

RETHINK ALLERGIES: **The Real Cause Of Allergy Symptoms**

Hint: It's Not The Pollen... Or The Pets



**Sick And Tired
Of Allergies?
Get Through
Allergy Season
With No Allergic
Response At All!**

by Dr. Paul H. Ratner, MD, MBA, Board Certified Allergist
and Marty Marion, President, Exposure Scientific, LLC

ALLERGTMX

**An AllergX
Special Report**



The Unseen – *But Definitely Felt* – Allergy Epidemic And The Real Cause Of Allergy Symptoms Explained

**by Dr. Paul H. Ratner, MD, MBA, Board Certified Allergist
and Marty Marion, President, Exposure Scientific, LLC**

ALLERGIES? It's A Really Really Big Problem, And It's Getting Worse Nasal Congestion, Runny Nose, Nasal Itch, Sneezing

With more than 60 million Americans suffering from seasonal (outdoor) and year-round (indoor) allergies (*that's one out of every five Americans*), there's a good chance you or someone close to you is an allergy sufferer.

The Really, Really Big Problem

According to leading U.S. allergist and clinical researcher Paul H. Ratner, MD: "The staggering number of allergy sufferers and the increase in new diagnoses is indeed a serious situation. With all the allergy treatments on the market today, we're still diagnosing more people with allergies than ever before. Clearly something's not working. Global warming is causing longer pollen seasons, which affect more people for a longer period of time. People travel more than in previous years, and as a result are exposed to allergens they've never experienced before. With more than 20 percent of the US population suffering from indoor and outdoor allergies, we're talking about a major national health crisis. If allergies were infectious, we'd call it a true epidemic."

That's quite a statement, coming from one of the world's leading allergy researchers.

The Situation Is Getting Worse

More people are being diagnosed with allergies each year than ever before. Allergy seasons are starting earlier, and lasting longer than they have in decades.

And they are more extreme than they've been in the past 40 years, with earlier, longer seasons and warmer, wetter climates producing more pollen than ever before.

The good news is that there is something new you can do about it. And it's not about taking antihistamines or decongestants, or staying indoors all season, or never visiting your friends who have cats or dogs.



But first, let's start with some alarming statistics you might not have known:

- As we said, more than 60 million Americans suffer from allergies, and the figure is rising!
- Allergies are the 5th leading chronic disease for all age groups
- More than 50% of US homes have 6 or more detectable allergens present
- Over 40% of allergy sufferers report limited abilities
- Allergies are responsible for over 18 million outpatient doctor visits per year
- Allergies' toll on productivity is over 4 million lost work days annually

What's Causing All Of This?

The heart of the issue, and the answer lies in understanding the real root cause of allergy symptoms. You wouldn't care how much pollen was in the air, or how many dogs or cats your friends have, if it didn't cause those annoying and often debilitating symptoms: sneezing, itchy watery eyes, runny nose and nasal congestion, to name a few.

Have you ever wondered why can some people run through a field of flowers and experience no ill effects, while others react with horrible symptoms? Or why some people can pet a cat or a dog and not get an allergic response? If the pollen or pet dander were the problem, *EVERYONE* would experience allergy symptoms. But they don't. The culprit here is *NOT* the pollen, or the pet. So we have to look somewhere else.

And that somewhere else is a substance called *histamine*, which is released by cells in the nasal and sinus cavities (called mast cells) when allergic individuals are exposed to allergens that affect them. Understanding the pathway that results in the onset of allergy symptoms is an important step in understanding options for allergic individuals.

We'll make it as simple as possible.

Every person has an immune system whose purpose is to keep them healthy. You want your immune system to respond to dangerous foreign substances - like viruses or bacteria - and help your body fight off harmful invaders. But you don't want your immune system to over-react and go into overdrive trying to fight substances that are not harmful - like the feathers in your pillow, or your cat, or pollen.

Here's What's Really Happening:

Your immune system includes an opposing set of cells called 'T-cells'. One type of T-cell is the TH2 "Aggressor Cell".



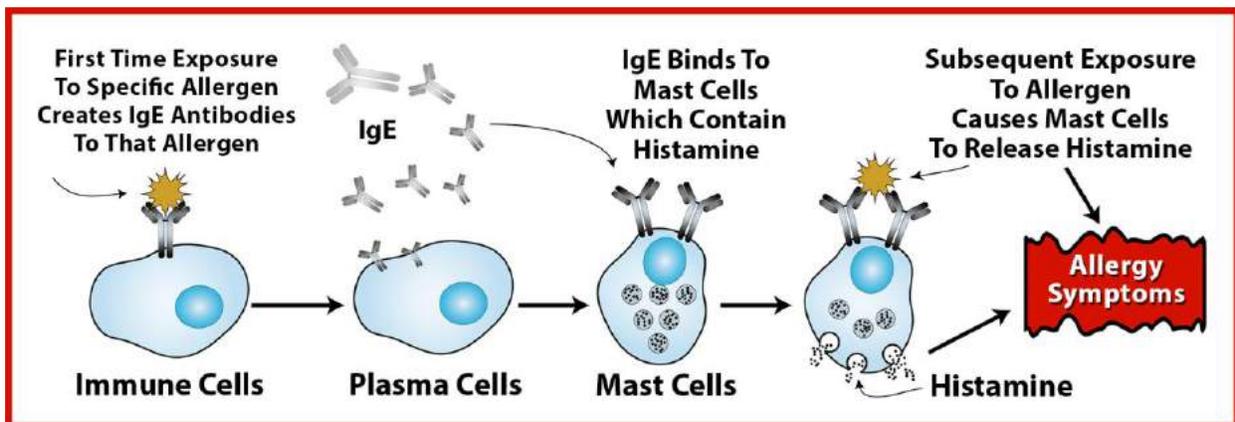
Aggressor TH2 Cells cause your immune system to produce a key allergen antibody called Immunoglobulin E (IgE) (pronounced EYE-gee-EEE). The more TH2 Aggressor Cells you have, and the more active they are, the more IgE you produce. You also have cells called TH1 “Suppressor Cells”, and these cells dampen and ‘down-regulate’ the overproduction of IgE. The more active your TH1 Suppressor Cells are, the LESS IgE your body will produce.

So why is this IgE so important? Simply this: IgE is the main culprit in the pathway to your body releasing histamine when you’re exposed to allergens. And since histamine is an inflammatory chemical, it’s what your body is reacting to with all those annoying symptoms. So you want to release as little histamine as possible when you’re exposed to pollen or other allergens.

Dr. Ratner says: “It’s not the pollen, it’s the histamine.” And he’s right. That’s why people run to the store to buy an ANTI-histamine. They don’t buy an anti-DOG, or an anti-POLLEN!

When you are first exposed to various allergens (like pollen), your immune system creates IgE antibodies for those specific allergens.

These IgE antibodies attach themselves to mast cells in your nasal and sinus cavities, and there they sit, waiting for allergens to come along. And when allergens, like pollen, do come along, they bind to the IgE molecules which in turn causes the mast cells to explode and release a flood of inflammatory histamine, which is linked to all those allergy symptoms.



As Dr. Ratner explains: “The less IgE your body produces, the less IgE there is to attach to the mast cells; so when allergens come along they’ll find less IgE to trigger the release of histamine. Less IgE means a lower chance of allergy symptoms.”

And that’s a good thing.



Why Me?

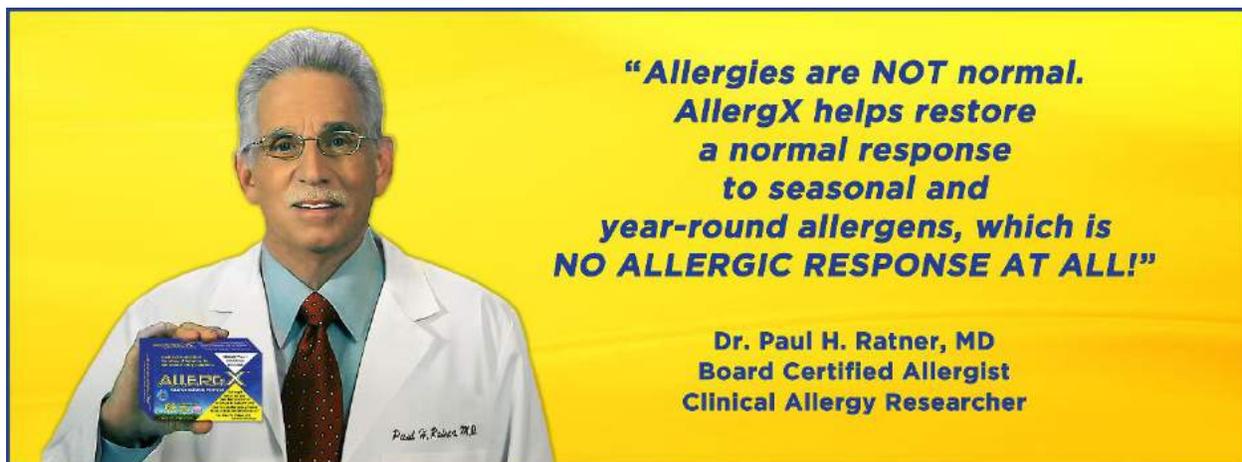
You might ask “Why am I producing so much IgE, and what can I do about it to lower my chances of an allergic reaction?” We’re glad you asked.

There are many factors that dictate how much IgE any person produces; genetics is probably the most significant, while factors like aging, poor diet and nutrition, obesity and environmental stresses likely play a role. Any of these familiar to you?

Remember, IgE production increases when the activity of TH2 Aggressor Cells is greater than the activity of TH1 Suppressor Cells. And, true to the nature of aggressive cells, the action of TH2 Aggressor Cells is, well, very aggressive.

So if your immune system is out of balance, there’s a good chance you are over-producing more IgE than your body needs, and thus you are increasing your chances of a histamine release and the onset of allergy symptoms.

Ideally, you’d like to increase the activity of your TH1 Suppressor Cells to dampen and regulate the over-production of IgE to normal healthy levels. If you could do that, you’d lower the likelihood of an allergic response.



Dr. Ratner continues: “An individual with a well-balanced immune system would NOT over-produce IgE to the levels we see in allergic individuals.”

AllergX™ Allergy Defense Formula - A New Option For Allergy Sufferers

OK. So you over-produce IgE and experience allergy symptoms when you’re exposed to allergens that are in fact harmless.



Up until now the only real choices you had were antihistamines, desensitization or allergy shots, or in more severe cases, nasal steroids to reduce the inflammation. Or, as some would have you believe, stay indoors all season and avoid pollen and pets at all costs.

We don't think you should limit your lifestyle or wear a bio-hazard mask every time you go outdoors, or to visit your friend with the cats.

We also think that while antihistamines do provide relief, they only treat symptoms *after* they have started, and don't address the real root cause of the problem – the over-production of IgE, caused by an easily correctible imbalance in your immune system that causes it to mistake harmless allergens, like pollen or pet dander, as potentially dangerous. When this happens, your over-sensitive immune system releases histamine to fight the wrongly identified “foreign invaders”, and your allergy symptoms are your body's reaction to the histamine – which is a highly inflammatory chemical.

Antihistamines act by binding or ‘soaking up’ histamine that you've already released. Think of the tragic Gulf oil spill. It's possible to soak up a lot, even most of the oil, but we'll never be able to get it all. Antihistamines can bind a lot, even most of the histamine released, but they can never get it all.

That's why most serious allergy sufferers never report complete relief – even when taking antihistamines.

And many antihistamines come with a price: potential side effects, including sedation or drowsiness. Have you ever read all the possible side effects of any particular antihistamine?

You should. Really. It's an eye-opener.

Introducing ALL-NATURAL AllergX™ Allergy Defense Formula

So here's our answer: Ernest T. Armstrong, CEO of Exposure Scientific, LLC developed and patented **AllergX™ Allergy Defense Formula** after more than 10 years of research and development, and clinical trials conducted by Board Certified Allergists and Immunologists across the U.S. on over 2,500 allergy sufferers.

AllergX™ is very different. We call it a “*PRE-HISTAMINE*” (as opposed to an anti-histamine), because it works to stimulate the activity of those TH1 Suppressor Cells to regulate the over-production of IgE *BEFORE* symptoms start. And preferably, you start taking it before your allergy season begins and continue throughout the season.



The primary active ingredient in **AllergX™** – cobalamins (members of the vitamin B12 family) – were tested in double-blind, placebo-controlled studies (where one group got the active product, and the other group received a placebo).

Clinical Studies

The active ingredients in **AllergX™** (the cobalamins) were extensively studied on thousands of actual allergy sufferers by some of the leading allergists in the country, following a rigorous FDA-compliant protocol. The studies were placebo-controlled, randomized, multi-center studies where allergy sufferers in the clinical studies received either a lozenge containing the active ingredient in **AllergX™** or a look-alike lozenge containing placebo (“sugar pill”).

The participants took one lozenge in the morning, and one in the evening, every day for six weeks.

Patients kept detailed diaries of their nasal symptoms and any side effects they may have experienced.

According to Mark H. Bradshaw, PhD, the statistician who analyzed the results of the study, the comparison of reported nasal allergy symptoms (congestion, sneezing, runny nose, and itchy nose) between the placebo arm and the active arm “...is highly significant ($p < 0.010$).”

Results Of Clinical Studies

The group of patients administered **AllergX™** had significantly fewer nasal allergy symptoms than the placebo group for Weeks 3 through 6.

Over the course of the study, there was an increasing difference between the severity of the allergy symptoms reported by the placebo group when compared with the **AllergX™** group, with the **AllergX™** group showing significantly fewer nasal symptoms (as seen in the charts below).

How To Read These Charts

To understand the results of the clinical studies, compare the results of the group that received the placebo with the results of the group that received the active product.

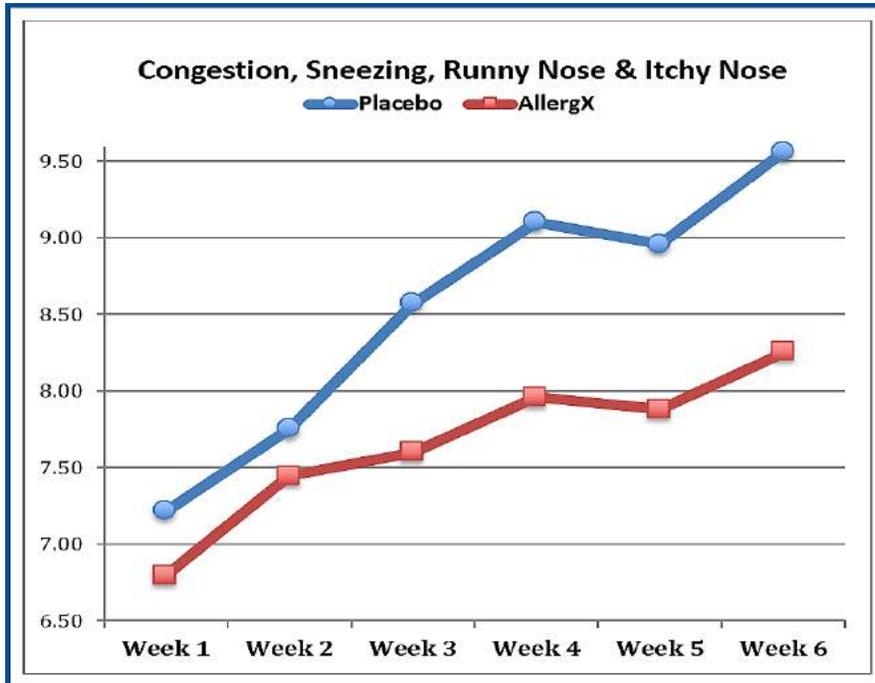
The **BLUE** lines (with circles) indicate the group that received only the placebo.

The **RED** lines (with squares) indicate the group that received only **AllergX™** (the active product).

LOWER SCORES indicate LOWER reporting of these symptoms.

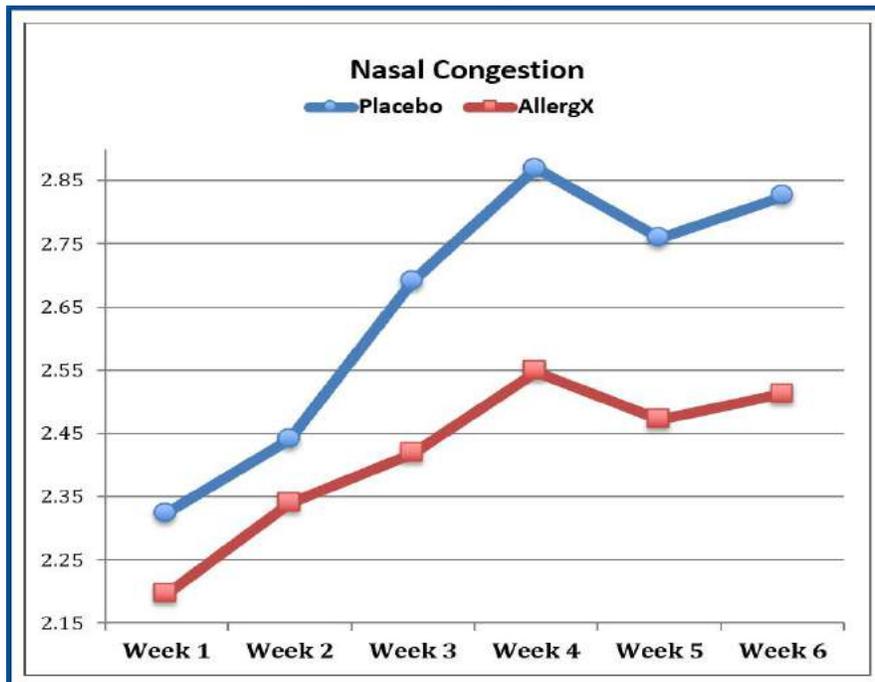


Summary Of All Nasal Symptoms:



Lower Scores Indicate Fewer Allergy Symptoms

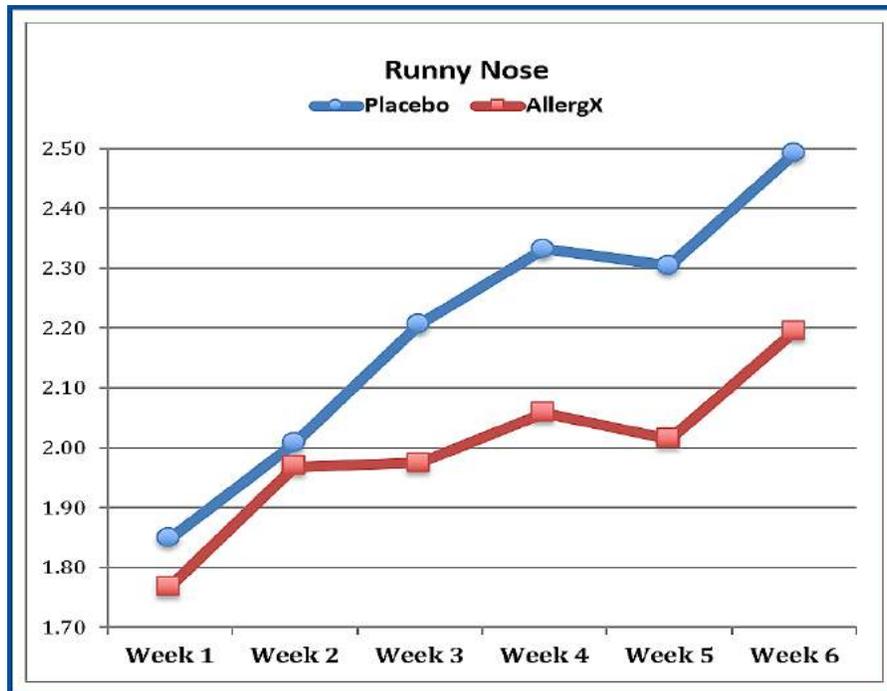
Summary Of Nasal Congestion Scores:



Lower Scores Indicate Fewer Allergy Symptoms

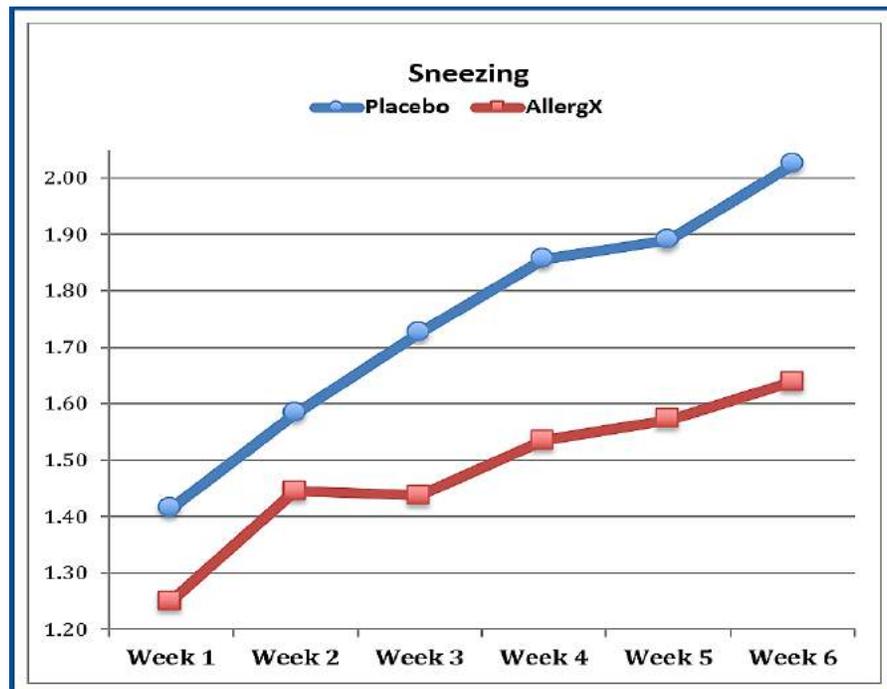


Summary Of Runny Nose Scores:



Lower Scores Indicate Fewer Allergy Symptoms

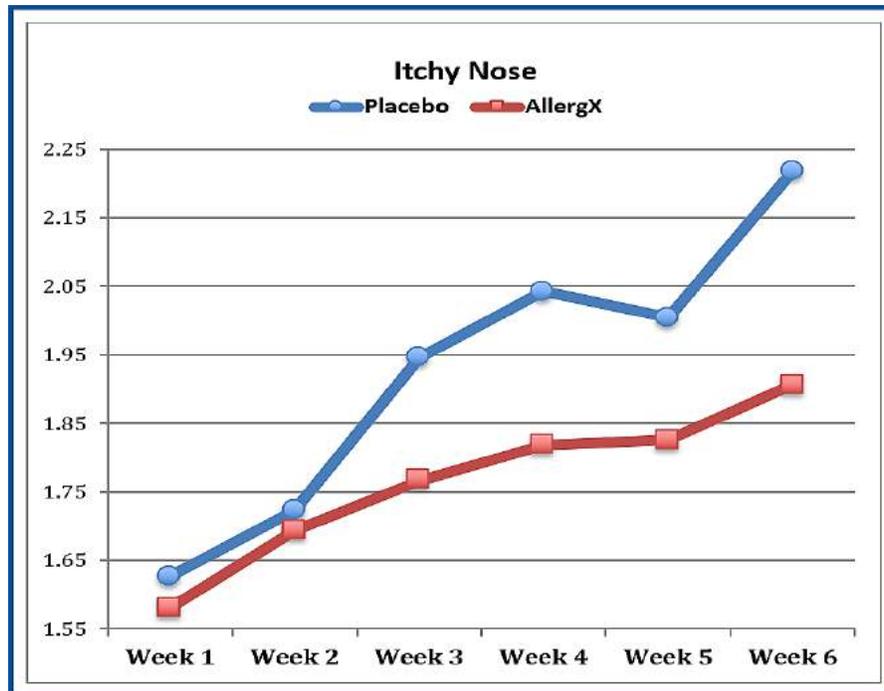
Summary Of Sneezing Scores:



Lower Scores Indicate Fewer Allergy Symptoms



Summary Of Nasal Itch Scores:

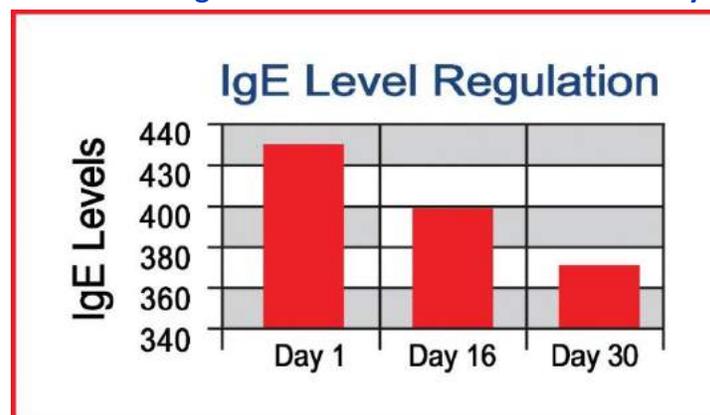


Lower Scores Indicate Fewer Allergy Symptoms

Reduction And Regulation Of IgE Levels

In a separate clinical study by Dr. Lyndon E. Mansfield, MD, Board Certified Allergist and Clinical Immunologist, allergy sufferers had their IgE levels measured before receiving the active ingredient in **AllergX™** – at day 15, and again at day 30. The reduction in IgE levels was significant. Since IgE is the allergen antibody that stimulates the release of histamine, lowered IgE levels help regulate the release of histamine, which is linked to allergy symptoms.

Reduction In IgE Levels With Cobalamin Over 30 Days:





AllergX™ Allergy Defense Formula

AllergX™ is a patented, all-natural cherry-flavored lozenge you dissolve under your tongue and then swallow twice a day. Since **AllergX™** works to restore a more normal immune system balance, it isn't intended to work instantly; it can take up to several weeks for optimal results, although many people report seeing positive results in as little as a few weeks; some much sooner.

We recommend starting **AllergX™** as soon as possible before you know your allergy season is starting, and continue taking it throughout your season. For those who suffer from year-round allergies, start taking **AllergX™** at any time and continue throughout the year.

AllergX™ is safe and effective, and has no known side effects. That's very nice. And, **AllergX™** is 100% non-drowsy, gluten-free and vegetarian. **AllergX™** can be taken with any medications – including antihistamines if you need those to treat your symptoms while your TH1 Suppressor Cells start to kick in and reduce your IgE levels.

AllergX™ is an all-natural cobalamin complex formulation that also contains other important nutrients to support a healthy, normal immune response during allergen exposure.

DIRECTIONS: Adults and children 12 years of age and over: Dissolve one tablet in mouth or under tongue, then swallow twice a day (AM and PM). For best results, take AllergX daily prior to and throughout your allergy season.

DISCUSSION: In clinical studies by leading allergists, AllergX was shown to lower levels of the allergen antibody IgE prior to the release of histamine during exposure to allergens. IgE accelerates the release of histamine which is linked to allergy symptoms such as sneezing, runny nose, nasal itch and congestion. AllergX helps restore a normal response to indoor and outdoor allergens including pollen, mold and pet dander.*

IgE Level Regulation

Day	IgE Level
Day 1	~435
Day 16	~400
Day 30	~375

*In double-blind, placebo-controlled studies, the group which received AllergX showed regulation and reduction of allergen antibody IgE levels, and a significant increase in serum cobalamin levels.**

Supplement Facts
 Serving Size: 1 Tablet
 Servings Per Container: 60

Active Ingredients	Amount Per Serving	% Daily Value
Riboflavin	3.0 mg	176%
Cyanocobalamin	3.0 mg	50,000%
Methylcobalamin	0.2 mg	3,333%
Adenosylcobalamin	0.1 mg	1,667%
L-Carnitine	0.1 mg	**
Coenzyme Q10	5.0 mg	**
Inositol	61.0 mg	**
Taurine	28.0 mg	**

** Daily Value not established

Other Ingredients: Maltodextrin, Sorbitol, Xylitol, Microcrystalline Cellulose, Mannitol, Natural Cherry Flavor, Glycine, Magnesium Stearate, Silicon Dioxide, Magnesium Oxide, Lauric Acid. AllergX is Pseudoephedrine Free, Gluten Free, and Vegetarian.

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Dr. Ratner sums it up nicely when he says: **“AllergX™ helps restore a normal response to both seasonal and year-round allergens – which is NO ALLERGIC RESPONSE AT ALL!”** We like that idea, and we think you will too.



Sick And Tired Of Allergy Symptoms?
 Here's The #1 All-Natural, Scientific Breakthrough
 To Restore A Normal Response
 To Seasonal & Year-Round Allergens, Which Is
NO ALLERGIC RESPONSE AT ALL!!

Greetings fellow allergy sufferer,

We are so confident that AllergX™ Allergy Defense Formula will work for you... we're backing up our promise with a 90-Day, No-Questions-Asked, No Gimmicks, 100% Money-Back Guarantee... Even if the box is empty!



**RIGHT NOW, SAVE UP TO 42%
 WHILE SUPPLIES LAST
 ONLY AT: ALLERGX.COM**

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