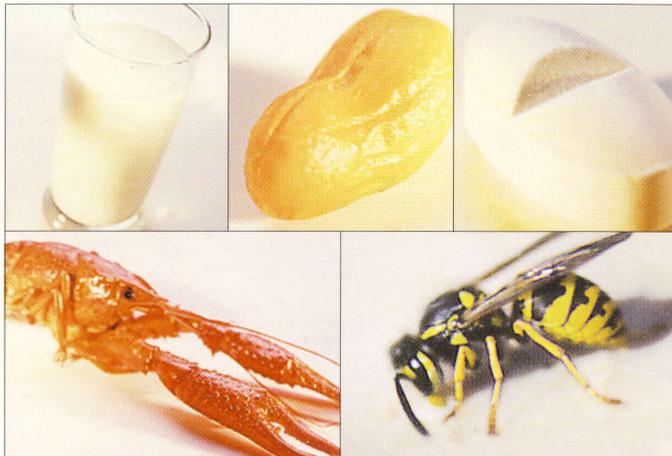


What is Allergy?

Allergy is when the body reacts to foreign substances called allergens, which trigger an exaggerated response from the immune system. An allergic reaction can occur following exposure to peanuts, bee and wasp stings, other foods (eg seafood, eggs, milk), pollen, animal hair and drugs (eg penicillin, aspirin).

Up to 5% of the population are allergic to venom in insect stings and bites. A further 1-2% suffer from food allergies. In general most allergic reactions are mild, eg itching, swelling, running nose etc. These symptoms can be easily treated with antihistamines.

However, some people are vulnerable to severe allergic reactions, known as anaphylaxis, which could result in death.



What is Anaphylaxis?

This is an emergency situation in which a severe allergic reaction has occurred. The whole body is affected, usually within minutes of exposure, and the symptoms can vary in severity, including some of the following:

- ◆ Hives, itching and swelling
- ◆ Tightness in the chest
- ◆ Hoarse voice or swelling of the throat
- ◆ Dizziness or feeling faint
- ◆ Unconsciousness and collapse

The only form of first aid treatment is the immediate administration of adrenaline. Adrenaline works directly on the heart and lungs, to reverse the fatal effects of anaphylaxis.

Emergency First Aid Treatment

The EpiPen is a user-friendly, self-administering adrenaline delivery system, which rapidly relieves the symptoms of anaphylaxis.

It is a disposable pen with a concealed needle that delivers a single pre-measured dose.

This is available in doses suitable for use in adults and children providing essential first aid until the patient can get to hospital for emergency treatment.

The adrenaline auto-injector relieves the symptoms of anaphylaxis, IT DOES NOT treat the underlying allergic condition. A specific diagnosis for the cause of the allergy should be conducted by performing skin-prick tests, so that the correct avoidance advice may be given. For bee and wasp sting allergy, specific vaccinations may be administered by a specialist.



PORTABLE

Small enough for a pocket/handbag

USER-FRIENDLY

Simple and quick to use
Instructions on pen
Trainer pen available

SAFE

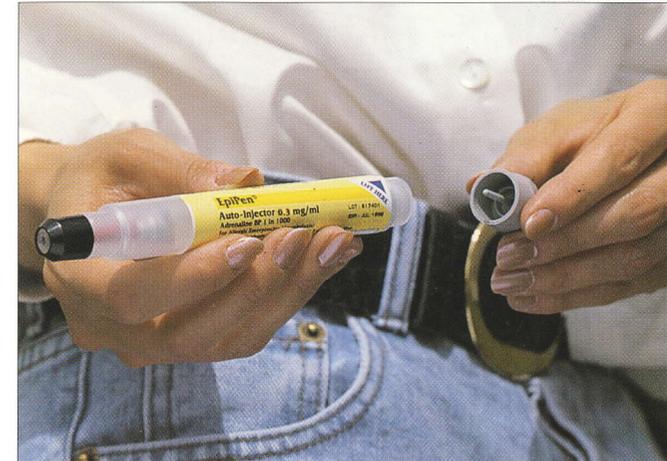
Safety cap prevents accidental injection
Needle remains sterile at all times

Patients who suffer from extreme allergic reactions should have their emergency first aid with them at all times.

The adrenaline auto-injector pen simply saves lives and saves lives simply.

Instructions for Use

1) Remove the grey safety cap.



2) Hold the EpiPen as shown placing the black tip at right angles to the thigh and press hard until the auto-injector mechanism functions (there should be a click).



3) Hold in place for 10 seconds. Remove the EpiPen and massage the area.

ALK ABELLÓ

United Kingdom