides health practitioners with a potent and natural medication for hay fever or seasonal allergic rhinitis which is a safe alternative to over-the-counter anti-histamines.

Each year starting in March and extending through October, tiny pollen grains, such as from trees and grasses become airborne causing upper respiratory problems for millions of Canadians. Exposure to these allergens can lead to a number of symptoms, including runny nose, watery itchy eyes, sore throat, nasal congestion, post nasal drip and others which are often referred to as hay fever or seasonal allergic rhinitis. Whereas, dust, mold and animal dander are common air-borne allergens associated with perennial allergic rhinitis. Health Canada estimated that 20% of Canadians suffer from allergic rhinitis - the most common form of allergies.

The American Academy of Allergies, Asthma and Immunology defined "allergy" (also known as hypersensitivity) as "a harmful increased susceptibility to a specific substance". Although not life threatening, the symptoms of allergic rhinitis each year prompt millions of Canadians to seek relief through over-the-counter medications such as anti-histamines, e.g. Claritin and Allegra. These anti-histamines only act to suppress the histamines that the body produced to eliminate the problematic allergens from the body. While the histamines may be suppressed, the body is still disturbed by the allergens plus it must now also address the secondary effects of the newly introduced foreign substance (the drug). In some cases these medications may actually exasperate the root cause of the original problem. Whereas, undesirable side effects of regular use of anti-histamines are as varied as drowsiness, dry mouth, gastro-intestinal upset, insomnia, dizziness and/or headache. It was concern over the need for a natural, effective remedy for allergic rhinitis while avoidance of the above mentioned drug side effects that prompted the creation of **AllerEase™**.

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**Each vegetarian capsule contains:**

Ingredients:		Mode of Action
MSM (methylsulfonylmethane)	650 mg	Anti-allergy
Grape seed (Vitis vinefra) extract (standardized to contain 12% catechins)	100 mg	Stabilize mast cells, anti-oxidant

**Excipients:** magnesium stearate, microcrystalline cellulose, and silicon dioxide.

**Other ingredients:** vegetarian capsule (cellulose, water)

**Contains no wheat, corn, soy, yeast, dairy, artificial colors or preservatives.**

**Side effects:** May cause GI upset.

**Contraindications:** Do not take during pregnancy or lactation. Do not use in individuals with known or suspected sensitivity to any of the above listed ingredients.

**ADULT DOSAGE:** Take two capsules twice a day with meals, or as directed by a practitioner.

# ALLEREASE™

An allergic response occurs when the body's immune system reacts on otherwise harmless substance we call allergens. These allergens cause the body's immune system to produce IgE antibodies, which attach themselves to mast cells and/or basophils. Mast cells are located in the respiratory and gastrointestinal tract whereas basophils are found in the blood. The combining of these IgE antibodies and allergens caused chemicals such as histamine to be released. It is the release of histamines that causes the typical symptoms associated with an allergic response. Once an individual's immune system has identified a particular type of pollen (or other allergen) as "hostile", the body becomes sensitized to it and will react by producing allergy symptoms. This allergic response can continue for an extended period or in some cases for a person's entire life.

## MSM

MSM (methylsulfonylmethane) is a natural source of sulphur, which is an important element in the body's cells, tissues and fluids. As such, MSM plays a number of important roles in the body, including in limiting the build up of allergens in the body. Unlike anti-histamines, instead of acting to suppress histamine production, the effectiveness of MSM in treating allergies is due to its ability to block the histamine from becoming lodged in the sensitive tissue of the mucus membranes (such as in the nasal passages). When an adequate supply of MSM is present in the body, indications are that it coats all the mucus membranes of the body creating a shield through which air-borne allergy-causing contaminants such as pollens and household dust are prevented from entering the lung tissue and nasal passages, thereby mitigating an allergic response.

Over twenty years of clinical development and work with MSM at the Oregon Health Sciences University (OHSU) has lead researchers to conclude that MSM is an excellent therapy for preventing allergies and in the reduction of pain. While MSM's use for pain relief associated with arthritis and acute sports injuries is widely documented and well known, Dr. S. W. Jacob at OHSU states that "MSM to be the most important substance to be identified for the prevention of allergies since the advent of anti-histamines agents, which were introduced over forty years ago." MSM has the effect of overcoming inflammation, swelling and fluid build-up associated with allergic rhinitis.

Anti-histamine medications are not always helpful in the case of person with severe pollen allergies, but almost all persons who start taking MSM for their allergic rhinitis report some degree of relief within a few days of starting the supplement. People find that not only does the sneezing, congestion, tearing eyes and sinus symptoms improve, but other seemingly unrelated problems clear up as well. It may also be beneficial in the treatment of leaky gut syndrome a condition that is frequently associated with allergies. A recent open-label trial found that MSM at doses of 2.6 grams per

day for 1 month was a useful agent in the treatment of seasonal allergic rhinitis (SAR). After seven days there was a significant reduction in total ( $p < 0.005$ ) and upper ( $p < 0.01$ ) respiratory symptoms in contrast to baseline. Energy levels also increased significantly by day 14 ( $p < 0.0001$ ). Lower respiratory symptoms were significantly improved from baseline by week 3 ( $p < 0.001$ ). All respiratory improvements were maintained and energy levels continued to increase through the 30-day treatment period.

Unlike anti-histamines, MSM has no serious side effects. Also persons who are allergic to sulfa drugs and sulfite-containing food additives will not be allergic to MSM as it is an essential mineral, which is in a form already present in the body.

## Grape Seed Extract

The second ingredient in **AllerEase™** is standardized Grape Seed Extract which is derived from the small seeds (and occasionally the skins) of red grapes. Grape Seed Extract is a rich source of bioflavonoids high in Oligomeric Proanthocyanidins. The specific type of proanthocyanidins found in grape seeds are called "leucoanthocyanins", which are a powerful antioxidant measured to be approximately 20 to 50 times stronger than vitamins C or E, respectively. Leucoanthocyanins from grape seeds can reduce the damage done by free radicals, strengthen and repair connective tissue, promote enzyme activity and help to moderate allergic and inflammatory responses by reducing histamine production. Leucoanthocyanins prevent the release and synthesis of compounds that promote inflammation and allergies such as histamine, serine protease, prostaglandins and leukotrienes.

The catechins in grape seed extract act to inhibit the production of histamine forming enzymes. As a natural antihistamine, grape seed extract helps to control the sneezing, congestion and other hallmarks of an allergic reaction and reduces stomach problems associated with histamine formation in the stomach - which can be a common source of allergies. The extract also inhibits the release of chemicals called prostaglandins that can generate inflammation during an allergic response. Working in concert, the nutrient's anti-histamine and anti-inflammatory actions can help to keep at bay such allergic responses as hives, hay fever and eczema. Grape seed is anti-allergic due to its antihistamine effect, as well as proanthocyanidins' ability to strengthen cell membranes of basophils and mast cells, which contain the allergic chemicals, thus preventing over-reaction or hypersensitivity to pollens and food allergens. Many allergy sufferers have reported significant relief using grape seed extract.

A study undertaken in 2002 which administered 200 mg of grape seed extract daily for 60 days found that this dosage was insufficient to relieve the symptoms of seasonal allergic rhinitis. A daily dose of 400 mg of grape seed extract is required to be clinically

## **References:**

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2. American Academy of Allergies, Asthma and Immunology web-site, January, 2004.
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