

Treat the Allergies, Not Just the Symptoms!

allergiMed™



Phase 1: introduction

Today is the Beginning of Your Allergy Free World!

Welcome to allergiMed™

The allergiMed allergiDrops are very different from any other allergy medication you may have taken before. Unlike chemical medications (antihistamines, nasal sprays and steroid shots), our universal allergiDrops are designed to treat the cause of your allergies by strengthening your immune threshold (tolerance) which decreases your sensitivity to environmental allergens such as pollens (grass, trees, weeds), dust, mold, dander and animal hair.

AllergiMed's Universal allergiDrops contain a secret formula of the top 100 allergens in North America, which are considerably more antigens than you would find in allergy shots.

However, our low-dose daily schedule allows your immune system to steadily build a tolerance to more antigens on a daily basis, in a much safer and faster way than weekly allergy shots. Furthermore, unlike allergy shots, allergiDrops are pain-free and administered safely under your tongue, conveniently from your home, and with a safety profile clinically proven to be far more superior than allergy shots. (NOTE: There have been no recorded reactions to immunotherapy applied under the tongue for 60 years in the US or Europe).

Think of AllergiDrops as "weight training" for your immune system. For example, if you were to start weight training today, you can't

expect to be the Incredible Hulk tomorrow! This desensitization protocol takes time and consistency to maximize its effectiveness.

With every daily dose you take under the tongue, you are building the strength of your immune system, and decreasing the inflammation process your body creates when allergies strike. With each increasing phase, the concentration of the allergidrops vaccine also increases until you reach our Maintenance Phase (5).

If you miss a day or two, it should not be a problem to jump back into the schedule you left off, but you may want to split your doses between morning and evening.

**Thank you
for joining
allergiMed**

56.4% of Americans are allergic to more than 2 allergens, but have no clue as to what! allergiMed's allergiTest allows your doctor to identify what allergens are causing your allergy symptoms. Once you have been able to identify what you are allergic to, the allergiDrops program will decrease the amount of anti-bodies your body produces causing your allergic sensitivity. A follow up allergiTest next year should show a massive improvement in decreasing the number and severity of your allergies, which allows you to live an allergy free life!

Common Benefits of allergiDrops



- ✓ **Natural:** Protein extracts are made from collections of nature's own allergens
- ✓ **Fast:** Noticeable relief within weeks of starting the treatment
- ✓ **Painless:** Our needle-free program means no more stress about shots!
- ✓ **Convenient:** Eliminate the hassle & expense of excessive trips to an allergist
- ✓ **Effective:** Available for huge range of patients from young children to seniors
- ✓ **Long-lasting results:** Aren't you sick and tired of being sick and tired?
- ✓ **Safety:** No anaphylaxis reaction EVER recorded in 60 years (USA or Europe)
- ✓ **Cost Effective:** Eliminate the need for long-term medications that don't work

Tip for Success!

Daily-Drops!

Don't skip any days if you can help it! The allergiDrops bottle can be put next to your toothbrush, (assuming you brush your teeth every day). It should be easy to remember. Just count the number of drops as they fall, hold the fluid under the tongue for two minutes (no swallowing until 2 minutes is up) then wait a couple of extra minutes before brushing your teeth.

Checklist

On the back of this newsletter, you will find your dosing schedule. Hang it up on your mirror in the bathroom (or take it with you when you travel) and check off the number of drops you are taking each day. This way, you will know what day you are on and how many drops you need each day.

Allergy Treatment Options for Battling Allergies



1. Avoidance

Sometimes you simply can't avoid the things that cause allergies, but this approach is not always practical or desirable. For instance, you may be able to remove offending plants

from your home but pollen can travel up to 300 miles, so you are always vulnerable to trees, flowers and weeds from your neighborhood and city. Animals that cause allergies may be taken away but their dander can remain in a home for up to six months; if you visit a home with pets, their hair stays when they're not present. Additionally, even thorough efforts to clear your home of allergens can fall short against relentless household dust, cockroaches or hidden mold. Therefore, avoidance is a major challenge and it can significantly impact your quality of life (especially if you like the animals, trees and flowers that cause your allergies)



2. Medication

The goal of virtually all prescription and over-the-counter allergy medications is to stop allergy symptoms temporarily.

Pharmaceuticals do nothing to relieve the CAUSE of your allergies, which is why your misery returns every time you encounter allergens your

body doesn't like. Another big reason people don't like taking their medications is because of the side effects they can cause. Look at the labels of some of these medications and review the warnings they provide. "Do not drive or operate heavy machinery"...does anyone ever ask why do they say that? Of course not. Patients just know that when they take medication, the side effects of a "cloudy head" are often times worse than the allergy itself!

3. Immunotherapy

Immunotherapy is a natural allergy remedy that desensitizes your body to allergens by introducing them to your body, via serum, in small doses. As treatment progresses, the amount of these allergens (also known as antigens) in the serum increases so your immune system learns to tolerate and then ignore them, making your life much easier during allergy season! There are two types of immunotherapy..

A. Allergy Shots:

Shots have been used in the U.S. for decades. They require you to visit an allergy specialist's office regularly -- up to twice a week for 3-5 years.



Unfortunately, each visit takes a minimum of half an hour and often requires you to miss work or school and/or to adjust your busy schedule. Even though shots are currently the only method of immunotherapy recognized by the FDA, allergy shots have a history of causing death from anaphylactic (allergic) shock, which is why you need to be observed after getting your shot while sitting in the lobby of an allergist's office. Allergy shots have been outlawed in Italy, France and Great Britain and have converted to the use of allergy drops exclusively.

B. Allergy Drops:

Allergy Drops have been popular throughout the world for over 60 years. In the comfort of your home, you simply place a few drops of serum (the same serum used in allergy shots) under your tongue every day. You only need to visit your healthcare provider every 12 weeks for a refill and a quick follow-up. By your first follow-up, you'll likely notice a marked improvement. Within a few months you should realize a significant reduction in the need for allergy medications. And, in three years, if you are like most patients you will experience complete remission of your environmental allergies.

topic	allergidrops	allergy shots	Rx drugs
Method of Administration	Drops under the tongue.	Shot(s) in the arm	Inhale, nasal spray, SVN, swallow, drink
Adverse Reaction (Risk)	Possible nausea, tingling in the mouth or tongue	Swelling, itching, hay fever, life-threatening anaphylaxis	Drowsiness, restlessness, dry mouth, increased infection risk
Number of Provider Visits Required	Once every 12 weeks, which is 4 times a year, at your primary care physician	1-2 times every week, which is 48-96 times a year at an allergy specialist	Frequent for medication refills, acute flareups, resulting infections, side effects
Allergy Test Required	Yes, as needed. The needle-free allergiTest can be performed within 30-minute visit	Yes, as needed. More specialized test can be performed in allergist office with needles	Recommended, but not required. Allergies should be confirmed prior to patient prescribed Rx
Who should NOT use allergiDrops	Because of safety profile, only patients who are severely immunodeficient are restricted from SLIT	Taking beta blocker, history of anaphylaxis, kids under 5, severe asthmatics, severe immunodeficiency	Medication-dependent but may include hypertension, immunodeficiency, people on interacting meds, bad med reaction
Duration of treatment	2-4 years	3-5 years	Life long dependency
Treatment frequency/ location	Daily drops under the tongue, conveniently at home.	Shots once or twice a week, inconveniently at the doctor's office	Daily or multiple doses at home
FDA Approval	Serum: Yes. Method: under review	Serum: Yes Method: Yes	Yes
Effectiveness	Yes. 90% of patients stay on drops after 12 months. High compliance	Yes, but only 30% of patients stay shots after 12 months. Limited compliance	50% of patients dissatisfied, 30% patients prescribed may not even need it, low compliance
Insurance Coverage	allergiTest: Yes allergiDrops: No Flexible Spending Account eligible	Test: Yes. Shots: Yes	Yes for treatments and medication
Cost Comparison	\$69.95 per 30-day prescription. (\$2.17 per day) plus quarterly office visit	Co-pay each weekly visit, insurance co-pays vary.	Co-pay per office visit, co-pay for emds each prescription filled.
Treatment Time	Hold drops under tongue for 2 minutes each morning	Hours every week (driving to and from, wait after shot)	1-30 minutes per day depending on qty and type of medications

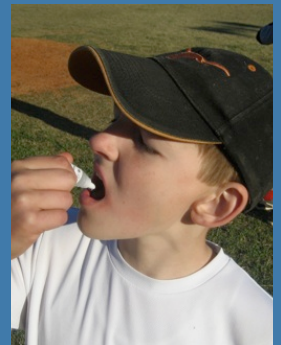
therapy

There are several options to treating allergies, and only immunotherapy has proven to reduce the allergic sensitivity.

Pharmaceuticals are designed to provide short-term relief to allergic symptoms and NOT intended to treat the allergy itself.

SCIT: Subcutaneous Immunotherapy (shots) are currently the only FDA approved form of administration for modulating the immune system to allergies.

SLIT: Sublingual Immunotherapy (drops) are considered the wave of the future for immunotherapy and currently under FDA trials to prove it's effectiveness and superior safety profile over allergy shots.



"My son would get sick every year baseball started. He would be so miserable that it would effect him at school and on the field. The medications made him drowsy and he hated taking them. Once we found allergiDrops, within weeks, his allergies disappeared, and he no longer gets strep throat or sinus infections. Thanks allergiMed!"
Tracy, concerned mom, San Antonio TX

Dosing Directions for allergiDrops: Dropper 1



1. Open the allergiDrops bottle labeled "1". This dropper bottle will last you the next 30-days, and at the end of dropper 1, you should receive dropper 2 with stronger concentrations of antigen medication.
2. On the chart below, look at "Week #1" and "**X**" the box that identifies your first day of dosing. Make sure all 7 squares are checked before proceeding to the next week. In other words, if you started on Wednesday, finish the rest of week one before going to week two, and so on.
3. While looking in the mirror, curl back your tongue exposing the cavity behind the lower front teeth, and proceed to gently squeeze the dropper until two solid drops fall from the dropper tip. **DON'T SWALLOW** for the next two minutes so the serum has time to penetrate the sublingual mucosa cells and enter your blood stream.
4. While waiting two minutes for the allergiDrops to soak in, screw the cap back on the dropper bottle and set aside for easy access for the next dose. Reminder: Put the dropper near your toothbrush so you remember to take it every day, and put this dosing schedule on your bathroom mirror so you remember to mark the days off as you go.
5. **CIRCLE** the day you notice that your symptoms have started to decrease, and circle again when they are completely gone. We would love to know! Send your feedback on your allergiDrops to www.allergiMed.com.

If you notice any minor symptoms (watery eyes or sniffing), you have temporarily passed your "allergic threshold". To avoid this from happening again, simply split your drop-dose between the morning and in the evening. Continue the split dosing until you notice the symptoms have vanished, then resume regular dose schedule.

Even though AllergiDrops are the safest way to treat the cause of allergies, all patients are different tolerances to different allergies. With that said, if you should have any reaction above minor symptoms, please contact your doctor.

Dropper bottle 1

30-day schedule

Week#	#Drops	M	T	W	T	F	S	S
1	2							
2	4							
3	6							
4	8							