

Long term benefits  
for your healthy lifestyle.

## Amicor Pure®

**Amicor Pure® bedding provides a healthy sanctuary from allergens,  
night after night....**

### Who is Amicor Pure® for?

Our modern homes with central heating, en-suite bathrooms and double glazed windows is thought to be encouraging the mite population in our homes. The modern, luxury home that we live in could actually be harming our health!

**Amicor Pure® bedding products have been designed scientifically to create a better sleeping environment for those suffering from dust mite allergens.**

### For your new Baby

Babies are particularly vulnerable to dust mite allergens at the age of six months because this is the point where the immune system that they inherited from their mother is at its' lowest, before their own immune system begins to develop fully.

Doctors consider this to be one stage where babies are vulnerable to the house dust mite allergen and could become sensitized. After six months, there could easily be enough mites inside a baby mattress to cause sensitivity. Amicor Pure® prevents allergens at source and will provide a safe place for babies to sleep during this sensitive time.

### Children

1 in 5 children (in the UK) are now diagnosed with asthma or allergic rhinitis. The causes of this are becoming more complex and there is no single cause.

The house dust mite is thought to affect 80% of sufferers so is still considered to be the major cause of indoor allergies. After six months, the average child's bed will harbor a colony of mites producing an amount of air born allergens that are considerably above World Health Organization recommendations.

Amicor Pure® provides a healthier sleeping environment that takes away this risk by preventing allergens and provides peace of mind at night time.

### Adults

Recent statistics indicate adults are now becoming sensitized at any age - so asthma is not just a problem for children, but for people of all ages.



### Allergen sufferers

For those who are already sensitized, Amicor Pure® will significantly reduce exposure to house dust mite allergens while you sleep. Unfortunately, Amicor Pure® will not provide protection from outdoor allergens such as pollen or pollution, but it will provide a healthy sanctuary from allergens night after night.

### What are Dust Mites?

Dust mites are part of the genus Dermatophagoides and are in the same Arachnid family as the spider. They are so small



they cannot be seen with the naked eye. They are oval shaped, cream colored, eight legged creatures with sticky pads on the ends of their feet making it easy for them to burrow deep in carpet fibers and furniture. Only the dead mite particles are able to be vacuumed effectively.

### Where do they live?

The bedroom is the perfect haven for dust mites. They live in pillows, mattresses, bed springs, blankets, and comforters. Two million of these creatures live in the average bed !

### What do they do?

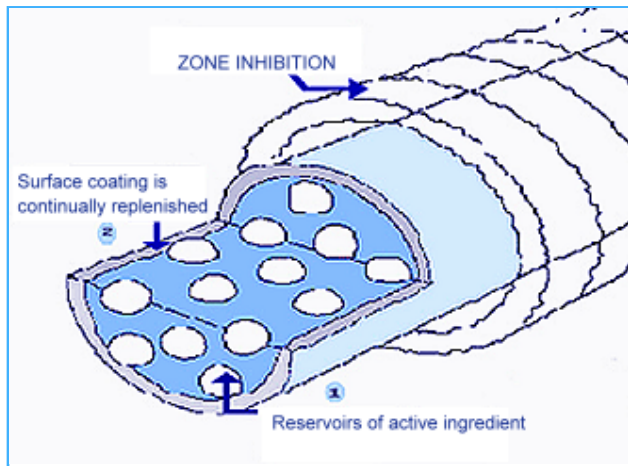
The house dust mite consumes our dead skin cells from our mattresses and pillows. When it makes its droppings, these microscopic pellets contain allergens and debris. The pellets are small enough to be inhaled through the mouth and nose. Although nasal hairs do stop some of these, many enter the lungs.

The lungs are coated with cells which protect the walls of the lungs. The cells are bound together with a glue-like substance. The allergenic particles which enter the lungs settle on the cells and dissolve the binding glue. This kills the cells, giving the allergens free access to the lung wall and therefore to the body.

**Proven to reduce allergy symptoms  
and increase your well being....  
Amicor Pure<sup>®</sup> When you depend  
on a clean environment and a  
healthy lifestyle, for your family.**

### What is Amicor Pure®?

Amicor fibers are produced using “late injection technology.” This means that the



effective ingredients are dispersed inside the fiber and not a fragile surface finish. The fiber itself creates a “slow diffusion” so that just enough of the active ingredient arrives at the surface. The fiber is self-replenishing and is durable, throughout washing and for the life of your mattress.

Further clinical trials are underway with National Pollen Research at Southampton University into the affect of Amicor Pure® bedding with allergen sufferers. The results are due to be published at the end of 2005.

Amicor Pure® has been designed to keep beds and bedding fresh, soft and pure. You can now sleep peacefully knowing that, with Amicor Pure® you have the purest quality available – a quality that can actually improve your health.

Amicor Pure® provides a sense of fresh air for the lifetime of your mattress and works continuously to prevent indoor allergens, providing a healthier sleep environment. The Amicor Pure® healthy sleep system is a truly modern luxury. In fact, it could provide the healthiest night’s sleep you will ever have.

Amicor Pure® has a fast-building profile with healthcare professionals that have an interest in advising asthma and DER P1 allergy patients on providing a healthier sleeping and living environment at home. Amicor Pure® leads the field in intelligent microbial resistance fibers. Amicor fibers are gentle, safe and soft, and have undergone independent ecological and dermatology testing and have been approved for use with babies, children and adults of all ages.

We see a long term, healthy future ahead

Current research and applications

# Amicor Pure®

**Red Cross**



## The Red Cross endorses Amicor Pure®

The Red Cross Hospital in Barcelona has a large specialty wing devoted to the study and treatment of allergy and asthma patients. A major part of their treatment program is working with patients that suffer from and have chronic illnesses due to House Dust Mites.

Two Doctors specializing in this common allergen, pioneered the first clinical trials using Amicor Fibers. This study was over a two year period and monitored 50 patients having a known medical history.

### The results were amazing

Of those patients with Amicor Pure® bedding, 96% shared improvement of symptoms measured on a daily basis. Of those improvements, 81% were able to reduce their medication on the advice of their doctors.

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#### Allergy UK Seal of Approval

The British Allergy Foundation Seal of Approval is a consumer Trade Mark that is licensed to products that have been independently tested by clinical immunologists on behalf of Allergy UK



Okotex test for consumer safety and certify products that will have no harm to humans

