



**+ Safeguarding Kids**

**AWEARABLES LLC<sup>®</sup>**

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## **AllerMates<sup>®</sup> Launching EpiPen<sup>®</sup>, Auvi-Q<sup>™</sup> & Asthma Inhaler Carrying Cases**

### **For May's National Asthma & Allergy Awareness Month**

Nanuet, NY—(April 22, 2013) - Each year, May is noted to be "National Asthma and Allergy Awareness Month." "May is the coming of spring, a happy time for most of us, but a challenging time for people, and especially kids, with asthma or allergy-related health ailments," says AllerMates Founder and CEO Iris Shamus. "In response to this important message we are launching EpiPen<sup>®</sup>, Auvi-Q<sup>™</sup> and asthma inhaler carrying cases. We want to make sure to get the word out that parents of kids with asthma and allergies have important tools that are kid-friendly, and fun, to help navigate the risks beyond the home," says Iris.

Iris created AllerMates, [www.AllerMates.com](http://www.AllerMates.com) a unique brand of allergy, asthma and health awareness products that include alert wristbands, dog tags, stickers, lunch bags, and food alert package labels, after a traumatic incident involving her food allergic child, Benjamin. While Ben attended a pre-school where Iris was assured that they were very allergy aware, another food-allergic child in Ben's classroom was given an allergen-containing snack by a teacher. The classmate had a severe reaction and Iris was left thinking, "What can I do to protect *my* child and *others*, especially when they are in the care of others."

AllerMates is now introducing EpiPen<sup>®</sup>, Auvi-Q and Asthma Inhaler carrying cases. The cases come in colorful kid-friendly designs, and include AllerMates characters. Each case comes with an Emergency Contact and Medication Information card. The EpiPen<sup>®</sup> carrying case is insulated, and comes with an epinephrine auto-injector User Guide. The cases, like all AllerMates products, are nickel, lead, latex, BPA and phthalate free.

"AllerMates products help keep children safe, not just during Allergy Awareness Month, but all year round," says Iris. "Our alert products are a critically important part of children's allergy and asthma awareness, and now our carrying cases are safe, effective, and convenient tools for parents and caregivers to carry and share their child's essential medicines."

#### **About AllerMates:**

AllerMates is a subsidiary of Awearables LLC, a privately held company based in Nanuet NY. The Company and products were created by Founder and CEO Iris Shamus, who sought education and alert products for her son after learning he had food allergies and asthma. When she wasn't able to find materials that helped him learn about his allergies, she created the characters, now known as AllerMates. Those characters then became products that alerted others to his allergy, while making him feel special. AllerMates products are available at CVS, Kmart, Walgreens and other national and regional chains as well as at [www.AllerMates.com](http://www.AllerMates.com), where parents can also find a wealth of educational information, resources like action plans and restaurant cards and an online community dedicated to parents of children with health issues.

- more -





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**Allergy & Asthma Facts:**

- According to the American Academy of Pediatrics 1 out of every 12 children, or 11.8 million, has a food allergy.
- Between 1997 and 2007, the Academy of Pediatrics reported an 18% increase in the incidence of food allergies in children.
- The American Academy of Allergies, Asthma and Immunology reports that 30% of food allergic children have not only one allergy, but have multiple food allergies.
- Every 3 minutes a child in the US has an anaphylactic allergic reaction, and every 6 minutes a child is brought to a hospital, or urgent care center in response to allergy-related anaphylaxis.
- The CDC reports that 1 in every 10 children have Asthma.
- Some studies report a crossover rate of as high as 50% between children with asthma and allergies.
- Asthmatic children miss over 15 million school days per year.
- Asthma is the most common cause of hospitalization for children under the age of 15.

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