ATTENTION ALLERGY SUFFERERS:

Stop sleeping with the enemy
Dust mites

A spidery, microscopic creature that lives in your mattress

During the night while you’re trying to sleep, dust mites can induce itching, sneezing, stuffy nose, runny nose, red, teary eyes, even disruptive sleep.

In severe cases, asthma attacks can develop, particularly among children.

Millions of dust mites thrive in mattresses, sheets, pillows, carpets and upholstery where they feed on shed human skin and animal dander.

Live mites themselves are not the direct culprits of this year-round allergy. Rather it is their feces and dead body particles that become airborne, inhaled and provoke allergic reaction.
Look who’s talking about dust mites

The Oprah Winfrey Show

Winfrey: We’ll be right back. Coming up, find out what we found in Janel’s bedroom that most of you have in yours. It’s a creepy, crawly thing.

(Commercial break)

Winfrey: Janel, after testing your mattress, the lab found you are living with millions of dust mites, millions, millions of those little critters.

Dr. Tierno: And they can subject you to allergy reactions, dermatitis and a wheezing in your lungs.

Janel: Yeah, I have a lot of breathing problems.

Winfrey: It’s because of all those little critters you’re breathing in.
CNN TV News:

**CNN Medical correspondent, Dr. Sanjay Gupta, warns of the dangers of dust mites.**

Allergy Specialist, Dr. Gillian Shepherd describes dust mites as microscopic spiders that thrive in humidity and feed off the skin cells that humans shed.

Dr. Shepherd states: 99% of all households have them... and they tend to be in the highest concentration in bedding and pillows.
NEW YORK (REUTERS HEALTH) – More than 80 percent of homes in America have detectable levels of house dust mites, the microscopic critter that triggers dust allergies, a team of Massachusetts and Washington, DC, researchers report in the first national study on the topic.

According to this study conducted by the National Institute of Environmental Health Services, Dust mite levels in bedding in nearly half of the homes (45%) were at least 2 micrograms per gram, a level associated with the development of allergies.
Finally, a solution to the dreaded dust mite creature

Bioforce USA introduces Europe’s #1 treatment against dust mite allergy

mites out!®

Dust mite allergy is the fastest growing allergy – second only to pollen as the cause of all allergic reactions.

It is estimated that 10% of the US population or 30 million people suffer from dust mite allergy. And that number is increasing 10% to 20% per year.

Now there is a solution. And it’s natural!
Listen to what people are saying about mites out!®:

“I used to wake up sneezing and coughing. Thanks to mites out! all that’s gone.”
– John Demler, Cairo NY

“Mornings were a real pain, sneezing and wheezing really got me down. Now I wake breathing easy.”
– Robert Sheets, Hudson, NY

“It’s amazing. I woke up this morning with no sinus attacks. I noticed the difference in just one day after using mites out!.”
– Marilyn Reed
The first product of its kind in the health food industry

mites out!® cleansing spray – proven protection against dust mite allergy in your mattress

mites out! targets the cause of dust mite allergies: the mites themselves. It does not just treat the symptoms.

mites out! is a patented Neem formula (TN-MP 100™) that’s natural, non-allergic and non-toxic

mites out! is clinically proven to dramatically reduce the number of mites and allergens.

mites out! is clinically proven to protect mattresses for up to one year

mites out! is convenient, easy to use and stain-free

Just spray to keep dust mites away!
Basic facts about Dust Mite Allergy

Dust mites - microscopic, spider-like organisms - thrive in every household regardless of cleanliness. The highest concentration of these arachnoids is typically found in bedding.

**Dust Mite Concentrations in Household Articles**

On average, up to 10 million dust mites “live” in a mattress, where they feed on shed human skin and animal dander. According to the National Institute of Environmental Health Sciences, “45% of US homes, or approximately 44 million have bedding with dust mite allergen concentrations that exceed 2 micrograms per gram of dust, a level that has been associated with the development of allergies.”

For most people, dust mites do not pose a direct health threat. But an increasing number of US citizens are allergic to dust mites or their excrement and remnants, respectively. The allergic reaction is caused not by the live mites themselves, but rather their waste and dead body particles which become airborne and inhaled. Allergy symptoms significantly reduce the quality of life through:

- Itching
- Sneezing
- Stuffy, runny nose
- Red or teary eyes
- Disruptive sleep
- Skin rash/Eczema

But, for many persons affected by dust mite allergy, it turns out to be not just an annoyance, but also a significant health problem, since dust mites are a major cause of asthma, responsible for the majority of all cases among children. On average, dust mite allergy sufferers develop asthma eight years after the first symptoms of dust mite allergy, given that the allergy symptoms are not treated and that the exposure to allergens is not drastically reduced.
Causes of Asthma Among Children

![Pie chart showing causes of asthma among children. 80% are Dust Mite Allergy, 20% are Others. Source: Science Daily]

Dust Mite Allergy Sufferers

![Pie chart showing dust mite allergy sufferers. 85% are untreated people, 15% are treated people. Source: American College of Allergy, Asthma & Immunology]
Currently available treatments against Dust Mite Allergy

Currently, several different approaches exist to treat dust mite allergy. Five different “treatment” or control groups can be mentioned, though none of them effectively address the growing dust mite problem.

**Hyposensibilisation/Immunotherapy**
Patients are given injections of a diluted dust mite allergen serum to build up a tolerance to the allergen. Success is limited, and in most cases the protection only lasts for a few months. Treatments must be administered in the doctor’s office, which is time-consuming, unpleasant, and very expensive. The growing number of Americans without health insurance or with limited coverage makes this option hardly available for many people, most of whom cannot pay for this treatment by themselves.

**Prescription & OTC Allergy Remedies**
Cortisone, beta-sympathomimetics, nose sprays, eye drops and antihistamines, such as Claritin, treat only the symptoms of dust mite allergy not the cause. These remedies, therefore, only provide temporary relief from symptoms and require either co-pay or routine out-of-the-pocket expenditures. Still, many people turn to these rather convenient products. The OTC cold and allergy market alone reached $2.8 billion in 2004, with Claritin selling over $270 million. One reason why people with dust mite allergy use such products is surely the lack of convenient and effective prophylactic treatments.

**Encasings**
Mattresses, comforters and pillows are “encased” with impermeable covers against dust mites, but most of them are also impermeable to air and humidity, disrupting the quality of sleep. Encasings must be washed every week at high temperatures, which causes their seams to become porous and permeable, allowing dust mites to escape into the mattress ticking, pillows and comforters. A recently published study in The New England Journal of Medicine found that allergen-impermeable bed covers were clinically ineffective in reducing symptoms of dust mite allergy. In addition, the costs range from $100 - $400 per bed per year for a clearly time-consuming and inconvenient treatment.
**Hygienic Products**

Many low-priced housecleaning products make general allergen reduction claims, though none of them have a significant effect on dust mite infestation. The products need to be applied nearly every week. But more importantly, they typically have no or very limited effects on allergen concentrations and often contain toxic substances. These products are not considered a serious treatment of the dust mite problem.

**Anti-Allergen & Insecticide Sprays/Powders**

There are a few ancillary products on the market sold through the Internet or through online allergy shops, which are intended for use against dust mites and/or their allergens. All of them contain toxic or stain-prone chemicals, which the consumer would not want to spray directly on their mattress or bedding. None of these products are promoted either to the consumer or the health care professional, and none of them are sold in health food stores or pharmacies.
mites out!®
– a natural treatment with superior effectiveness

With mites out!, U.S. consumers are offered a product that is clearly superior to currently available treatments against dust mite allergy.

**Comparing mites out! with Competing Treatments**

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*Source: Rödl & Partner*

**It’s patented**

With no recognized brand on the market for the prevention of dust mite allergy, mites out! is the first clearly positioned product in the US to offer consumers a solution to this growing problem. The active component in mites out! is a standardized extract from the seed of the Neem tree, and this exclusive formula (TN-MP 100™) has been patented.

A new patent pending in Europe and the United States by Terra Nostra GmbH further protects mites out! from potential competitors.

**Created after years of research**

The mites out! formula has been researched over several years by well-known scientists at renowned institutions. The results have been published in papers given at prestigious conferences and in international publications, both in Europe and the United States.

The safety and efficacy of mites out! is backed by substantial documentation using pharmaceutical standards. Leading scientists, researchers and practition-
ers endorse the extract in mites out! for long-lasting protection against dust mite allergy.

Because of its superior product features, mites out! is marketed not as a household cleaning product, but as a “cleansing spray” for pharmaceutical purposes. mites out! is clearly positioned as a “cleansing spray” for long-lasting protection from dust mite allergens. The brand would ideally be merchandised in health food stores or pharmacies next to OTC allergy remedies or in houseware retailers next to mattress and pillow encasings. Placement with cleaning or insecticide products is discouraged to prevent not only an insecticide positioning but also the lower prices found in this category.
Get a bigger share of this $5.5 billion allergy market

The potential for mites out!® is enormous. Just look at the products customers use to treat their allergies: allergy medications, encasings, and hygienic products. The market volume of these products totals over $5.5 billion.

**US Market Volume (Est.) for Related Categories of Dust Mite Allergy Treatment**

- **Allergy Medications** – 2004 (Rx and OTC) – $4 billion
- **Encasings** – 2004 – $544 million
- **Hygienic Products** – 2002 – $1 billion, 130 Million

*Source: Global Information, Inc.*

A second indication of the sizeable market potential is the growing concern about dust mite allergy among your customers:

1. There are some 30 million dust mite allergy sufferers in the US (10 percent of the population)
2. Approximately 15%, or 4.5 million, are diagnosed and treated
3. These 4.5 million have tried several products/medications and are typically willing to spend significant amounts of money to get relief from their allergy

They are typically college-educated, female, between 35 and 65, middle or upper income, and predisposed to natural prevention products:

- “I want to protect my family, especially my children who are at risk.”
- “I want to keep my home clean.”
- “I want to do something against dust mites.”
- “I have dust mites, so my home may not be clean enough.”
- “If someone in my family has dust mite allergy, then I have dust mites. What will my neighbors think?”

As awareness of dust mite allergy is growing strongly, with a year-to-year growth rate of some 15%, the market for anti-dust mite allergy treatments is likewise growing strongly. As proof, mites out! is #1 in Europe – soon to be #1 in US.

**Important:**

To get your share of this fast-growing market, be sure to carry mites out! in your allergy department.