**Product News**

**Foxair Metered Dose Inhaler (MDI®)**

The Seretide equivalent

The GSK Division of Aspen is pleased to announce the introduction of Foxair Metered Dose Inhaler, a more accessible equivalent to Seretide, currently the No. 1 prescribed combination in asthma control in South Africa.

Thus, the original molecules, brought to you by the originating company, are now available to more patients, in the original Accuhaler and Metered Dose Inhaler.

Each single actuation of Foxair MDI® provides a mixture of salmeterol xinafoate equivalent to 25 micrograms of salmeterol and 50, 125 or 250 micrograms of fluticasone propionate.

Foxair MDI® is indicated in the regular prophylactic treatment of atopic asthma in children and adults, who have been stabilised on identical dosages of the components of Foxair given concurrently.

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<th>Presentation</th>
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<td>Foxair 25/50 Inhaler</td>
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<td>Foxair 25/125 Inhaler</td>
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Reference: 1. IMS Data, December 2010

Foxair is indicated in the regular prophylactic treatment of atopic asthma in children and adults, who have been stabilised on identical dosages of the components of Foxair given concurrently.

1) Allergen avoidance to reduce asthma-related morbidity. N Engl J Med 2004 Sep 9; 351:1134-6
2) House dust mites - what is the evidence for promoting reduction in exposure? Current Allergy & Clinical Immunology August 2004 Vol 17 No 3:116-120

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**DreamGuard**

**Allergy Protection & Fluid Barrier**

**Mattress, Pillow and Duvet Protector**

**Optimal barrier and comfort**

Fluid proof yet breathable 2-ply mattress/pillow covers and encasings for the prevention of mite-related allergies and protection of mattresses, duvets and pillows.

Stretchable and extremely durable to 150+ washes.

**HIGHLY BREATHABLE**

- Allows water vapour to permeate, providing comfort for the user

**DURABLE**

- Proven barrier against viruses, fluids and mites

**Visit our website** www.dreamguard.co.za or call 021 7971878 or email info@dreamguard.co.za for further information and competitive prices.

**DreamGuard is a Division of** PrionTex
Support your society, it supports allergology in South Africa

ALLSA remains one of the world’s most pro-active and innovative allergy societies. Our pioneering website and patient information resources have spurred other national societies to follow suit.

ALLSA relies on an active membership base to continue to provide excellent resources to healthcare workers in Southern Africa. We welcome new members from all over Southern Africa and membership is open to all healthcare workers with an interest in allergology. Our current membership includes medical practitioners (general practitioners, physicians, pulmonologists, ENT specialists, dermatologists, ophthalmologists, paediatricians and anaesthetists), nurses, dieticians, medical technologists, pharmaceutical industry staff and medical students.

Membership currently costs only R200 annually; this is a tax-deductible expense.

Members enjoy a number of privileges which include:

- The highly rated ALLSA journal – Current Allergy & Clinical Immunology, which is edited by Profs Weinberg and Zar, and published quarterly. This journal is available on-line.
- On-line CPD accreditation.
- Patient information guides and leaflets on common allergic disorders.
- Discounted ALLSA congress registration fees for our annual congress.
- Regional allergy courses, meetings and journal clubs.
- Support with examination preparation for the Diploma in Allergology of the Colleges of Medicine of SA.
- Access to allergy research funding and annual ALLSA research awards of up to R50 000 per research study.

For more details on membership and privileges please contact Ruwayda Adams on tel 021-447-9019, fax 021-448-0846, or e-mail enquiries to mail@allergysa.org

Please cut out the membership application form and post together with your payment.

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<table>
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<tr>
<th>ALLSA Membership Application</th>
<th>R200 annual subscription</th>
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Dr/Sr/Mr/Mrs/Ms:

Address: .......................................................................................................................................................................
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E-mail address: ...............................................................................................................................................................

Phone: ................................................................................................ Fax: ...................................................................................

Speciality: .................................................................................................................................................................

Special Interests: ........................................................................................................................................................
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Comments: .................................................................................................................................................................
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Post to: Allergy Society of South Africa, PO Box 88, Observatory 7935

Direct debit details:
Standard Bank: Rondebosch
Sort Code: 02-50-09
Account Number: 07 149 1821

Cheques payable to Allergy Society of South Africa

For direct deposits: Kindly fax your bank deposit slip as proof of payment (Fax No. 021-448-0846)
PRODUCT NEWS

NEOTRICIAN – 100% FREE AMINO ACID (ELEMENTAL) INFANT FORMULA

‘SO YA been unable to follow the treatment algorithm for cow’s milk protein allergy, due to the high cost of free amino acid formulas?’

Cipla Medpro is proud to announce the launch of Neotrician, the first affordable and effective algorithmic gold standard, 100% free amino acid infant formula for cow’s milk protein allergies, in South Africa.

Neotrician is manufactured in an HACCP/ISO 9000 certified facility under strict GMP conditions. The protein source is of plant origin. Neotrician is certified microbiologically safe.

Neotrician does not contain any non-nutritive sweetener and is gluten free.

Neotrician tins (400 g) are available from hospital and retail pharmacies across the country.

Recommended retail selling price is R198.13 (incl. VAT)

For further information, please contact: Karen de Klerk, RD (SA), Marketing Manager, Respiratory Division, Cipla Medpro. Tel: 021-917-5620 or e-mail karendk@ciplamedpro.co.za.

MSD (Pty) Ltd is proud to announce the introduction of SINGULAIR 4 mg. Studies have shown that asthma in children under the age of six is on the increase worldwide. SINGULAIR 4 mg is the first asthma controller therapy, that is not a steroid, to be approved in South Africa for children as young as 2 years old.

Studies have shown improvements in symptom and activity scores from as early as day one, affirming the efficacy of SINGULAIR 4 mg in this age group. The current guidelines for treatment of asthma in children, as compiled by the Allergy Society of South Africa (ALLSA), call for the introduction of a leukotriene antagonist as a controller agent in this age group at step 2, after the use of short-acting reliever medication has proven to be inadequate in controlling asthma symptoms. In other words using leukotriene antagonist as a first line controller agent. At present, of the leukotriene receptor antagonists, only SINGULAIR is indicated for use in children under the age of 12.

SINGULAIR 4 mg is indicated for the prophylactic treatment of mild to moderate asthma in the 2-5 year old age group. SINGULAIR 4 mg is presented in a 28-day pack and one tablet should be taken once daily at bedtime. To date worldwide use is more than 2.2 million children in more than 90 countries. This puts SINGULAIR in the unique position of being the only controller therapy to be registered and indicated for asthmatic patients from 2 years old and up.

REFERENCES:
2 Data on File.

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Reg. No. 35/10.2.2/0397, SINGULAIR 4 mg
By providing the best for babies, nature provides us with inspiration.

Since our inception by Henri Nestlé 143 years ago, we have learned that nature does not do things in half measures. This is especially true when it comes to breastmilk: Mother Nature’s answer to infant nutrition.

What comes easy to nature involves a massive R&D initiative on our side: all with the sole intention to enhance the optimal growth and development of babies who are unable to breastfeed.

The result: Nestle’s unique NAN range of infant formulae, meeting mothers and their babies’ special needs.

NAN 1, 2, 3
A range of infant formulae and a growing up milk, with a nutrient content that is able to modulate the immune system and optimise growth and development of healthy, full term infants unable to breastfeed.

NAN HA
The first ever nutrient system proven to reduce the risk of developing allergies during the first years of life. Its moderately hydrolysed whey protein reduces sensitisation to allergens while immune-competent peptides induce oral tolerance. In addition, NAN HA favours a bifido-dominant intestinal flora to further modulate the immune system, thereby preventing allergies.

NAN Peloγron
An acidified, low phosphate formulation that promotes the growth of beneficial bifidobacteria in the gut, whilst inhibiting the growth of certain pathogenic bacteria. This offers increased safety in hygienically compromised conditions.

Pre NAN
A scientifically formulated, energy dense, high protein formula with LC-PUFAs, MCTs and other essential nutrients necessary to ensure catch-up growth for low birthweight infants to mimic intra-uterine growth rate.

NAN Lactose free
A lactose- and sucrose-free formula for infants with primary or secondary lactose intolerance. Maltodextrin, as the only carbohydrate source, provides a low osmolality to reduce the risk of osmotic diarrhoea. Added nucleotides and increased zinc content help to regenerate intestinal mucosa.

NAN AR
The addition of corn starch provides a thickening effect resulting in optimal viscosity to manage regurgitation. The whey:casein ratio of 70:30 facilitates an adequate gastric emptying rate, which helps to reduce regurgitation.

While Mother Nature continues to lead the way in providing the best nutrition for babies, at Nestlé we continue striving to best emulate her.

LC-PUFAs = Long Chain Polyunsaturated Fatty Acids
MCT = Medium Chain Triglycerides

AstraZeneca encourages patients to ‘stick’ with asthma compliance programmes

AstraZeneca Pharmaceuticals has unveiled a new asthma awareness campaign to educate patients on correct inhaler technique as a way of improving patient compliance with their daily asthma management.

The campaign is centred on the Turbuhaler which features an innovative design that allows for accurate dosage of asthma medications Symbicord and Pulmicort without any propellant gas or other additives. ‘The campaign has two distinct aims: to improve patient compliance by dispelling any patient uncertainty around using the inhaler through the introduction of an innovative way for patients to personalise their Turbuhalers and to help alleviate the stigma around asthma,’ says Dr Bhana, Senior Manager: Medical, Regulatory and Quality Assurance for AstraZeneca.

When the Turbuhaler was introduced in 1987, it was welcomed as a revolutionary inhaler design - the first powder inhaler synchronised to operate with the patient’s breathing, thus replacing the need for propellant gas. ‘As with any novel design, patients may be uncertain on how to use the Turbuhaler correctly. Unfortunately, this uncertainty can lead to poor administration of medication, a lack of trust in the medicine’s efficacy and poor compliance,’ says Dr Bhana.

To combat this, AstraZeneca Pharmaceuticals will be distributing step-by-step instruction stickers to doctors’ rooms and pharmacies. These stickers are to be applied to the exterior surface of the Turbuhaler and provide a quick and easy explanation of how to use the device correctly.

To meet the second objective, AstraZeneca will be introducing the ‘Style My Turbuhaler’ at doctor’s rooms. ‘Style My Turbuhaler is a collection of removable themed stickers that allows patients to personalise their Turbuhaler. The concept draws on the trend of customisation by offering 25 bold designs in a variety of themes including sports, nature and the arts,’ adds Dr Bhana. The stickers are easy to apply and remove, allowing patients to swap as they please.

‘The rationale behind Style My Turbuhaler is that customisation allows patients to identify with their inhalers and therefore encourages proactive ownership of the disease,’ says Dr Bhana, ‘and destigmatisation of the disease.’

‘We know so much more about treating asthma effectively these days. The right medicines and following the correct regimen should have a positive impact on both patients’ asthma and quality of life. Using an inhaler correctly and as often as prescribed is a key part of any such regimen.’

Symbicord, Pulmicort and Turbuhaler are registered trademarks of the AstraZeneca group of companies.

For further information contact: Christo Olivier, Product Manager: Respiratory, tel 011- 797-6000, cell083-260-0882, e-mail christo.olivier@astrazeneca.co.za
**Product News**

**Pimecrolimus Cream 1% in Atopic Dermatitis: A 6-Month, Open-Label Trial in Paediatric Patients**

Pimecrolimus, a new, non-steroid, inflammatory-cytokine inhibitor, has been shown to prevent progression to flare in atopic dermatitis (AD) and to improve long-term disease control when applied as a 1% cream. In this 6-month, open-label, multinational study, 177 infants aged 3-23 months and 489 children aged 2-17 years, with mild to severe AD, were included. The study was designed to evaluate the efficacy and safety of pimecrolimus cream 1% used as a first-line treatment. Treatment consisted of an initial bid regimen, for as long as signs and symptoms of disease persisted; this was followed by treatment as required at the first signs and symptoms of AD. Emollients were allowed as per the physician’s normal practice, and topical corticosteroids could be used to treat severe flares at the discretion of the physician. Efficacy was assessed by evaluations of pruritus, and total-body and facial Investigators’ Global Assessment (IGA). Results from the first return visit (day 7) showed an improvement from baseline of \( \geq 1 \) in total-body and facial IGA for infants (59.1% and 72.8% of patients, respectively) and children (59.3% and 62.2%, respectively). Pruritus was absent or mild in 67.8% and 65.4% of infants and children, respectively. This level of improvement in the patient population was maintained throughout the 6-month study. Adverse events occurred in 75.7% of infants and 71.1% of children. Most adverse events were common childhood illnesses that would be expected in this population (e.g. nasopharyngitis (infants 22.0%, children 12.8%), upper respiratory tract infection (infants 18.6%, children 11.9%) and cough (infants 8.5%, children 10.1%). Concerning pimecrolimus’s local tolerability, application-site burning occurred in 2.3% of infants and 7.0% of children, and local pruritus occurred in 0.6% infants and 1.0% children. Application-site reactions were most frequently reported during the first 6 weeks of treatment and were mild to moderate in intensity. In conclusion, pimecrolimus cream 1% was effective in the treatment of the early signs and symptoms of AD (including pruritus) in infants and children, and demonstrated a good safety profile.

Reference available on request.
Contact Claudine Spadoni, 011-929-9111

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**New NICE guidelines**

All children and young people with suspected food allergy should be offered an allergy test.

The first guidelines for food allergy in children and young people issued by NICE, National Institute for Health and Clinical Excellence, recommend routine use of allergy tests in NHS primary care and community settings to confirm suspected food allergy. These new evidence-based guidelines support earlier diagnosis and assessment of food allergy and state that testing is cost-effective compared with not testing.

Food allergy has been recognised as a major paediatric health problem in western countries because of the potential severity of reactions and the dramatic increase in prevalence. Food allergy can cause severe allergic reactions and even death from food-induced anaphylaxis.

NICE recommends that all children and young people with suspected IgE-mediated allergy should be offered an allergy test; e.g. ImmunoCAP, or a skin-prick test. Medical history alone is not sufficient to make a diagnosis of food allergy. An allergy test can help define the underlying cause of an allergic reaction, confirm or rule out food allergy and thus avoid unnecessary treatment or dietary restrictions. NICE states that blood tests and skin-prick tests are equally cost-effective compared with no test.

NICE guidelines recommend that skin-prick tests should be done only where there are facilities to deal with an anaphylactic reaction as skin-prick tests may provoke this reaction. NICE also states that healthcare professionals undertaking such tests should be competent and aware of the potential risks associated with these tests.

A blood test is easy, uncomplicated, safe and reliable. Unlike skin-prick testing it can be done irrespective of a patient’s age, skin condition, pregnancy, medication, symptoms and disease activity. In addition it may provide more detailed information on the origin of the allergy.

NICE food allergy guidelines from December 2010 recognised the superior clinical value of ImmunoCAP. The European Academy of Allergy and Clinical Immunology (EAACI) has also announced that it will develop guidelines for the diagnosis and management of food allergies.

**Contact:** Anton Jansen, Labspec, tel 011-792-6790, Anton.jansen@phadia.com
Miele broadens their range to meet all customers’ needs

A fact of modern life is the increase in allergies, with more and more adults and children suffering from asthma, rhinitis and hayfever. Allergies are made worse by household pets, dust mites in carpets, mattresses and soft furnishings. Many people alleviate their symptoms with medication alone. Yet there are other effective measures you can take without having to resort to drugs. In response to the growing need for appliances that can help alleviate the problems suffered by allergy sufferers Miele have developed a number of vacuum cleaners, accessories and features to ensure excellent levels of cleanliness in the home.

The S5281 MediAir Vacuum Cleaner is supplied with all the features and accessories to meet the specific needs of allergy sufferers. The unit is equipped with an innovation that offers additional security and comfort: The Allergotec Sensor floorhead for visible hygienic cleanliness.

Miele offers a choice of three filters to suit individual customers’ requirements. Because of the air-tight design, any air leaving the vacuum cleaner only leaves via the final filter placed behind the motor. The Miele Super AirClean filter removes nearly 94% of the particles as small as 0.3 μ and, for this reason is the most suitable for everyday households. The Miele Active AirClean filter incorporates the Super AirClean filter and is designed for customers who have to vacuum items with unpleasant odours. A tight-fitting filter cassette with a rubber seal prevents any air escaping. The active charcoal component absorbs and neutralises odours. The Miele Active HEPA filter solves the problems of allergy sufferers. The Active HEPA filter retains 99.5% of particles.

For the true pet lover – the S5261 in Capri Blue, S5361 in Tayberry Red and the new S7260 Upright are Miele’s Cat & Dog range of vacuum cleaners. Households with pets especially require special solutions. Stubborn hairs from dogs and cats are often difficult to remove from the carpet and may at times test the patience of even the greatest pet lover. Stubborn pet hairs do not stand a chance with the Miele Cat & Dog’s Turbo Brush. This special floorhead is driven by the suction of the cleaner and rotates evenly to pick up hair and dirt from most types of carpets, while the smooth-running floorhead SBD takes care of most hard floor surfaces. Once the pet hair has been vacuumed, it may be several weeks before your dustbag is full and needs replacing. The Miele Cat & Dog vacuum cleaner is specially fitted with an Active AirClean filter to keep the smells in the bag.

New to the Miele range is the S7 upright which is perfect for those who prefer vacuuming in an upright position, the flat-to-the-floor design allows the user to vacuum under and around furniture. An Active HEPA filter is also available for allergy sufferers.
GIVING TODDLERS A HEAD START IN LIFE

Abott, leaders in Science-Based Nutrition, are proud to announce the launch of Isomil 3 Advance Plus, the first soy-based follow-on formula to contain the essential long-chain polyunsaturated fatty acids, arachidonic acid (ARA) and docosahexaenoic acid (DHA).

The importance of DHA and ARA, naturally found in breast milk and added to infant formulas to support brain development, was recognised by the rapid accretion of these fatty acids in the infant brain. Reports of enhanced intellectual development in breastfed children and the recognition of the physiological importance of DHA in visual and neural systems, led to clinical trials that evaluated whether infant formulas supplemented with DHA and ARA would enhance visual and cognitive development.

Evidence for a beneficial effect of ARA plus DHA supplementation on central nervous system (CNS) development is strong. A randomised study evaluated visual and cognitive development in infants at 14 and 39 months of age and compared infants fed standard formula, formula supplemented with DHA or formula supplemented with DHA and ARA. This study, with the longest follow-up period reported to date, showed that DHA and ARA supplementation support visual and cognitive development in infants from birth to children 39 months of age.

Isomil 3 Advance Plus is a milk- and lactose-free, soy-based formula that is specifically designed for children from 1 year of age who have lactose intolerance or suffer from digestive symptoms such as gas, diarrhoea or regurgitation.

In addition to the patented combination of DHA and ARA, Isomil 3 Advance Plus contains:
- Taurine and choline, which together with DHA and ARA are required for brain development.
- Soy protein isolate, equivalent to animal protein in quality and a rich source of nucleotides, required for normal immune development.
- A vegetable oil blend that optimizes calcium and fat absorption and is associated with a lower incidence of gastrointestinal intolerance than infant formulas containing animal fats or palm olein oil.

A unique vegetable oil blend closely resembles those of infants fed human milk.

- Two sources of carbohydrate, which use two different digestive enzymes and two different non-competitive absorptive pathways, thereby enhancing carbohydrate absorption.

Isomil 3 Advance Plus is a nutritionally complete, follow-on soy formula for growing toddlers from 1 year of age. It has been tested in clinical trials and is the scientifically supported soy formula with the patented EYE Q system of brain nutrients that support brain development.

Isomil 3 Advance Plus is competitively priced and is available at pharmacies, supermarkets and baby stores. For more information on Isomil 3 Advance Plus, please contact the brand manager, Yvonne MacLeod, at Abbott Nutrition, tel: 011-858-2000.

NEW WORLD, NEW RELIEF FOR NOSES AND EYES

Allergic rhinitis is a common condition that affects the airways, nose and eyes. In a survey conducted to establish the burden of allergic rhinitis, 71% of people with the condition reported that they experience both nasal symptoms and ocular symptoms. Many allergic rhinitis patients resort to polypharmacy to control their symptoms. Allergic rhinitis has a significant impact on the patient’s quality of life and on society in terms of socioeconomic and health care costs.

Avamys, from GlaxoSmithKline, is a new treatment for allergic rhinitis that delivers relief for both nasal and ocular symptoms. Ocular symptom relief is registered for patients from 12 years. New Avamys contains a single active, fluticasone furoate, a glucocorticoid with a novel molecular structure. Fluticasone furoate is characterised by its potent and selective glucocorticoid activity, rapid uptake, sustained pharmacological action, and enhanced binding affinity for the glucocorticoid receptor. It has proven 24 hour efficacy in treating the nasal and ocular symptoms of allergic rhinitis in adults and adolescents. New Avamys is registered for use in adults and children from 2 years.

The Avamys delivery system was designed with the patient in mind. Its ergonomic design allows for improved handling and comfort during use, and the system delivers a consistent dose. The fluticasone furoate nasal spray itself has a favourable profile in terms of its sensory attributes, including reduced taste and scent, reduced dosing volume and fine consistent mist.

The world of allergic rhinitis treatment will never be the same again.

7. GlaxoSmithKline South Africa (Pty) Ltd, (co. reg. no.: 1948/030356/07), 57 Sloane Street, Bryanston. 2021. Tel: +27 (0)11 745 6000. Fax +27 (0)11 745 7000.