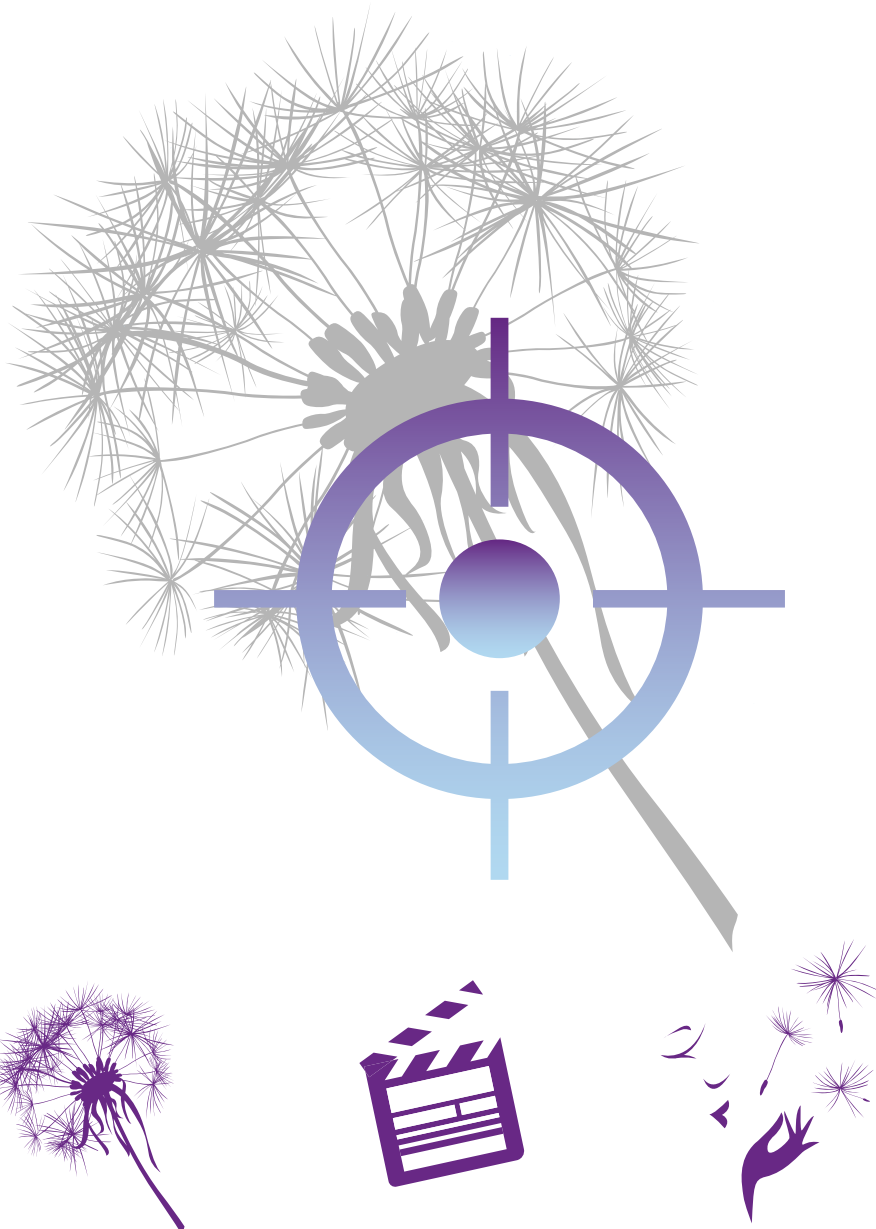


# Allergicum

Targeted action against allergies.

Useful for the control and the reduction of allergic inflammation and inflammation caused by food.



Problem...

Action...

Relief.

Quality, Efficacy, Guarantee.

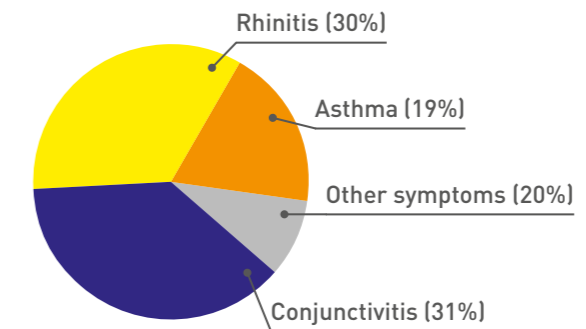
Think Green. Live Green. Be Green.



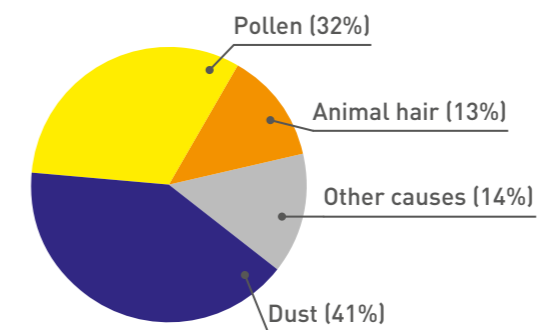
# ALLERGIES

Allergic sensitization affects from 15% to 30% of the population.

The main symptoms that manifest allergic disorders.



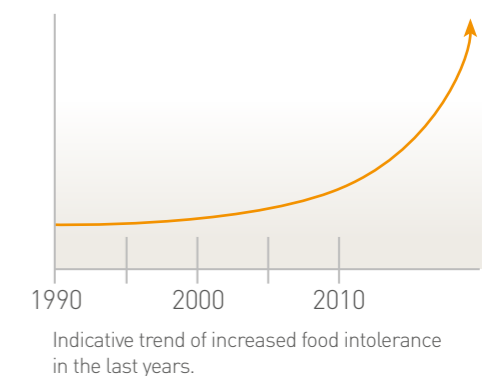
The main causes of allergic disorders.



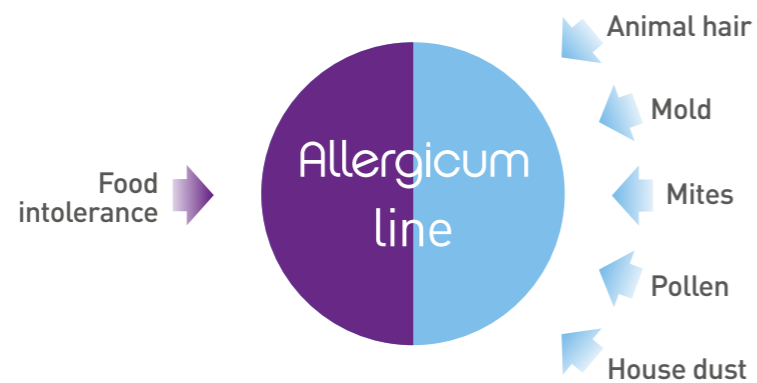
# FOOD INTOLERANCE

Food intolerance is an adverse reaction of the organism caused by the ingestion of one or more foods.

This reaction is dependent on the quantity of the intolerated food that has been ingested (dose-dependence) and unlike food allergies, is not mediated by immunological mechanisms, although influencing the body metabolism.



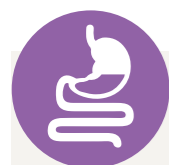
# Allergicum line: supplementary and natural solutions to combat allergic inflammation.



## Reducing the allergic inflammation.

The Medicinal plants inside the Allergicum Line **effectively combat** the **inflammatory processes** caused by **allergies** thanks to the inhibition of different enzymes such as 5-lipoxygenase (responsible for the biosynthesis of leukotrienes), Beta-glucuronidases and Beta-N-acetylglucosaminidases.

The purpose and aim of the proposed treatment is to **properly modulate the response of the immune system** when it **meets allergens**. Allergies usually generate an immediate, not dose-dependent response which appears in a few minutes.



## Also ideal in case of delayed food allergies.

The contact with non-tolerated foods can lead to the production of inflammatory substances that cause the symptoms of **food intolerance** (or delayed food allergies); these symptoms **affect the gastrointestinal system**, but can also involve other apparatuses, and also may occur at a distance of several hours after the intake of non-tolerated foods.

Erba Vita proposes **mixtures of plant constituents** that can promote a **normalizing and anti-edema effect** on the inflamed mucous membranes.

## ALLERGICUM URTO gocce Food Supplement

- A support to more **decisively counter the acute phase.**
- Useful to **reduce allergic response.**
- **To regulate** the immune system against external agents.
- **“Cortison-like” anti-inflammatory action.**

### How to use:

- to decisively counter the acute phase (30-50 drops a day, 2-3 times a day);
- to control and to modulate the inflammation caused by food (20-30 drops, 2-3 times a day);
- to prepare your immune system against seasonal disorders (20-30 drops, 2-3 times a day, for at least one month before the onset).

### Based on:

Blackcurrant buds, Rosehip fruit (70% Vitamin C), Agrimonia leaves, Altea root, Perilla seed (3% polyphenols), Boswellia serrata gum resin (65% boswellic acids), Scutellaria root (30% baicalin), maritime pine bark (65% procyanidins), Quercetin, Vitamin B<sub>6</sub>, Long pepper fruit (90% piperine), Vitamin D<sub>3</sub>, Vitamin B<sub>12</sub>.

**Content:** 50 ml with drop counter pipette



RENEWED  
FORMULATION

TRIPLE  
INTENSIVE  
ACTION

## ALLERGICUM MED spray nasale

Medical device **CE**

- **Decongests** mucus and alleviates the allergic and inflammatory response of the nasal cavity.
- Useful against various types of **allergies** and **hay fever.**
- **Refreshes, re-hydrates and protects** the mucosa from the action and contact with irritating external agents of various origins.

### How to use:

Adults: 1-2 sprays per nostril 4-5 times per day.  
Children: 1-2 sprays per nostril 1-2 times per day.

### Based on:

Blackcurrant buds, Arrowwood buds, Rosehip buds, Plantain leaves, Agrimony flowering heads, Long pepper, Perilla seeds, Quercetin, essential oils of: Eucalyptus, Scotch pine, Thyme and Lavender.

**Content:** 30 ml spray



SPECIFIC  
TARGETED  
ACTION




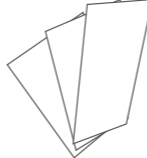
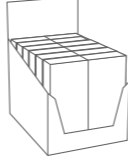
ALLEVIATES  
AND  
PROTECTS

# Action of the main ingredients in the Allergicum Line.

MAIN ACTION	PLANT EXTRACT	PROPERTIES OF THE PHYTO-COMPLEX OR THE INGREDIENTS	NASAL SPRAY	INTENSIVE DROPS
Combats allergic inflammation; for a soothing and decongestant action of the nasal mucosa	<b>Agrimony</b>	Reduces allergic inflammation.	●	●
	<b>Boswellia</b>	Reduces allergic inflammation.		●
	<b>Scutellaria</b>	Antihistaminic properties. Rich in antioxidant polyphenols.		●
	<b>Ribwort plantain</b>	Reduces allergic inflammation. Valid coadjuvant in allergic rhinitis. Muco-adhesive and protective properties due to the action of mucilage and resins. Reduces contact with external, irritating agents. Valid re-hydrating action on mucosa.	●	●
	<b>Pycnogenol</b>	Combats allergic inflammation. Valid antioxidant.		●
Antihistaminic action	<b>Quercetin</b>	Antihistaminic properties. Antioxidant action.	●	●
	<b>Vitamin C (Dog rose)</b>	Defends the immune system against harmful external agents.	●	●
Immune system support	<b>Vitamin B<sub>6</sub> - B<sub>12</sub> - D</b>	Defends the immune system against harmful external agents.		●
Combats allergic inflammation	<b>Blackcurrant</b>	Valid anti-inflammatory. Cortisone-like action.	●	●
	<b>Pepper</b>	Valid anti-inflammatory. Useful to prevent bronchial asthma.	●	●
	<b>Perilla</b>	Valid anti-inflammatory. Synergises the action of other extracts.	●	●
	<b>Althaea</b>	Valid anti-inflammatory. Important soothing properties. Muco-adhesive and protective properties due to the action of mucilage and resins. Reduces contact with irritating external agents. Mucus re-hydrating properties.		●
Synergic action with Blackcurrant	<b>Viburnum</b>	Anti-inflammatory.	●	
Coadjuvant action for respiratory response, especially in spray products	<b>Essential oils - Thyme, Pine, Lavender and Eucalyptus</b>	Anti-inflammatory properties. Refreshing action on mucosa.	●	

# Merchandising

## For each product

	 Nasal spray	 Drops
 WINDOW POSTERS 60x90	●	
 LEAFLET		●
 DISPLAY BOX		●
<b>ON-LINE TOOLS: A MORE ECOLOGICAL AND SUSTAINABLE COMMUNICATION</b>		
<b>SOCIAL MEDIA:</b> FACEBOOK, TWITTER, PINTEREST, INSTAGRAM	●	●
<b>INSTITUTIONAL WEBSITE</b>		●

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**ERBA VITA GROUP S.p.A.**

Via dei Faggi, 26  
47894 Chiesanuova (RSM)

[www.erbavita.com](http://www.erbavita.com)

Company with ISO 9001 quality system certification



D.P. 07.17