DAY six

The Plant Cellulose Allergy Cure

The portal of entry for airborne allergens is the nasal tract. Normally protected by a sticky mucus coat that lies on top of hair cells that rhythmically move in unison to sweep tissues clean of incoming pollens, viruses, fungi and bacteria every 15 minutes, the mucus defense system in the nasal tract can become compromised. Without a healthy mucus coat trapping (like fly paper) the billions of airborne particles that enter the nasal tract daily, very small airborne particles can enter the lungs and even the circulatory system, triggering inflammation, breathing problems, even a skin rash. Without a healthy mucus layer, airborne particles can then trigger release of histamine to wash the offending particles away, which becomes the chronic runny nose that many people experience. Chronic release of histamine can then fill the overflow compartments in the paranasal sinuses which can result in sinus headache and, over time, create a breeding ground for bacterial or fungal infection. Room air filters knock down the particle count indoors, but they do little good since air cleaners need to filter incoming particles at their port of entry to significantly reduce symptoms.

Modern medicine's approach is to prescribe sleep-inducing antihistamines, or steroids which are accompanied by an array of side effects, or to simply use saline nasal sprays to cleanse the nasal tract. But these saline products as well as some allergy drugs contain benzalkonium chloride as a preservative that destroys the immune defense within the nasal tract. A recent study concluded that "saline nasal sprays with benzalkonium chloride are toxic to human neutrophils (immune cells) even at concentrations far lower than those found in commercially available preparations." [Arch Otolaryngol Head Neck Surg. 129:660-4, 2003]

Enter Mike James, an engineer from the Isle of Man (Great Britain). Years ago he intuitively instilled an inert cellulose nasal powder into his son's nose to quell a sneezing fit. The cellulose powder immediately turns into a sticky gel, mimicking the properties of mucus. [Farmaco 58: 11-16, 2003] Today this cellulose powder has been commercialized and is instilled into the nasal tract via a patented delivery system. In a recent controlled study, better than 8 of 10 users of Mike James' product (called Nasaleze in the UK, Sneeze-eze in the USA) did not have to return to their use of other allergy drugs. [Advances in Natural Therapy 20: No. 4, 2003] Imagine the impact of this discovery if it is born

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The Plant Cellulose Allergy Cure (cont'd)

out in further studies. Billions of dollars of nasal medicines and doctor office visits could potentially be avoided with the simple use of an inert plant cellulose powder.

There are some 50 million allergy sufferers in the USA and 17 million Americans who struggle with asthma. Whether the instillation of cellulose powder into the nasal tract will be found to be a reliable remedy for allergies and breathing problems can only be determined by future studies and doctors' willingness to break their habit of prescribing steroid and antihistamines. Currently, plant cellulose is being chosen as a carrier for various nasally instilled drugs because it is so inert and nontoxic. [Rhinology 31: 33-35, 1993] Since plant cellulose has no active ingredient, it is not classified as a drug in Great Britain, its country of origin. Nasaleze and Sneeze-eze can be found on the internet at www.nasaleze.com or www.sneezeeze.com. The inventors believe the gelled cellulose powder re-connects and coats the hair cells in the nasal tract and restores rhythmic sweeping action which is halted during sleep. So a first-thing-in-the-morning puff of Sneeze-eze is recommended. Sneeze-eze is marketed in the USA simply as a remedy for sneezing to avoid claims that it cures disease. Consumers are slowly learning about this natural remedy in the USA and Great Britain, while consumers in France and Israel have been quicker to adopt it as an everyday remedy.

* The author has a financial interest in this product.