

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ALLERGIES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

There has been a steady increase in the prevalence of allergic diseases globally, with about 30 to 40 per cent of the world's population now being affected by one or more allergic conditions. While factors ranging from genetics to exposure to allergenic foods and environmental conditions all play roles, the risks and complications of allergies can be greatly reduced.

	GOING LIVE IN PRINT AND ONLINE:	GET INVOLVED BY:	MATERIALS DUE:
	AUGUST 23, 2017	JULY 12, 2017	AUGUST 16, 2017
	SEPTEMBER 22, 2017		SEPTEMBER 15, 2017
	OCTOBER 25, 2017		OCTOBER 18, 2017

The following editorial highlights have been proposed for this three-part series:

ALLERGY RESEARCH. How are advances in research leading to better diagnosis, treatment and management of allergies, such as asthma, rhinitis, drug, food and insect allergy, eczema and angioedema?

CHILDREN AND YOUTH. A high proportion of increase in allergies is occurring in young people, what are some of the strategies experts recommend for families?

INNOVATION. We highlight innovations that help to reduce risks of allergic responses.

ANAPHYLAXIS MANAGEMENT. We explore the latest findings on anaphylaxis, a potentially life-threatening reaction to a range of triggers.

FOOD ALLERGIES. What are some of the measures that help people with food allergies better safeguard themselves?

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ALLERGIES



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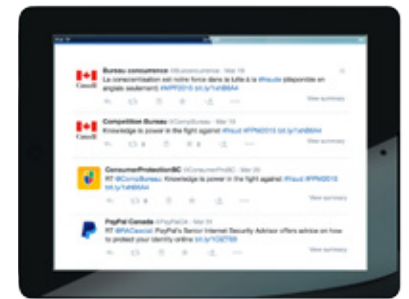
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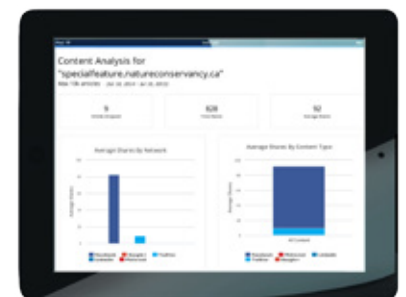
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