



PRESS RELEASE

NEW RESEARCH REVEALS DEVASTATING IMPACT OF THE BRITAIN'S ALLERGY EPIDEMIC

- **TWO THIRDS OF PARENTS SAY ALLERGIES, INCLUDING HAY FEVER, ARE RUINING THEIR CHILDREN'S LIVES**
- **A FIFTH OF ADULTS DREAD SUMMER BECAUSE OF THEIR HAY FEVER**
- **BRITISH SUFFERERS WILL SPEND £384 MILLION TREATING ALLERGIES THIS YEAR ALONE¹**

The true scale of the allergy epidemic is revealed in the British Airborne Allergy Report* commissioned by air purification specialists [Fellowes](#), in association with national charity [Allergy UK](#).

Hay fever is revealed as one of the most debilitating allergies. **Two thirds (66 per cent) of parents whose children suffer from hay fever, claim their youngsters' childhoods have been damaged as a result.**

One in eight parents say symptoms have made their child's life a misery or stopped them going to school (13 per cent), while one in ten (nine per cent) struggle to leave the house during the summer.

Another **nine per cent say airborne allergies, like hay fever, have stopped youngsters pursuing hobbies** and six per cent regularly have to miss sports.

And symptoms don't ease in adulthood. **Almost half (46 per cent) of adult sufferers have missed out on major life events like weddings** because of hay fever. While one in ten (10 per cent) suffered depression and one in four (25 per cent), exhaustion.

According to the British Airborne Allergy report, which gathered the opinions of more than 2,000 people nationwide, two thirds of all sufferers take medication to try and provide some kind of relief. **And the cost of treating allergies is huge - with British sufferers set to spend a staggering £384 million on treatments this year alone.**

But despite often serious consequences, **less than half of all adults (43 per cent) have received a formal diagnosis from a medical professional**, opting for self-diagnosis instead.

More than a quarter (28 per cent) say they can't sleep and a fifth (19 per cent) actively dread the summer months because of pollen. Investing in an air purifier is the most common line of defence in the home.

Speaking about the findings, Fellowes spokesman, Mike Booth said: "We know summer is set to be a bad time for all of those struggling to cope with hay fever - with high predicted pollen rates and periods of low air quality, and we need to be better prepared for that. This isn't a problem that is going away, especially as we are seeing an increasing number of children and babies affected.

"There are ways people can protect themselves. People are suffering unnecessarily indoors as our AeraMax™ range of air purifiers are scientifically proven to remove more than 99 per cent of harmful indoor airborne particles – like pollen - to make breathing easier and reduce symptoms."

Allergy UK spokesperson, Lindsey McManus, Deputy CEO of Allergy UK, agrees. As she says, ignoring symptoms can impact on health and wellbeing.

Lindsey explains: "Britain has one of the highest allergy rates in the world and what this research makes very clear is the serious effect they have on our health.

"Coping with respiratory allergies such as asthma, hay fever and allergic rhinitis requires a good allergen management plan. The correct use of medication is vitally important and we would advise sufferers to discuss this with their GP or pharmacist but also to consider all allergen avoidance options - from air purifiers to changing soft furnishings and furniture, as part of their management plan."

The report was commissioned in line with the launch of Fellowes **AeraMax™** range of air purifiers, which are scientifically proven to reduce exposure to allergens and is endorsed by Allergy UK.

As well as its high performance features, the **AeraMax™** boasts a sensor which monitors air quality and automatically adjusts the fan speed to keep air purified to help reduce the severity of a reaction. Its **Aera+™ Mode** is designed for peak allergy conditions and can increase airflow by up to 50% depending on the size of model – for the full report, click [here](#).

- **Ends** -

For media enquiries, case studies and additional commentary please contact Sam Bramwell or Manisha Jani on 01625 822 281 or email manisha.jani@mccann.com

For out of office hours, contact 077381 96667

Notes to editors

1 Calculation: 36% of British adults are allergic to at least 1 airborne allergen. There are some 48 million British adults in (age 18+); therefore, 36% of 48m = 17.28m. Sixty seven per cent pay something for medication; therefore, 67% of 17.28m = 11.58m pay something for their medication. The average spend of medication is £33.33 therefore the total spend of British sufferers on medication for their airborne allergies = £33.33 x 11.58m people =384m.

* Independent Research commissioned by Fellowes in association with Allergy UK and carried out by Dynamic Markets in May 2014.

About Fellowes:

Fellowes, Inc. offers an extensive range of products to equip the workspace, including paper shredders, binders, laminators, desktop accessories and record storage solutions.

Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes, Inc. employs more than 1,200 people throughout the world and has operations in 15 countries. Visit fellowes.com for more information.

About Allergy UK

Allergy UK is the operational name of the British Allergy Foundation; the leading national medical charity providing advice, information and support to people with allergies and food intolerance. Allergy UK acts as the 'voice' of allergy sufferers, representing the views and needs of those affected by this multi organ disease. Allergy UK is a certified member of The Information Standard, which is an independent certification scheme for health and social care information supported by the Department of Health. For further information and to see a list of all certified members to the scheme, please visit: www.theinformationstandard.org