

## NEWS RELEASE

### ALLERGY FIGHTING PROPERTIES OF QUAIL EGGS KEY TO CANADA'S NEWEST ALLERGY MEDICINE - LAUNCHED TODAY AT SHOWCASE OF NATURAL MEDICINES & HEALTH PRODUCTS

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**VANCOUVER, B.C.** A new allergy fighting medicine derived from quail eggs which significantly reduces the symptoms from most common allergies was unveiled today - making it the first product of its kind in Canada.

Allergy-FX™ has been proven to help sufferers of seasonal and environmental allergies - so as Canadians hit the outdoors to garden, golf, run, bike and walk their dog, they have a new weapon to battle their symptoms. It's the result of nearly 50 years of European research and development into the allergy-fighting properties of quail eggs. A U.S. clinical trial showed it significantly reduced the symptoms of participants when exposed to tree, grass, pollen, dust mites and cat and dog dander and began working within 15 minutes.

The product was developed by the Swiss biopharmaceutical company Stragen Healthcare Group and is being introduced in Canada by Trusted Health Group of Toronto. It was officially launched today at the Canadian Natural Health Food show in Vancouver, a showcase of new natural medicines.

It's Canada's first clinically proven natural health product providing multi-symptom allergy relief. Roughly nine million Canadians suffer from the most common allergies and allergies are the 5th leading chronic disease in North America, costing society billions of dollars in medical expenses and lost work and school time.

Research into quail eggs' allergy fighting properties began when a French doctor/researcher noticed that his quail farmer patients seemed to have fewer allergies than the general population. His research focused on raw

quail eggs and inspired more studies and trials by European researchers led by a noted French allergist, Dr. Georges Bruttman.

Their work resulted in the development of Allergy-FX – a powdered natural medicine that contains active ingredients from the eggs of a specific species of Japanese quail which are fed a proprietary scientifically-formulated organic diet under strict guidelines.

Dr. Bruttman says, “We conducted extensive experiments and clinical trials. Year after year we got closer to finding what works. Finally we developed a formulation that produced the results we were looking for.”

European allergy researcher and Stragen Director of Clinical Affairs, Dr. Annie-Claude Benichou says, “The typical over-the-counter drugs attempt to block the activity of histamines in the body once the mast cells – the master regulators of the immune system – have caused chemicals to be released resulting in allergic symptoms. The active medicinal ingredients in Allergy-FX instead act early in an allergic attack and help to prevent a sensitized immune system from overreacting in the first place”. While Allergy-FX is especially helpful during pollen season, it is designed for year round use.

In 2014, the scientific journal ***Food Science and Nutrition*** published the results of a U.S. randomized, double-blind, placebo-controlled trial of Allergy-FX. The trial results showed Allergy-FX significantly relieved the allergy symptoms in the treatment group. Allergy-FX undergoes vigorous quality testing to ensure efficacy, safety and consistency.

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<http://fxnaturals.com/allergy-fx-natural-allergy-relief/>