



# HEALTH AWARENESS

## New Campaign Has Asthma Patients Asking—What's My IgE?

(NAPSA)—An estimated 60 percent of asthma patients have allergic asthma, a type of asthma that is set off by allergens such as dust mites, pet dander, pollen, mold spores or cockroaches. Yet in the U.S., only a small percentage of asthma patients are tested for allergies.

People with allergic asthma may produce too much IgE (immunoglobulin E), a substance that occurs naturally in the body. The extra IgE, in turn, may set off asthma symptoms—coughing, chest tightness, difficulty breathing, and wheezing—and attacks. In some cases, it may lead to a trip to the emergency room.

“People are often surprised to find out that approximately 60 percent of asthma patients have allergic asthma,” said Dr. Bill Storms, allergist with The William Storms Allergy Clinic in Colorado Springs, Colorado. “Because IgE is involved early in your body’s response to an allergen, reducing IgE may help prevent asthma symptoms and attacks before they start.”

In an effort to educate the public about allergic asthma, raise awareness of IgE and the role of allergens in asthma, the Asthma and Allergy Foundation of America (AAFA) is launching the “What’s My IgE?” campaign.

According to Mike Tringale, director of external affairs at AAFA, knowing one’s IgE may provide patients with the information they need to discuss the cause



**People with allergic asthma may produce too much IgE. A new campaign is teaching people how to get tested.**

and management of their asthma with a specialist.

“Patients with chronic conditions such as diabetes, hypertension and obesity know that the key to long-term management is to know their numbers, whether it be blood sugar, blood pressure or body mass index,” said Tringale. “This campaign aims to create the same awareness of IgE among allergic asthma patients.”

Visit the campaign web site [www.WhatsMyIgE.com](http://www.WhatsMyIgE.com) for valuable information on allergic asthma and IgE as well as free resources including an asthma specialist locator, Doctor Discussion Guide and downloadable “What’s My IgE?” brochure.

“What’s My IgE?” is supported by Genentech, Inc. and Novartis Pharmaceuticals Corporation.