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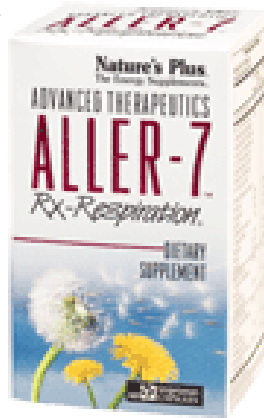
## IMPROVING RESPIRATORY HEALTH

Allergies are the result of a cascade of events that trigger an allergic response by the body's immune system. First an allergen such as pollen comes into contact with a specific cell in the body's immune system called an "antigen presenting cell." This in turn triggers T-cell's to release interleukins IL-4 and IL-5. These interleukins then activate B-cells to release antibodies, which are specific to the antigen (i.e., pollen) that first came into contact with the body's immune system. Once the specific antibodies are released they travel around the body and attach-themselves to mast cells which are storehouses of inflammatory mediators such as histamine. The next time the body's immune system comes into contact with the antigen (i.e., pollen), it binds to the antibody that is bound to the mast cell which causes the mast cell to de-

granulate (breakdown). This in turn, causes the release of histamine and other inflammatory substances that irritate the epithelial cells of the nose and throat producing the symptoms of allergy such as runny nose, coughing sneezing etc.

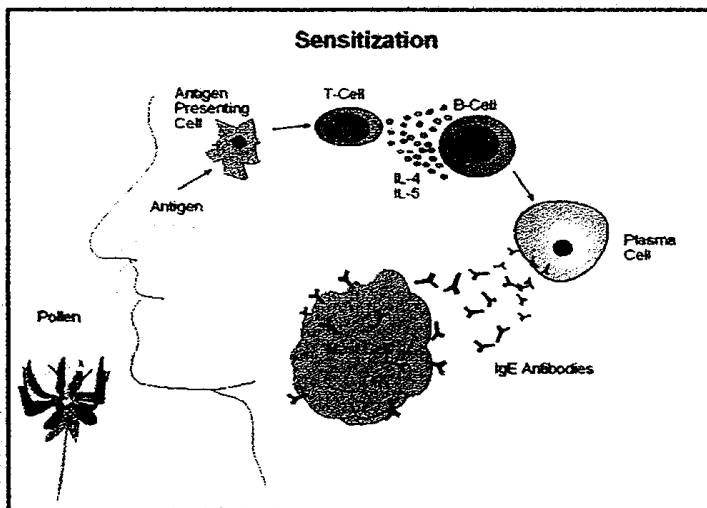


Allergies, the sixth leading cause of chronic disease in the United States, are a year-round problem for millions of people. According to the Asthma and Allergy Foundation of America, an estimated 50 to 60 million Americans — one of every five adults and children —



suffer from allergies, including allergic asthma. Allergies are responsible for 3.5 million lost U.S. work-days each year, at a cost of \$639 million. An estimated two million school days are lost each year due to allergies, with an indirect cost reaching \$4 billion.

Predominately, people suffering from airborne allergic rhinitis are affected in the spring and fall by pollens, grasses, and ragweed. Allergens that affect people year-round generally emanate from pet dander; molds, dust mites, and other environmental factors. For relief, many people turn to prescription or OTC drugs. The two most common allopathic (drug) methods of relieving allergies are variations of either an antihistamine or a decongestant. Antihistamines work by blocking the histamine reaction that is triggered upon exposure to an allergen, and are often most effective if taken preventatively. One of the most common side effects of OTC antihistamines is sedation. That makes these



products dangerous for anyone who must perform tasks that require alertness such as driving and operating machinery. One exception is loratadine (Claritin), which has recently switched from a prescription to OTC medication. Three other common antihistamines that are available by prescription are fexofenadine HCL (Allegra), desloratadine (Clarinex), and cetirizine HCL (Zyrtec).

Decongestants, such as pseudoephedrine HCl (Sudafed), are used to reduce blocked, swollen, and irritated nasal passages. Decongestants work by shrinking the blood vessels that supply the nose, which then reduces the blood supply and swollen membranes found in the nasal cavity.

Neither antihistamines nor decongestants ameliorate allergies, nor do either of them work effectively on all of the many diverse symptoms allergic reactions produce. Additionally, most allopathic remedies can cause serious side effects such as nervousness, fatigue, headache, drowsiness, and bleeding.

Currently, there are an assortment of natural supplements that are purported to alleviate allergies, including vitamin; mineral, and homeopathic remedies. However, few of these prod-



ucts are supported by scientific research that demonstrate either efficacy or safety. While some of these natural remedies available today are helpful in minimizing allergic symptoms, most provide only minimal relief, and In the case of ephedra-containing products, pose significant safety concerns. However, a new product called Aller-7 has just been introduced that may offer a true solution for allergy sufferers.



Aller-7 (patent-pending) is a blend of seven standardized herbal extracts clinically tested to promote respiratory health and normal breathing during allergy season, as well as all year round. Extensive subclinical, as well as multi-center, placebo-controlled studies involving more than 500 subjects, have shown that Aller-7 is all-natural, safe, and effective in helping to promote healthy respiratory and immune systems, promote clear airway passages and normal breathing, stabilize mast cells (which promote respiratory health), and neutralize free radicals, which can damage the body's respiratory and immune systems.



Starting with extensive knowledge and an evaluation of more than 50 plants possessing immune-promoting properties and applying modern techniques of inves-

tigational science, numerous combinations of extracts were prepared and tested. In the end, Aller-7 stood out above all others for its ability to provide safe and effective respiratory health.

