



Bio-Life

# ALLERGY preventatives

‘treating the cause, not the symptoms’

Bio-Life, established in 2000, is the UK’s leading specialist in indoor allergy prevention. The products, formulated by the Pharmaceutical Chemist, David Munden, and the Biologist, Mary Lloyd, are independently tested for efficacy and recipients of the Allergy UK Consumer Care Award.

**The need for allergy screening, testing and prevention**

There are over 18 million allergy sufferers in the UK, 12.2 million of whom visit their GPs annually for immuno-suppressant drugs that alleviate the symptoms but fail to tackle the underlying causes. Less than 10% are allergy screened or tested. According to the House of Lords Committee, this costs the NHS around £1.2 billion per annum and this is unsustainable when GPs are struggling to meet the needs of patients with life threatening diseases such as cancer. Alternatives are urgently required!

**The science and the solutions**

The most common causes of rhinitis, atopic conjunctivitis, wheezing, asthma, atopic dermatitis and urticaria in order of importance are dustmite, cats, dogs, pollen and moulds. According to Allergy UK and the AAAI, around 80% of asthmatics and atopic dermatitis sufferers react to dustmites and dustmite residues; 72% to cat and 38% to dog. The better known seasonal allergy, hayfever, is estimated to affect only around 18% of the population.

Allergens are positively charged particles and therefore they can be encapsulated and neutralised by negatively charged surfactants. Essential oils, namely Peruvian balsam,

Eucalyptus and Ylang Ylang are natural acaricides. These form the basis of the Bio-Life product formulations. Independent investigations into the effectiveness of the Bio-Life pet cleanser in 2000 involving 106 patients revealed that over 97% of pet only allergic patients required little or no medication after three weeks of regular pet cleansing. In the same trial, the medication requirements of the multiple allergy sufferers was reduced significantly from 3.02 does per week to only 1.6 even though it was in the peak pollen season.

Tovey & McDonald in the 1990’s demonstrated that solubilised essential oils reduced the dustmite populations in fabrics



and furnishings by over 99% when combined with surfactants in a wash or as a surface treatment and this could be maintained with regular use. Since that time, the University of Sheffield Medical School demonstrated a four-fold reduction in the bronchial hyper-reactivity of atopic asthmatic patients after dustmite eradication when compared to control.

**The Bio-Life HomeCare™ Range**

**AirCleanse™:** The aerosol that reduces pet, pollen and dustmite particles in the air that cause human allergic reactions. Especially recommended for hayfever sufferers and pet and dustmite allergic patients with Type 1 allergies – rhinitis, atopic conjunctivitis, wheezing and asthma.

**PetalCleanse/C™ for Cats & Small Pets, and PetalCleanse/D™ for Dogs:** Pet cleansers that remove the allergens from the coat of the pet that cause rhinitis, atopic conjunctivitis, asthma, atopic dermatitis and urticaria in humans.

**HomeCleanse™:** A trigger spray for the treatment of mattresses, sofas and soft furnishings that denatures, dustmite, dustmite particles and other allergens in the home. Especially recommended for the prevention of Type 4 allergic reaction – atopic dermatitis and urticaria.

**FabriCleanse™:** A laundry AND carpet cleaning additive to denature dustmite and pet allergens as well as pollen and molds. Effective in cool washes and specially recommended for the bedding of dustmite allergy sufferers and the clothes of hayfever sufferers.

**For help and advice: Call the Allergy Helpline: 01608 686626 or visit [www.biolife-international.co.uk](http://www.biolife-international.co.uk)**