Now you can do more than treat their allergies. You can DECODE them.

**ImmunoCAP Specific IgE blood test** gives you results on a panel of allergens tailored to your patients' specific region to optimize your diagnosis and treatment of allergic rhinitis (AR) this year.

Before you treat it, ImmunoCAP it.
Similar symptoms—different causes.²

Clinical history is not enough. With such a costly condition, ImmunoCAP can help you make sure they have the right medication.

According to the Asthma and Allergy Foundation of America,³ types of rhinitis include:

**ALLERGIC RHINITIS**
- Seasonal—Is a reaction to pollen from trees and grasses. Occurs mainly in the spring and fall, when pollens from trees, grasses, and weeds are airborne.
- Perennial—Caused by sensitivities that are present throughout the year, such as dust mites, mold, pet dander, or cockroach residue.

**NON-ALLERGIC RHINITIS**

**INFECTIOUS RHINITIS**

Nearly 2/3 of patients prescribed antihistamines for their reported allergic rhinitis have symptoms that are not due to allergy.*

*Study of 1-year managed care records among 4,643 patients who received 1 or more prescriptions for an oral antihistamine (loratadine, fexofenadine, or cetirizine).

The biggest symptom is the impact on their lives.

Allergic rhinitis is the 5th costliest chronic condition in the US in overall costs.¹
Now he knows exactly where his symptoms are coming from.

Brian's doctor recommended a multifaceted approach of medication and exposure reduction to manage his condition.

For most AR patients, the causes are cumulative.

The allergic symptom threshold is the level at which a patient's allergic sensitivities cause symptoms. A patient's threshold is often exceeded when spring allergens and perennial allergens add up to create a cumulative effect.

- Previous exposure to allergic triggers can lead to “priming,” which creates a higher likelihood of hyperresponsiveness upon repeated exposures.
- Managing patients’ symptoms is about knowing all of their IgE sensitivities—even the ones that are hidden.
- ImmunoCAP testing has been shown to decrease the expected cost of allergy treatment by 43%.

90% of allergy patients are actually multisensitized (sensitized to two or more allergens).
ImmunoCAP is the most widely used specific IgE test in the US among healthcare professionals, including specialists. A recent Journal of Allergy and Clinical Immunology study supports ImmunoCAP as the standard in quantitative IgE testing and recommends against using different assays after initiating with ImmunoCAP. Accepted by most managed care plans nationwide.

Now you and your patients can manage the real causes associated with AR symptoms.

Clear results are easy to interpret and explain to patients.

Quantifiable levels of allergen antibodies [IgE] down to the kilounit (kUA/L).

- CONVENIENT: Results come back in a week or less, similar to a lipid panel test; simple blood draw; can be drawn in the office or at any lab
- COMPREHENSIVE: Reports sensitivities with a customized panel of aeroallergens tailored to your region
- SENSITIVE: Third-generation specific IgE blood test detects AR in up to 95% of patients; significantly more sensitive than RAST
Alex had allergy-like symptoms. He was taking an antihistamine and an intranasal steroid (INS). Alex’s physician discontinued antihistamines and told his mom to stop using a chemical carpet freshener that was irritating his eyes and throat.

- Mom no longer using same carpet freshener
- Continues INS when needed
- Mom saves money by eliminating unnecessary antihistamine

Now only taking antihistamines during allergy season.

- Use of allergen-impermeable pillow case covers has substantially cut his exposure to dust mite triggers

Natalie loves cats but ImmunoCAP revealed a 34.1 (very high) IgE sensitivity to mold and 3.6 (low) sensitivity to cat.

- Dehumidifying home to reduce mold
- Keeping her cat, just not in the bedroom
- Taking antihistamine when necessary

In one study, patients showed an average of $255 in savings per year on unnecessary antihistamines

Simple, easy steps to control allergies.

<table>
<thead>
<tr>
<th>Trigger</th>
<th>Tip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dust mites</td>
<td>Pillow and mattress covers. Washing bedding in hot water (140°F). Vacuuming with HEPA filter and/or carpet removal.</td>
</tr>
<tr>
<td>Pet dander</td>
<td>Pet-free zones, frequent vacuuming, HEPA filters, fewer pets.</td>
</tr>
<tr>
<td>Mold</td>
<td>Environmental moisture control, including use of dehumidifiers, and avoidance.</td>
</tr>
<tr>
<td>Insects</td>
<td>Meticulous control of food debris, as well as use of pesticides or insecticides when necessary.</td>
</tr>
<tr>
<td>Pollen</td>
<td>Changing clothes and showering after being outdoors, keeping windows closed during high pollen counts.</td>
</tr>
</tbody>
</table>
Before ImmunoCAP, spring and fall were especially difficult.
Sophie’s asthma was exacerbated by her allergic symptoms.

Now:
- Mom has an antihistamine on hand for when seasonal allergies hit
- A leukotriene receptor antagonist has helped both her asthma and allergic symptoms
- Exterminating twice a year whether or not pests are present

- Up to 69% of children living in inner city areas with asthma are sensitized to cockroach
- Current NIH guidelines recommend *in vitro* IgE testing as well as clinical history and physical exam for all patients with persistent asthma
- 90% of children and 60% of adults with asthma have allergic triggers

After ImmunoCAP, Sophie is breathing easier year-round.
New medication and precautionary measures have kept her under her allergic symptom threshold.

Better management starts with knowing.
No two patients are exactly alike, but often their symptoms are similar. With rising incidences of asthma and allergy, it’s more important than ever to decode your patients’ symptoms and know the real cause behind their discomfort.
You can do more than **treat** their allergies.

Now you can **DECODE** them.

The key to keeping patients symptom-free is understanding your patients’ allergic symptom threshold. With **ImmunoCAP**, you can effectively manage and treat, or refer your patients.

- **Find out if patients’ symptoms are allergic or non-allergic**
- **Manage and treat your patients’ allergic symptom threshold**
- **Prevent unnecessary medications and unscheduled doctor visits**
- **Reduce costs associated with absenteeism and lost productivity at work or school**

**ImmunoCAP**

Specific IgE blood test

Before you treat it, **ImmunoCAP it**. Visit decodeallergies.com/physicians

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**References**