

ALLERGY SEASON SURVIVAL GUIDE

HOMEOPATHIC FORMULAS

No Symptoms...No Kidding

BUILD YOUR IMMUNE SYSTEM

1 Nettle at a Time

Send **SIDE EFFECTS**
to the Sidelines

BE GOOD TO YOUR

WHOLE
BODY

NATURAL SOLUTIONS

TO A NATURAL CHALLENGE—ALLERGIES

Allergies are on the rise. If you are one of the lucky ones who haven't noticed, take note for your friends and family.

The National Health and Nutrition Examination Survey found that **more than 20% of the population in the U.S. is affected by allergies.**

Before you run desperately to the corner store to medicate a runny nose, itchy eyes or sinus pain, consider this: Seasonal allergy symptoms are a natural reaction, the result of an overly sensitive immune response. For this natural challenge, herbs and supplements may help! Let us show you around and share what we know about allergies. We're here to help you be good to your whole body.


EXPERTS SAY...

The reason more of us in the U.S. are getting allergies may be due to our modern lifestyle.

Exposure to environmental sources is to blame, including chemicals and pollution (indoor and outdoor), highly processed low-fiber diets, overuse

of antibiotics and stress (Healthnotes Newswire [August 18, 2005]).

Why is this happening to me?

SINUS CONGESTION SINUS PRESSURE **FATIGUE**
NASAL STUFFINESS **RUNNY NOSE** ITCHY EYES
ITCHY NOSE **HEADACHE** SKIN RASHES **WHEEZING**

Many of us know at least one of these symptoms all too well. It's hard to believe that they might simply be the body's immune system reacting to substances that are not dangerous. The unfortunate condition we call "allergies" actually results from an imbalanced immune response. Our immune systems are designed to protect the body from invaders, and they sometimes overreact to certain substances—allergens.

TREE POLLEN **GRASS POLLEN** MOLD
ANIMAL DANDER DUST MITES **DUST**

These are the most common everyday allergens.

In response to these substances—outdoors or indoors—the immune system goes into overdrive and releases unnecessary histamines and leukotrienes, the culprits behind allergy symptoms. The majority of this activity occurs in our noses, eyes and lungs, thus they are most affected.

ENJOY THE OUTDOORS...

It's Spring!

While it is a good idea to reduce your exposure to allergens, with a little help you can still get outside for some seasonal fun. There are a variety of natural products that have been proven to be effective in coming to the rescue for allergy sufferers. Seekers of alternatives to conventional allergy medications and their side effects are in luck!

WHY CHOOSE NATURAL REMEDIES?

Because, instead of just covering up symptoms, they:

- Support the body in adapting gently over time
- Encourage your natural defenses to operate effectively
- Avoid the dreaded "rebound" effect after temporary symptom relief
- Address the real problem, while you maintain normal alertness
- Help the body rest, recover and adapt to seasonal changes

HAY FEVER is the common term used for pollen allergies

(a.k.a. seasonal allergic rhinitis). The pollen comes from trees, weeds and grasses at different times of year for different regions of the U.S. and you may react to one or more types. When you do, the mucus membranes in your nose and sinuses become inflamed causing congestion, irritation, sinus pressure and/or pain. The National Institute of Allergy and Infectious Diseases reports that hay fever has increased significantly in the past 15 years.

COMMON SEASONAL ALLERGENS

GRASSES



- MARCH - OCTOBER
- APRIL - SEPTEMBER
- MAY - AUGUST

RAGWEED



- JULY - NOVEMBER
- AUGUST - OCTOBER
- AUGUST - NOVEMBER

TREES



- JANUARY - JUNE
- FEBRUARY - JUNE
- MARCH - JUNE

WEEDS



- APRIL - NOVEMBER
- JUNE - OCTOBER
- JULY - OCTOBER
- JULY - NOVEMBER

Adapted from The National Allergy Bureau



WHEN POLLEN IS BLOWING IN THE WIND

We've got the answers

HOMEOPATHY

Training Wheels for Your Body's Natural Defenses

Homeopathic remedies are a prominent choice for allergy sufferers because they are effective for all ages without negative side effects. Very popular in Europe for almost 200 years, their use has expanded worldwide, and they are prescribed by physicians in some countries. At Whole Foods Market®, detailed guides are available, or you may wish to consult a homeopathic practitioner.

Our homeopathic medicines for allergies are targeted to specific concerns, from pollen to pet dander. They work by exposing the body to a highly-diluted dose of an allergen, which helps the immune system recognize the substance as harmless. When the immune system is not on alert, no allergy symptoms are sparked.



Not only do homeopathics relieve immediate symptoms, they also address the underlying cause of the symptoms for a balanced immune response in the future. A formula may include one ingredient to quickly help a headache, and another ingredient to decrease your body's sensitivity to the allergen and the severity of symptoms in the future...without side effects!

WHICH HOMEOPATHIC REMEDY IS RIGHT FOR ME?

These medicines come in many forms, including use-as-needed nasal and throat sprays, eye drops and dissolving tablets, often addressing a group of specific symptoms. For a range of allergy symptoms, homeopathic formulas with a combination of ingredients often work best. Though finding the correct remedy takes into account more than just symptoms, they are clearly labeled and here is a sampling of the most popular:

ALLERGY SYMPTOMS	HOMEOPATHIC REMEDY
Sneezing, Runny Nose, Itching, Sore Throat	Sabadilla
Sinus Pain and Stuffy Nose	Belladonna
Nasal Congestion	Allium cepa
Sinus Pain with Runny Nose	Sanguinaria canadensis
Range of Eye Symptoms	Euphrasia officinalis
Broad Range of Symptoms	Histaminum hydrochloricum
Sinus Pain with Post-Nasal Drip	Spigelia anthelmia



Next time your eyes are red, inflamed, dry or itchy, try homeopathic eye drops. Or, when you have sinus congestion, give homeopathic nasal spray a sniff. They quickly soothe and relieve while building your body's natural defenses.

HERBS

*A Gentle Approach with Hard Hitting Results**

If you're looking for a natural solution for allergies, certain herbs could be just the thing for you. Available as single herb capsules, in herbal tea or in combination with other ingredients in formulas labeled for allergy support, choose a reputable brand from Whole Foods Market®.



GREEN TEA is revered for general health, as it is packed full of antioxidants. Research has also shown that its active components—such as ECGC (epigallocatechin gallate)—may help to support healthy allergy response.

STINGING NETTLE

is considered by many experts to be one of the best herbs for calming allergy symptoms, especially when paired with the herb **eyebright**. It may be that constituents in the plant have an effect on the body's immune and inflammation responses.

BUTTERBUR

supports healthy membranes and studies have shown that it is effective in decreasing the body's production of histamines and leukotrienes. In fact, research indicated that it was as effective as a common conventional choice.

CAPPARIS SPINOSA,

commonly known as caper fruit, contains powerful antioxidants and flavonoids such as quercetin. Research shows that active compounds in this fruit may decrease histamine production that is the culprit behind allergy symptoms.

**Consult a qualified practitioner for information about potential interactions and side effects.*

EXPERTS SAY...

Studies show that acupuncture is effective in providing

relief from allergy symptoms, possibly by influencing the immune system. Acupuncture in combination with Chinese herbal formulas and dietary changes is a popular approach (*Allergy* 59: 953–60).



NUTRIENTS & DIET

Core Strength for Defense

More and more, research shows a link between quality of diet and allergies. When diets are lacking essential nutrients and fiber—and ridden with highly processed ingredients and sugar—allergy symptoms seem to be worse. Frequent use of antibiotics can also have a negative effect.

Certain nutrients are essential for keeping the immune system strong and playing a role in regulating allergy response. If you suffer from allergies and do not get enough of these in your diet, you may find supplements to be helpful.

PROBIOTICS

(e.g. *L. acidophilus*, *Bifidobacterium*, etc.) replenish the beneficial bacteria in the intestine. Studies show that there is a link between unhealthy gut flora and allergy symptoms in the lungs. Supplements provide billions of live organisms per capsule. **Food sources include:** yogurt, fermented foods, probiotic-fortified foods.

QUERCETIN & BROMELAIN

are a powerful, synergistic pair that supports healthy histamine response. Quercetin is a bioflavonoid antioxidant which may also support healthy inflammation response. Bromelain is an enzyme derived from pineapple. **Quercetin food sources include:** onions, apples, green tea, red wine and leafy vegetables.

VITAMIN C

plays a role in regulating the release of histamine. Supplements often combine it with rosehips or citrus bioflavonoids, plant sources high in the vitamin. **Food sources include:** peppers, citrus, watermelon and dark leafy greens.

VITAMIN E

has been associated with a reduced risk of hay fever. **Food sources include:** wheat germ, whole grains, expeller-pressed vegetable oils, nuts and seeds, dark green leafy vegetables, eggs, sweet potatoes and Brussels sprouts.



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Combination formulas can be some of the most effective allergy solutions. In addition to those containing herbs and nutrients already mentioned, also look for ingredients such as extracts of olive leaf, black currant seed and grape seed.

NUTRIENTS & DIET CONTINUED...

OMEGA-3 ESSENTIAL FATTY ACIDS are vital for numerous functions in the body, including a healthy inflammation response.

Food sources include certain fish, flaxseeds, walnuts and dark leafy greens; however, most people do not get enough of this important nutrient and could benefit from supplementation.

PERILLA LEAF EXTRACT has been used in Ayurvedic medicine for centuries. The plant contains rosmarinic acid and luteolin which help to balance allergy response and inflammation.

NAC (N-acetyl cysteine) is an amino acid-like compound known for promoting healthy sinus function. It also plays a role in regulating immune function and inflammation in the body.




**EXPERTS
SAY...**

Diets low in omega-3 essential fatty acids have been associated with increased risk for hay fever. *Reduced risk of hay fever has been linked to higher intakes of the omega-3 EPA (eicosapentaenoic acid), which is found in fish oil (Allergy 58: 1277-84). Also, high intake of omega-3s are linked to reduced rhinitis (Primary Care 29 [2002]: 231-261).*

Is it a cold or **IS IT ALLERGIES?**

- ① **Do you still have symptoms after two weeks?**
- ② **Are you sneezing incessantly?**
- ③ **Is there clear (and perhaps irritating) drainage from your nose and/or eyes?**

If you answered yes to these questions, it's probably allergies, but either way, your immune system can most likely use a boost!



Source: The National Institute of Allergy and Infectious Diseases

HELP YOUR BODY

Fight Allergies



DON'T EXPOSE YOURSELF

After being outside, shower to wash pollen from hair and skin. **Dust, vacuum and change bedding frequently.** Take steps to avoid mold. Check a weather website for daily zip-code-specific allergy info. Get tested to see which allergens you should stay away from.

WATCH WHAT YOU EAT

Some foods are known to spark allergic symptoms and/or stimulate inflammation in the body, including sugar, highly-processed foods, soy, wheat, dairy, seafood, nuts and eggs.


EXPERTS
SAY...

Allergies can be a sign of a compromised immune system (National Institutes of Health MedlinePlus Medical Encyclopedia).

Support yours by managing stress, eating more nutrient-rich whole foods and less sugar, supplementing with nutrients you may not get sufficiently from food, drinking water, getting sleep and exercising.

EDIT YOUR HOUSEPLANTS

A recent study shows that some people may be allergic to substances from certain types of houseplants that exude latex.

GO NOSE FIRST

Wash out your nose regularly. Mix warm pure water with a pinch of sea salt and baking soda. Add one drop of tea tree or eucalyptus essential oil to the mixture, if desired. Use with a dropper, spray bottle or neti pot.

START SMART

Studies show that breastfed babies are at less risk for allergies than formula-fed babies.

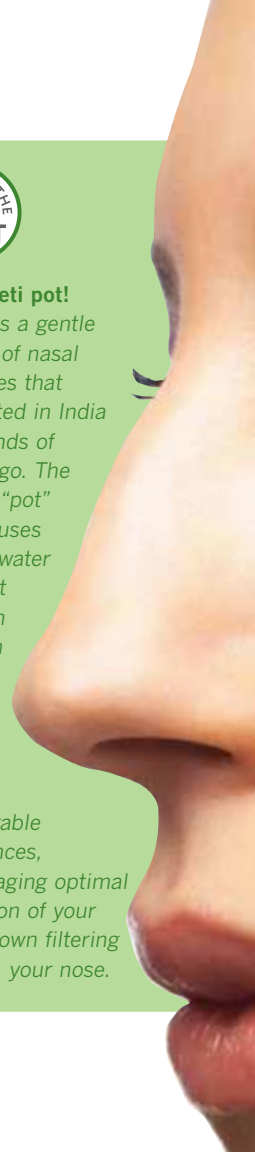
STAY HYDRATED

This number-one general wellness tip applies to allergies, too. In addition to drinking plenty of water, try to keep your indoors humidity at 30–50%, being careful not to get so damp that you encourage mold!



Try a neti pot!

"Neti" is a gentle rinsing of nasal passages that originated in India thousands of years ago. The simple "pot" device uses a pure water and salt solution to wash away pollen, mucus and other undesirable substances, encouraging optimal operation of your body's own filtering system, your nose.





OUR SUPPLEMENTS QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.

CURIOUS? CONFUSED?

Ask a question and you will discover that our Whole Body Team Members are thoroughly trained and well educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

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