

# AllergyAlert

**Filtrete™** introduces the Ultra Allergen Reduction Filter

## Springtime Allergies

*While most people welcome the sight of spring, for many allergy sufferers, spring represents the most dreaded time of year. Starting with the melting of snow, the first culprit – snow mould – makes its appearance. Shortly after, the trees begin to pollinate, then grasses and weeds.*

Symptoms of allergies range from mild to severe. In mild cases, the discomfort may be temporary and tolerable. In severe situations, the allergy sufferer requires medical intervention to cope. It is important to see a doctor if you have allergy symptoms. New medications help many people breeze through "allergy season".

Allergic rhinitis or hayfever are the terms used to describe springtime allergies. The most common symptoms of allergic rhinitis include: stuffy nose, runny nose (watery mucous), excessive sneezing, itchy and watery eyes, itchy throat and roof of mouth, and itchy ears. Some people will also develop asthma symptoms such as cough, wheeze, and shortness of breath.

Allergy symptoms occur when pollens to which you are sensitized are inhaled. These pollens settle on IgE receptors on mast cells which then release chemicals called histamine. Excessive amounts of histamine produce the allergic rhinitis reaction. Antihistamines protect by attaching to the histamine receptors in the tissues which

line the nose, mouth, eyes, and ears, preventing the adverse effects of histamine and the development of allergy symptoms.

**Awareness:** Know your pollen season and what causes your allergic symptoms. In some parts of Canada, tree pollen season begins as early as February and goes to late May. Dandelions cause allergy symptoms primarily in May and June, grasses pollinate mid-June to August, and ragweed produces pollen in August and September.

**Avoidance:** As with all allergies, the best way to prevent symptoms is by avoidance. During pollen season, keep windows closed. If you have a forced air system, use a furnace filter that removes pollens and dust from the air circulating through your home. When it's too warm to run the heat, but still too cool for air conditioning, you can still use the furnace fan to circulate the air through the filter. Schedule outdoor activities for late afternoon and evening when pollen counts are lowest. Warm, windy days keep pollen circulating; rainy days wash pollen out of the air. If grass pollen is a problem, wear a facemask or hire someone to mow the lawn.

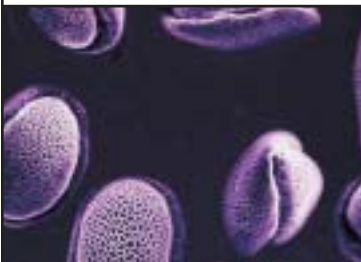
**Action:** See your doctor to determine a plan of action. Antihistamines are most effective when taken regularly during your pollen season. Other medications such as eye drops, nose sprays, and decongestants may also be helpful. Immunotherapy or allergy shots may also be recommended.

In summary, much of the discomfort associated with allergies can be minimized. An allergy specialist can determine what you are allergic to, and recommend a suitable treatment plan.

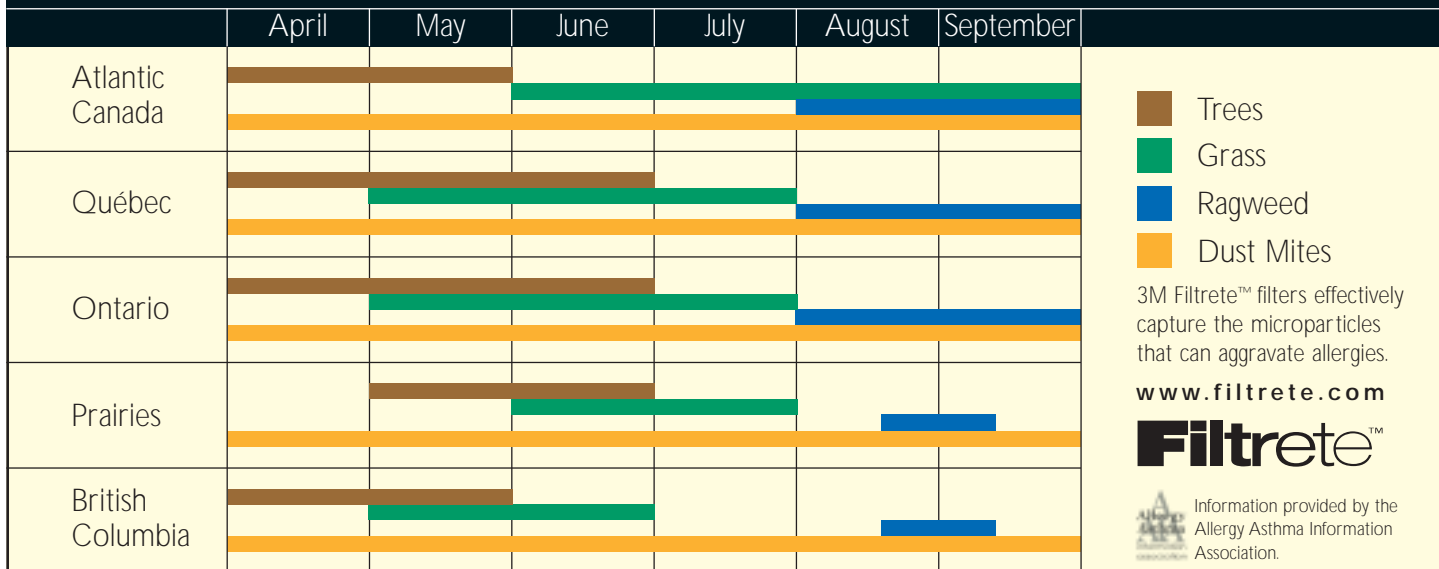
The Allergy Asthma Information Association has suggestions to help you cope with your allergies, and can provide information and support. Contact AAIA by calling (780) 456-6651, or visit [www.aaia.ca](http://www.aaia.ca).



*Electron microscope image of iris pollen grains, a common allergen.*



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Allergy seasons start at different times of year across Canada. Know your pollen season and what causes your allergic symptoms.

## 3M Introduces Filtrete™ Ultra Allergen Reduction Filter

Outperforms All Other One-Inch Residential Furnace Filters on the Market



*For best results, change your filter every 90 days.*

The Filtrete™ Ultra Allergen Reduction Filter is 25 percent more efficient at capturing small particles and allergens from the air (i.e. particles from 0.3 to 1 micron in size). It has 15 percent better airflow than the Filtrete™ Micro Allergen Reduction Filter — previously the highest performing one-inch residential filter on the market.

These gains in both efficiency and airflow represent a significant breakthrough in filter performance.

That is because until now, a filter's enhanced efficiency in capturing tiny particles would be offset by a corresponding drop in airflow as these captured particles would accumulate on the filter's surface and cause it to clog more quickly. But the new Filtrete™ Ultra Allergen Reduction Filter addresses this trade-off — it captures more small particles with increased airflow.



Antihistamines, such as Claritin Non-Drowsy, are most effective when taken regularly during your pollen season

[www.claritin.ca](http://www.claritin.ca)

This new ultra allergen reduction filter (along with the other filters in the Filtrete™ product line) belongs to a category known as high efficiency filters. Such filters contain permanently, electrostatically charged fibers that capture significantly more pet dander, dust, smoke, mold and other small particles and allergens than fiberglass filters.

"As public awareness of indoor air quality continues to grow, so does interest in high efficiency air filters. That's why 3M developed the Filtrete™ Ultra Allergen Reduction Filter — the most efficient one-inch furnace filter that consumers can use to help improve their air quality," says Penny Wise, Marketing Manager for 3M Construction and Home Improvement Products.

3M Filtrete™ Products provide consumers with an innovative line of products that improve indoor air quality. The complete line addresses various consumer needs from reducing the amount of dust in their homes to capturing allergy-aggravating micro particles in the air they breathe. 3M is committed to raising awareness and educating people about indoor air quality issues. Now available at filter retailers across Canada.

For additional information please call 1-800-3M helps or visit our website: [www.filtrete.com](http://www.filtrete.com)

**3M Innovation**