

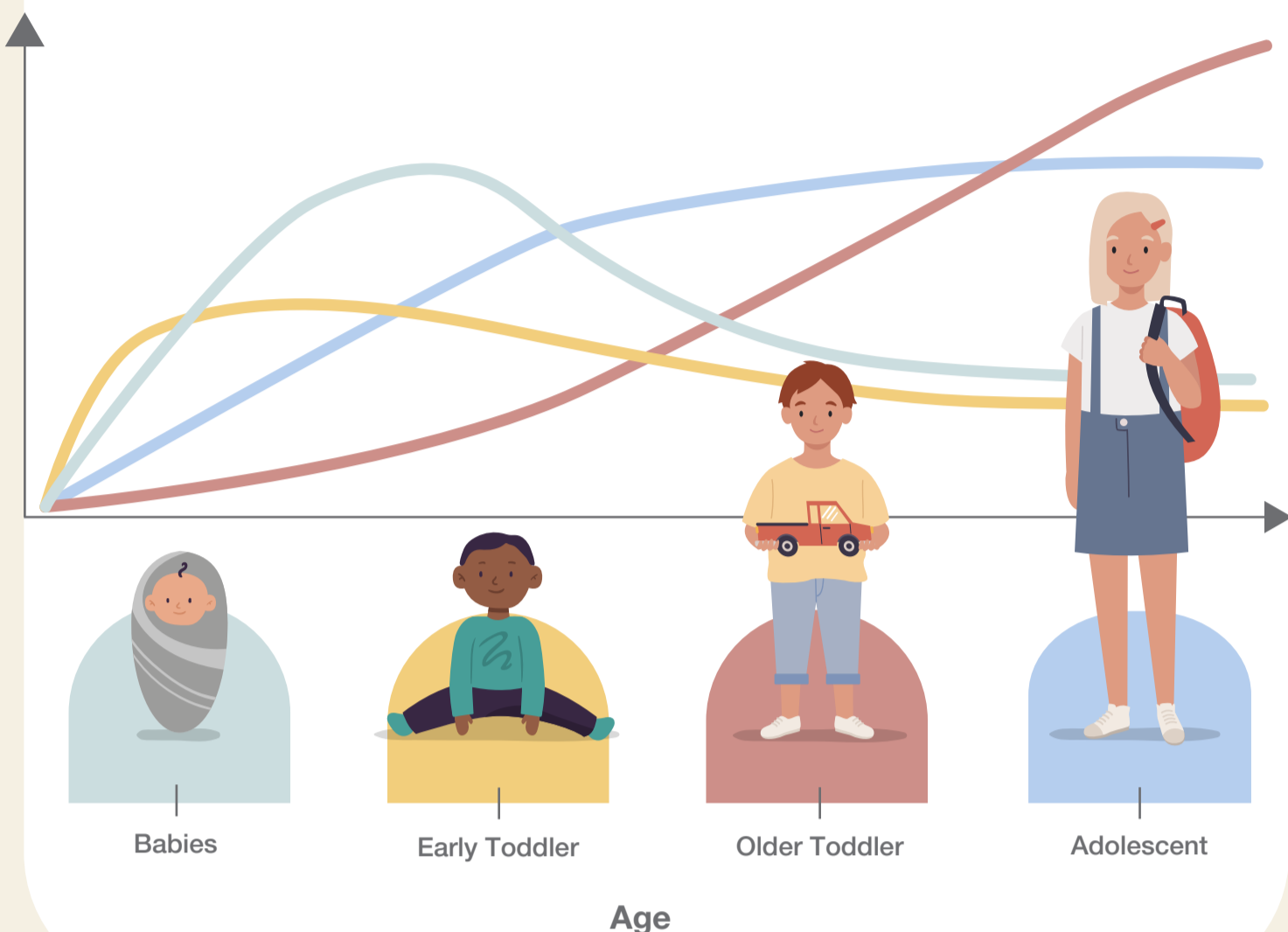
What is the Allergy March?

Allergic disease may undergo changes over time. This disease progression in children is called the allergy march (atopic march). It starts with atopic dermatitis (AD) and food allergy in infancy and moves to allergic rhinitis and allergic asthma in childhood.¹

Luckily, this march can be interrupted with treatment and the identification and avoidance of triggers.¹

RELATIVE PREVALENCE OF SYMPTOMS ACCORDING TO AGE² (many children exhibit symptoms simultaneously)

● Atopic Dermatitis ● (GI) Food Allergies ● Allergic Rhinitis ● Asthma



A peek into the March



45% of children affected with AD were younger than 6 months.¹

Children with AD are 6X more likely to develop a food allergy.³



Up to 62% of children with AD also were diagnosed with allergic rhinitis.¹



Presence of AD leads to increased asthma severity and greater asthma persistence into adulthood.³



Note: Not every patient with atopic dermatitis develops asthma, and not every patient with asthma has preceding atopic dermatitis.³

Halting the Progression

Parents can't address what they don't know.

Runny nose



Rash



Cough



Upset tummy



To effectively manage these symptoms, you need an accurate diagnosis of what's triggering them.

Results from diagnostic testing for allergies may rule in or rule out allergen sensitization. If allergies are diagnosed, triggers can be identified and avoided.

Avoiding triggers and treating allergic diseases may interfere with, delay, and block the natural process of the atopic march.¹

Don't just treat symptoms!

Talk to your healthcare provider to get to the bottom of your child's symptoms with an allergy blood test.

References:
1. Yang L, Fu J, Zhou Y. Research progress in atopic march. *Frontiers in Immunology*. 2020.
2. Wahn U. The Allergic March. *World Allergy Organization*.
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3. Hill D, Spergel J. The Atopic March: Critical Evidence and Clinical Relevance. *Ann Allergy Asthma Immunol*. Feb 2018. 120(2): 131-137.

