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## **New Allergy Treatment Takes Away Painful Injections for Patients ([www.individual.com/story.php?story=99768468](http://www.individual.com/story.php?story=99768468))**

VANCOUVER, Apr 21, 2009 (Canada NewsWire via COMTEX) --

First sublingual immunotherapy treatment in Canada, Pollenguard is efficient and easy to use at home to treat allergies

Western Allergy Services today introduced Pollenguard(TM) the first sublingual, or under the tongue, allergy drop available in Canada to treat common allergies. It is estimated that 30 to 35 per cent of Canadians suffer from seasonal allergies and asthma. The majority of people treat their symptoms with over-the-counter short term remedies, but only 5 percent pursue treatment that addresses the underlying cause of the allergy.

Pollenguard works by delivering a low dose of the allergen at frequent intervals, two to three times a day under the tongue to build up the body's tolerance over time. It is an ideal treatment for patients with an aversion to needles, like young children and those with busy schedules that can't make appointments for shots. Sublingual immunotherapy has been recognized as an efficient and effective treatment for allergies by the World Health Organization and has been used extensively in Europe for over 15 years.

"Patients regularly come to my practice seeking treatment for seasonal allergies and recently I have been using Pollenguard to treat their allergies," said Dr. Nigma Talib, naturopathic physician and clinical director at the West Vancouver Wellness Centre. "With a self-administered allergy drop, my patients appreciate that they don't have to be treated by needles and visit the office weekly. With the drops, I find that my patients are more willing to stick to this treatment plan which is efficient, effective and delivers relief from their symptoms without relying on daily antihistamines."

Pollenguard formulas are available for a number of common allergens including: cat, trees, grass, weed, ragweed, dustmite and in the following combinations: tree/grass and tree/grass/dustmite. Treatment can be pre-seasonal (one drop, two to three times daily for 30 to 60 days prior to allergy season) or perennial (one drop, two to three times daily year round) for long-term immunotherapy.

"At Western Allergy Services, we have been providing allergy treatments for over 35 years to allergists and medical experts and over time we have seen an increased interest from allergy sufferers in a self-administered treatment," said Dan Sharp, president of Western Allergy Services. "Pollenguard is a unique product that lets patients take control of their allergies and offers a long term solution."  
About Pollenguard

The first sublingual allergy drop available in Canada, Pollenguard(TM) is an efficient and effective treatment for allergies, and a painless alternative to allergy shots. Pollenguard allergy drops reduce the symptoms and address the underlying cause of allergies by assisting the body to develop a tolerance to specific allergens. Treatment with Pollenguard means fewer clinical visits and less cost to the health care system than traditional injection therapy due to the decreased number of medical appointments.

Pollenguard works by delivering a low dose of antigen at frequent intervals under the tongue to build up the body's tolerance to the allergen over time. Pollenguard formulas are available for a number of common allergens including: cat, trees, grass, weed, ragweed, dustmite and in the following combinations: tree/grass and tree/grass/dustmite. Pollenguard is a product of Western Allergy Services, which has more than 35 years of expertise in treating allergies in Canada.

SOURCE: Western Allergy Services

or to arrange an interview, please contact: Whitney Stanford, (604) 692-4223, [whitney.stanford@hillandknowlton.ca](mailto:whitney.stanford@hillandknowlton.ca); Ethan Pigott, (416) 413-4744, [ethan.pigott@hillandknowlton.ca](mailto:ethan.pigott@hillandknowlton.ca)

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April 21, 2009

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-0- 04/21/2009 /For further information: or to arrange an interview, please contact: Whitney Stanford, (604) 692-4223, whitney.stanford(at)hillandknowlton.ca; Ethan Pigott, (416) 413-4744, ethan.pigott(at)hillandknowlton.ca/  
CO: Western Allergy Services ST: British Columbia IN: MTC SU: PDT -30- CNW 08:00e 21-APR-09

## **New Allergy Treatment Takes Away Painful Injections for Patients**

**(<http://www.exchangemagazine.com/morningpost/2009/week17/Wednesday/042217.htm>)**

April 22, 2009

VANCOUVER - Western Allergy Services today introduced Pollenguard(TM) the first sublingual, or under the tongue, allergy drop available in Canada to treat common allergies. It is estimated that 30 to 35 per cent of Canadians suffer from seasonal allergies and asthma. The majority of people treat their symptoms with over-the-counter short term remedies, but only 5 percent pursue treatment that addresses the underlying cause of the allergy.

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## **Rexall Radio Health Matters (CHML AM 900 Hamilton)**

April 22, 2009  
Air Time: 12:10pm ET  
Air Length: 5 min  
Host: Jamie West

Jamie West interviews Dr. Nigma Talib about Pollenguard on a daily health show.