

Press release: 20th May 2013
Help for Allergies:
Environmental Charity at Allergy Show



Did you know 1 in 3 of the UK population suffer from some form of allergy? (Royal College of Physicians Report *Allergy: The Unmet Need*)

MCS-Aware offers FREE TICKETS TO THE ALLERGY SHOW
7-9th June 2013, Olympia, London

GET YOUR FREE TICKETS AT www.mcs-aware.org



It seems everyone knows someone who reacts to a shampoo or particular food. In fact more and more people are becoming sensitive to the perfumes and chemicals in everyday products. Scientists have several theories as to why people are suffering from more sensitivities, including an increase in environmental pollution. Dr Apelles Econs, Allergy & Environmental Specialist comments: "The numbers of people affected by reactions to chemicals or foods has increased significantly over the last few decades, mainly due to the absence of responsible, scientific guidance, increased use of chemicals with the capacity to harm and individual predisposition with poor detoxification; these days we see more babies and children with more severe and more numerous allergies than before, whose management is more complex and challenging. Only a radical re-think in our approach can avert this trend."¹

Jenny's story is typical: "I began to forget there was a time when I felt well, and the headache and foggy feeling began to seem normal. My nose was always bunged up but I just put it down to overdoing things and having a permanent cold... I finally started to make the link between my symptoms and the washing powder. That day I went back to the supermarket and bought their low-allergy, fragrance-free brand. I re-washed everything to try and get rid of the smell of the previous powder. That night I had the best night's sleep I'd had in ages. No stuffy nose, no headaches and best of all I felt wide awake and ready to go in the morning – back to normal."²

Food intolerance is also now widespread. Experts say the number of people who believe they have a food allergy or intolerance has risen dramatically in the past few years, with up to 20% of the population now believing they are affected in some way.³ Jonathan Cohen, Nutritional Therapist says, "There is increasing evidence that there is cross reactivity between gluten and dairy as well as many other known allergens including corn, and soy. It is important that events like the Allergy Show take place so that the public can make informed lifestyle choices."⁴

- There are over 35 million people in the world suffering from some form of environmental illness (EI) today, who experience mild to life-threatening physical reactions to extremely low levels of chemicals, mould, foods, electrical fields, and other environmental factors.⁵
- The number of people who believe they have a food allergy or intolerance has risen dramatically in the past few years, with up to 20% of the population now believing they are affected in some way.²
- Up to 30% of the public report adverse health effects from being exposed to scents.⁶
- Up to 72% of asthmatics are affected by fragrance (*Mintel*)

Now however there is some good news as help is available for sufferers. If diagnosed early, most hypersensitivity can be eliminated if the environmental triggers are removed with simple lifestyle changes.⁷ The charity MCS-Aware is using funding from the Big Lottery Fund⁸ to help sufferers. From 7th to 9th June, MCS-Aware will be at the Allergy Show, Olympia, London (on stand 76), providing advice to people about living with environmental illness; from identifying

reactors that cause sensitivities to tips on how to improve health. For more information and FREE tickets to the Allergy show visit www.mcs-aware.org.

MCS-Aware provides information and support to thousands of people in Britain and worldwide who suffer from chemical, food and electro-sensitivities. The charity aims to promote awareness of Multiple Chemical Sensitivity (MCS), a chronic, physical illness affecting people of all ages and backgrounds, causing sufferers to have allergic-type (metabolic, non IgE) reactions to very low levels of chemicals in everyday products, foods, medicines, and electromagnetic/ microwave radiation.

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References:

- ¹ Dr Apelles Econs MRCS LRCP Allergy & Environmental Specialist
- ² Jenny's full story is available at: <http://www.mcs-aware.org/chemical-sensitivity/145-my-story-soap-opera> (Names have been changed to protect identity)
- ³ <http://www.bbc.co.uk/news/health-17373904> 18 March 2012
- ⁴ J Cohen MSc CNHC registered Nutritional Therapist MBANT Dip FMU. Dip NLP
Gluten statistics USA, 2013 <http://www.statisticbrain.com/gluten-celiac-disease-statistics/>
Quote from Worcester Seminar 2009 "1 in 1000 i.e. 7 to 10 million persons in the UK are gluten sensitive" Dr Kamran Rostami June 2012 Seminar University of Worcester Gluten and Food Related Studies Day
- ⁵ 11.4% of geographically weighted, random samples of the continental U.S. (approximately 35 million people) reported a sensitivity to common chemical products "[Prevalence of Fragrance Sensitivity in the American Population](#)," Stan Caress, PhD, Anne Steinemann, PhD
- ⁶ *Prevalence of fragrance sensitivity in the American population.* [Caress SM](#), [Steinemann AC](#), J Environ Health. 2009
- ⁷ "most hypersensitivity and many chronic degenerative diseases if diagnosed early can be eliminated if the environmental triggers are removed or neutralized." William J Rea, Kalpana Patel, *Reversibility of Chronic Degenerative Disease and Hypersensitivity - Regulating Mechanisms of Chemical sensitivity*, CRC Press 2010
- ⁸ The Big Lottery Fund is the largest distributor of National Lottery good cause funding across the UK. The Fund aims to enable others to make real improvements to communities and the lives of people most in need.

Notes to Editors:

- The following url enables your readers to generate unlimited free tickets for the Allergy Show : www.allergyshow.co.uk/go/mcsaware.
- More information about multiple Chemical Sensitivity and Electro-Sensitivity plus research is available at: <http://www.mcs-aware.org/home/press-releases>
- For Allergy Show images contact: Charly Drake, Marketing Executive charlotte@allergyshow.co.uk Tel. 44 1442 289 920
- For Allergy Show press packs go to <http://www.allergyshow.co.uk/london/press.php>