

# New solutions to allergy misery!

Indoor allergens have been implicated in both increasing asthma prevalence and severity and the rising incidence of other allergic diseases.<sup>1</sup> Of course, with the hayfever season looming large, the problems facing GPs and sufferers are about to escalate ...

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ALLERGENS FROM HOUSE dustmites, pets, cockroaches, moulds and fungi are about to be joined by pollen, which turns even mild cases of allergen hypersensitivity into the debilitating perennial rhinitis, allergic conjunctivitis, asthma, dermatitis and hives that affect some 18 million people. Allergen avoidance is totally impracticable and the current costs of treatment by the NHS are unsustainable.<sup>2</sup>

Around 62% of sufferers are susceptible to multiple allergens. Fortunately, more than 97% are "allergen hypersensitive" and not "atopic".<sup>3</sup> Patients suffering from allergen hypersensitivity respond positively to reductions in allergen levels, whether it is pet, dustmite or pollen.<sup>4</sup>

An independent trial carried out by MRSAL in 2000 proved that pet allergens can be encapsulated by a complex cationic surfactant when applied to a pet and this culminated in the launch of the Allergy UK Award-winning formulation, Bio-Life PetalCleanse™. More than 97% of patients that were allergic only to pets required no medication after a three-week period. The medication requirements of the 76 multiple allergen sufferers was reduced from an average of 3.02 doses to 1.6 doses per week within one month. This was achieved even though the trials were in May to July, at the height of the pollen season.<sup>5</sup>

Since that time, Bio-Life has been developing a broad spectrum of products to alleviate allergy suffering in the home. The discovery that all allergens are positively charged particles confirmed that the existing technology had a role to play. However, the products also needed to be acaricides and applicable to fabrics, furnishings and air, as well as the pet, to tackle dustmite and pollen.

Even as early as 1997, Tovey and McDonald demonstrated that Eucalyptus and other EO can reduce the live mite population by more than 95% when incorporated into a detergent prewash at any temperature.<sup>6</sup> Subsequent trials by Woodfolk et al revealed that tannic acid and benzyl benzoate denature dustmite and pet-derived proteins in carpets and furnishings, reducing allergen concentrations by at least 90%

for one month.<sup>7</sup> Bio-Life Europe Ltd are now offering three new products based on this technology.

AirCleanse™ is a eucalyptus, ylang ylang and surfactant-based aerosol that reduces the airborne allergen load, in particular pollen and pet, by at least 65% and up to 85% when used with PetalCleanse™. Ylang ylang is a natural source of benzyl benzoate. During the winter months, a weekly spray is adequate to reduce pet allergens to a tolerable level but the spray should be used once a day during the pollen season.

HomeCleanse™, the household spray with eucalyptus and quaternium salts, is especially recommended for the bedding and furnishings of dustmite allergy sufferers and for pet bedding. For dustmite allergy sufferers, a once-per-month treatment is sufficient to ease the problem. For those with pets, a once-per-week treatment is recommended, along with PetalCleanse™.

FabriCleanse™, used at the rate of 50 ml per wash, cleanses the clothes of more than 90% of pollen, pet and dustmite after a cold or hot wash.

For further information, please contact Bio-Life Europe on 01608 686626 or email sales@bio-life.co.uk ❖

## REFERENCES

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