

# HEALTH ALERT!

## New Hope For Allergy Sufferers

(NAPSA)—Recognizing that allergies are not something to sneeze at, researchers have found ways to save people from what can become deadly reactions.

### The Problem

The problem is what's known as anaphylaxis. It is a sudden, severe, allergic reaction that can involve the skin, respiratory tract, gastrointestinal tract and cardiovascular system.

Up to 43 million people in the U.S. alone are at risk and that number is expected to climb. Some 8 percent of children have food allergies, with allergies to peanuts and tree nuts among children having doubled in the past five years. Peanuts, tree nuts such as walnuts and cashews, shellfish, fish, milk and eggs commonly cause anaphylactic reactions.

In the U.S., food-induced anaphylaxis is believed to cause about 30,000 trips to the emergency room and between 150 to 200 deaths each year.

### The Symptoms

Symptoms can include a tingling sensation in the mouth, swelling of the tongue and the throat, difficulty breathing, hives, vomiting, abdominal cramps, diarrhea, drop in blood pressure and loss of consciousness. These can occur within minutes to hours after contact with the allergy-causing substance. Only a trace amount of the problem food, medicine or other substance can cause a reaction in some individuals.



**Life-threatening allergic reactions can be stopped with common sense and a new device.**

Reactions can range from mild to life threatening. People who have asthma, eczema or hay fever are at greatest risk.

### An Answer

In response, a pediatric-oriented company dedicated to identifying, developing and delivering solutions to address the unmet medical needs of children and those who care for them, has come up with a novel epinephrine auto-injector, Twinject®, which is indicated for the emergency treatment of severe allergic reactions. Epinephrine, also called adrenaline, is the medication of choice for controlling a severe allergic reaction.

Called Twinject, the device is the only available product approved by the FDA that contains two doses of epinephrine in a single device. This is important,

as published studies have demonstrated that more than one dose of epinephrine may be required in many situations to properly address the allergic reaction, with the second dose often needed within five to 10 minutes after the first.

Twinject is a compact auto-injector device. The first dose is administered automatically and a second dose may be administered manually following partial disassembly of the auto-injector. It has a permanently attached Wrap Label™ sheet to ensure step-by-step instructions are always available.

### Reducing Risk

Even better than stopping a reaction is avoiding it in the first place. To do that, there are several steps you can take:

1. Be sure all your health care givers know of your allergy. An estimated one in 10 Americans may be at risk for allergic reactions to medications.

2. Avoid the allergy-causing food. Read ingredient labels for all foods. If the label contains unfamiliar terms, call the manufacturer and ask for a definition or avoid eating that food.

3. Stop insect stings. Avoid brightly colored clothing, scented cosmetics and perfumes. Don't walk barefoot, do use caution when cooking outdoors and keep insecticide handy.

For more information, visit [www.twinject.com](http://www.twinject.com).

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**Note to Editors:** Twinject auto-injector 0.3 and 0.15 mg (epinephrine injection, USP 1:1000) is indicated in the emergency treatment of severe allergic reaction (Type I) including anaphylaxis to stinging insects, and biting insects, allergen immunotherapy, foods, drugs, diagnostic testing substances, and other allergens, as well as anaphylaxis to unknown substance or exercise-induced anaphylaxis. Twinject should be administered with caution to patients with cardiac arrhythmias, coronary artery or organic heart disease, or hypertension. Adverse reactions to epinephrine include transient, moderate anxiety; apprehensiveness; restlessness; tremor; weakness; dizziness; sweating; palpitations; pallor; nausea and vomiting; headache; and/or respiratory difficulties. Full prescribing information is available at [www.twinject.com](http://www.twinject.com).