

Media Contact Name – Job Title

Email

Phone

FOR IMMEDIATE RELEASE

Stop cedar fever symptoms before they start

(City, State, Month Date, Year): You can't wait for the day fall allergies end, until winter – and winter allergies – hit. There seem to be fewer problematic environmental allergens during the cold months, but for those in our area, fewer doesn't necessarily mean better. There's one tree that causes havoc among thousands of people – Mountain Cedar.

Mountain Cedar trees (also known as Juniper Ashe) release huge amounts of pollen in a single gust of wind, often mistaken for a cloud of smoke or layer of fog. This huge concentration of pollen, some of the highest recorded in the world, causes extreme symptoms for those who are allergic. The most common symptom seems to be sneezing fits, but runny nose, itchy and burning eyes, headache, itchy throat, and exhaustion are common, too. The trees may be big and beautiful, but they can be vicious for allergy sufferers.

Local providers have been working with a Wisconsin company to reduce these disastrous reactions. Allergychoices, Inc., has trained local allergy providers to offer a safe, convenient and effective treatment for cedar fever that doesn't only calm symptoms, but alters the allergic disease to reduce or eliminate reactions for years to come. Similar to allergy shots, where doses of the offending allergen are gradually increased, allergy drops induce allergic tolerance without the use of shots. A patient personalized, liquid drop is placed under the tongue three times daily until tolerance is built.

This method, originally created in La Crosse, Wisconsin, has been shared with providers across the country to allow patients to receive a convenient, custom treatment close to home.

(Clinic name), located in **(city)** is proud to offer preseasonal allergy drops for mountain cedar and other seasonal allergens, along with year round treatment, this allergy season. Preseasonal allergy drops are a high dose booster treatment that's taken eight weeks before the allergy season begins to help reduce symptoms once the season hits. **(Provider name)** says, **“(quote about offering preseasonal drops, their benefit, how they can help patients.)”**

After a year of extreme weather, reactions may be even more severe this year. As you gear up for the hit of cedar fever, start taking your antihistamines or using your nasal spray up to a month before the season is in full swing. Watch your local pollen counts to know when to brace for the worst of it.

Once the season hits, you can take precautions to reduce the spread of pollen into your home to keep it your “pollen-safe space.”

- Vacuum with a HEPA filter
- Wash clothes after being outdoors for extended periods

- Keep windows closed
- Wear protective clothing or dust mask when outside
- Stay indoors during high pollen count days

Cedar fever isn't something you have to suffer through year after year! Tackle your allergy before it starts and keep it down for good. Contact **(office name)** at **(phone number)** to set up an appointment.

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About Allergychoices, Inc.

[Allergychoices](#) began in 2000 as the first dedicated education, advocacy, and networking resource for patients and physicians who were interested in sublingual immunotherapy to treat the underlying cause of allergic disease in the U.S. It was founded by allergy providers who developed the La Crosse Method™ Protocol, based on decades of clinical experience at their Allergy Associates of La Crosse practice in Wisconsin. The outcomes from this Protocol were recently validated by the Validation Institute. Today, the company has grown to be a leading healthcare services company that provides tools that enable physicians across the U.S. to provide sublingual immunotherapy within patients' reach, and gives allergy sufferers information and access to treatment options using custom sublingual immune therapy close to home.