



Presents for your consideration:
BioAllergy Plus™

- ◆ **Supports healthy sinus and upper respiratory function**
- ◆ **Helps the body reduce sensitivity to food, airborne or contact substances**

BioAllergy™ is an exciting new nutritional product that can dramatically enhance your allergic patients' quality of life. This formula was developed without typical sedating or stimulating antihistamine ingredients. In BioAllergy Plus™, botanicals and enzymes are used instead. In all allergic processes, tissue anchored white blood cells, known as 'mast cells', become sensitized and produce inflammatory compounds such as histamines and leukotrienes.

Citrus bioflavonoids and **Urtica dioica** are examples of two botanicals/plant flavonoids used to stabilize the mast cell, reducing its sensitivity to allergic triggers.

Bromelain enzyme is another botanical anti-allergic ingredient. Here we use the most concentrated, undiluted bromelain available. Bromelain performs a number of useful functions. It is a natural anti-histamine. As a proteolytic enzyme it actually digests the histamine molecule. It is anti-inflammatory, and it is a mucolytic. Its mucolytic actions allow it to digest and thin mucus, so that proper drainage can occur. This is especially important for closed spaces, such as the middle and inner ear, eustachian tubes, sinuses, and airways of the lungs. Additional anti-inflammatory enzymes such as protease, lipase, amylase, and cellulase also support the action of bromelain.

Rice Bran is added to this formula for its sterol/sterolin content. The nutrients beta sitosterol and beta sitosterol glucoside act to balance T Helper 1 and T Helper 2 cell function. T cells are shown to be imbalanced with

BioAllergy™	Amounts per serving
Serving size	2 capsules
Number of servings per container	45
Vitamin C (Ascorbyl palmitate)	13 mg.
Citrus Bioflavonoids	250 mg.
Bromelain (3200 mcu/gm)	100 mg.
Urtica dioica (Nettle root)	300 mg.
Protease	2500 HUT
Lipase	50 LU
Amylase	3500 DU
Cellulase	200 CU
Rice bran	100 mg.
Curcuma longa (Turmeric rhizome)	100 mg.
Glycyrrhiza glabra (Licorice)	100 mg.
Zingiber officinale (Ginger)	100 mg.
Tanacetum parthenium (Feverfew)	100 mg.
Suggested Dose: Take 1-2 capsules, two to four times per day, between meals as needed or as directed by your health care practitioner.	

excessive activity of the T Helper 2 cell fraction in allergy patients. With overactive T Helper 2 cells the B Lymphocyte/Plasma cells are stimulated into excessive anti-body production. Excessive activity of T Helper 2 cells also leads to excessive inflammatory mediator output (interleukins, tumor necrosis factor alpha, etc.).

Turmeric, Ginger, Licorice, and Feverfew are additional anti-inflammatories also included. These plants have known antioxidant and anti-inflammatory properties.

Curcuma longa (Turmeric) exhibits direct anti-inflammatory effects by inhibiting leukotriene formation, inhibiting platelet aggregation, and promotion of fibrinolysis. Curcumin has been compared to an anti-inflammatory (without the negative side effects), being as effective in acute inflammation and approximately half as effective in chronic inflammation.

Feverfew (Tanacetum parthenium) inhibits cytotoxic and chemotactic secretion of polymorphonuclear neutrophils. Feverfew also appears to inhibit the production of prostaglandins PGE2, thromboxane, and leukotrienes.

Licorice (Glycyrrhiza glabra) through its glycyrrhizin content is capable of extending the life of endogenous cortisol. This is its major benefit in reducing inflammation. Licorice also

inhibits prostaglandin synthesis similar to cortisol by inhibiting phospholipase A2 and acting to reduce inflammation.

Zingiber officinale (Ginger) is thought to inhibit many inflammatory mediators (cyclooxygenase, leukotrienes, prostaglandins, etc.). Ginger has been used traditionally for inflammatory and painful conditions.

Vitamin C (ascorbyl palmitate) has long been used to reduce allergic symptoms. In BioAllergy™, ascorbyl palmitate was chosen due to its fat-soluble nature. This allows Vitamin C to be retained in the tissues for a longer period of time, thus enhancing its tissue stabilizing and anti-inflammatory properties.

BioAllergy™ responds to allergic symptoms without drowsiness, anxiety, insomnia, rapid heart rates, irregular heart rhythm, or benign prostate enlargement. **BioAllergy™ is a must for your medicine cabinet.**

Precautions: BioAllergy™ should not be taken by persons with an active duodenal or peptic ulcer. BioAllergy™ should not be consumed if you are allergic to one or more of its ingredients. Licorice in amounts over 1.5 g. /day should not be taken by persons with diabetes, glaucoma, heart disorders, persons with a history of stroke or high blood pressure.

References:

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3. Hayes NA and Foreman JC. The activity of compounds extracted from feverfew on histamine release from rat mast cells. *J Pharm Pharmacol* 39:466-7, 1987
4. Mittman P. Randomized, double-blind study of freeze-dried *Urtica dioica* in the treatment of allergic rhinitis. *Planta Med* 56:44-7, 1990
5. Srimal R and Dhawan B. Pharmacology of diferuloyl methane (curcumin), a non-steroidal anti-inflammatory agent. *J Pharm Pharmacol* 25:447-52, 1973
6. Amella M, Bronner C, Briancon F et al. Inhibition of mast cell histamine release by flavonoids and bioflavonoids. *Planta Medica* 51:16-20, 1985
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These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

*For Quality and Value without
Compromise*



Is the logical choice!