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SICK AND TIRED OF HAY FEVER?

Guide to pollen allergies



This guide was created with the expert support of Dr Ludger Klimek, Allergiezentrum Wiesbaden, president of Ärztenverband Deutscher Allergologen e.V.



LETI Pharma – experts for allergies and skin. More freedom and quality of life for patients. That is our mission.

LETI Pharma GmbH
Gutenbergstraße 10
85737 Ismaning,
Germany

Customer service
Phone: +49 (0)2302 202 86-0
info@leti.de
www.leti.de

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SICK AND TIRED OF HAY FEVER?

Pollen allergies and their triggers

Need help imagining what an allergic reaction looks like?

Picture this: you mistake a good friend for a burglar and wrongly try with all your might to defend yourself.

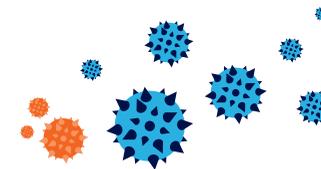
When people have hay fever, their immune systems react too strongly to otherwise harmless pollen. Just a few grains of pollen are all it takes to trigger a severe reaction by the immune system.

The most common symptoms are a runny, itchy nose, accompanied by bouts of sneezing and watery, red, irritated eyes. Often, the symptoms are like the ones associated with a cold. That is why it is a good idea to visit an allergist and consider an allergy test.

Many different types of pollen can trigger hay fever, such as grass, grain, bushes, trees or weeds. For treatment to be effective, an allergist must determine the individual trigger or triggers by first asking patients about their detailed medical history.

That allows the doctor to narrow down the triggers. Usually, an allergist has to perform a skin prick test to identify the exact type of plant. Skin prick testing can even be performed on babies.

The doctor applies various different solutions, each containing an allergen, to the patient's forearm. The skin is pricked to allow the allergens to enter. A physical reaction, with symptoms such as redness or itching, is a sign that an allergen could be a trigger.

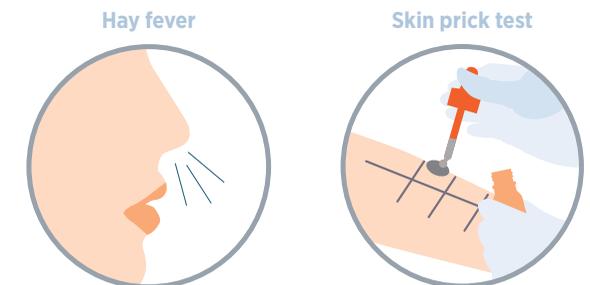


15%

of the German population suffers from hay fever.

That makes

12 million people.



GOOD TO KNOW

Lasting relief for hay fever

In mild allergies, antihistamines can temporarily alleviate symptoms. However, these medicines only provide short-lasting relief from allergies and can often cause drowsiness.

Hyposensitisation is the only method of treatment that is capable of addressing the root cause of an allergy and providing long-term relief from symptoms.

It is also the only way to reduce the risk of atopic march or a progression into more serious effects. People with allergies often have more than one allergy-related condition. Allergic dermatitis is usually the start of suffering for people with allergies. In the years that follow, patients often develop hay fever or allergic asthma as well. Allergies “march” through the body, from the skin to the nose, and on to the lung.

Talk to your doctor about hyposensitisation.



4 out of 5

people with allergies are able to successfully lessen their symptoms with hyposensitisation.

For SIT to be successful, patients have to actively commit to three years of treatments.

GUIDE TO HAY FEVER

Tips for every day

There is a lot you can do to relieve your symptoms:

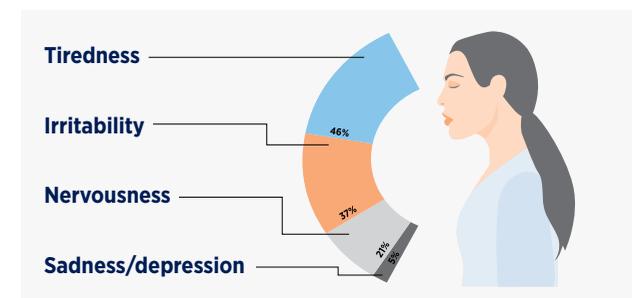
- Clean and moisten your nose regularly using a saline solution.
- Open your windows and air out rooms when there is less pollen in the air: between 6 and 8 am in the city, and after 6 pm in the country.
- Do not store clothes in your bedroom that you have already worn.
- Go on holiday in regions where plants that can trigger your allergies do not grow or are not in bloom. Mountains, islands and coastal areas tend to have lower pollen counts.
- Dog and cat hair are a magnet for pollen, so always brush your pet's fur thoroughly before they enter the house.
- Do not dry your laundry outside.

For more helpful tips, visit www.leti.de

People with hay fever often have dry skin and itching. Allergies can damage the skin's barrier function, causing the skin to lose moisture. As a result, allergens and contaminants can make their way into the skin, triggering allergy symptoms. That is why people with allergies should always take an integrated approach to treating their conditions. Regular care using medical skincare products plays an important role.

Pollen allergies trigger more than just physical symptoms. People with allergies often report a negative impact on their quality of life and performance. Because they suffer from itchy skin, sneezing, irritated throats and runny nose even at night, many people with pollen allergies have trouble sleeping. As a result, they may be irritable and seem disconnected during the daytime, and may sometimes even experience symptoms of depression.

Mental effects of hay fever



Source: Canonica G.W., Bousquet, J., Mullol, J., Scadding, G.K., Virchow, J.C: "A survey of the burden of allergic rhinitis in Europe", in Allergy 2007; 62 (Suppl. 85): 17-25.

Skincare for people with pollen allergies

LETIAT4 is a medical skincare line specially formulated for the skin of people with allergies* and allergic dermatitis. All products help to relieve the four typical symptoms: dryness, itchiness, irritation and infection.

People with allergies should apply LETI AT4 twice a day to optimally care for their skin barrier function.



GET YOUR FREE SAMPLE**

Order your free sample of LETIAT4 today and start pampering yourself: www.leti.de/gratisprobe

* Type I allergies such as hay fever or allergic asthma
** While stocks last

www.leti.de The new LETI guide online – with even more tips and knowledge for people with allergies