

# CLINICAL SOLUTIONS FOR ALLERGY AND RESPIRATORY HEALTH



## COUGH, SNEEZE, WHEEZE AND SNIFFLE

The change of seasons have been celebrated by people over the ages as a sign of renewal and opportunity for growth. Do your patients share this happy association, or does the change of seasons bring for them sickness and discomfort? Cold, flu, asthma, hayfever, sinusitis and bronchitis are distressingly common and frequently serious health concerns that afflict many of our patients. The consequences of these illnesses include lost time at work and school, lost participation in recreation and sport and too often even loss of life. Whilst modern medicine searches for the magic bullet to 'cure' the common cold or flu, complementary health Practitioners understand that the secret to superb respiratory health lies in maximising healthy, balanced immune function through diet, lifestyle, environment and well chosen supplements.

## THE ALLERGY EPIDEMIC

Amongst the most common of conditions, allergy incidence is increasing at an unprecedented rate. Currently, the rate of asthma in Australia and New Zealand is up 25% for children. Patients often are prescribed a multitude of pharmaceuticals to manage the symptoms of allergies, such as steroids, anti-histamines and bronchodilators, many of which can have substantial side effects. Successful medical treatments for the immune dysregulation that lies at the core of allergy have so far been more elusive. Recent research points to environmental factors such as diet, gut flora, urbanisation and the health of the gut-associated lymphoid tissue as key drivers of allergy prevalence. Metagenics next seminar will review natural strategies to effectively manage the symptoms of allergy, and also tools to rebalance the immune system and address the underlying drivers.

## ARE RESPIRATORY INFECTIONS LEAVING YOUR PATIENTS BREATHLESS?

As one of our primary interfaces with the outside world, the respiratory system is particularly vulnerable to infectious illness. Colds, flus, sinusitis, bronchitis and pneumonia are just a few of the many infections that we are susceptible to. As a complementary healthcare Practitioner, you need protocols that provide rapid relief of these conditions. Otherwise many patients can and do develop long-term, chronic infections that can become a foci for inflammation and spread to have a systemic effect. Metagenics have developed innovative products to target the most common respiratory issues, including sinusitis, cough and infection. As we know that no two patients are alike, we have developed a range of flexible solutions that allow Practitioners to target their treatment strategies to individual patient presentations.

## WHY YOU SHOULD INVEST YOUR TIME IN THIS SEMINAR

- Identify the key factors causing dramatic increases in the incidence of respiratory allergy
- Review the treatment of acute and chronic respiratory infection
- Discover the crucial links between gut health, T-regulatory cell function and immune balance, and how probiotics can impact immune regulation via toll-like receptor activation
- Learn about new, evidence-based, clinically effective Natural Medicines for cough and sinusitis
- Refine your prescriptions beyond symptomatic control, to take into account different patient presentations and driving factors
- Analyse the drivers of these conditions, including environment, dietary factors, stress, nutritional insufficiency, intestinal permeability and toxicity
- Network with other Practitioners and discuss cases in a friendly learning environment

"AS IT TAKES TWO TO MAKE A QUARREL, SO IT TAKES TWO TO MAKE A DISEASE, THE MICROBE AND IT'S HOST!"

CHARLES V. CHAPIN

## CONDITIONS COVERED INCLUDE

- Acute viral and bacterial respiratory infection
- Chronic infections, sinusitis and bronchitis
- Hayfever
- Asthma
- Management of cough
- Immune regulation

## YOUR SEMINAR ATTENDANCE INCLUDES

- Fully referenced, comprehensive seminar manual
- Detailed treatment protocols for each condition discussed
- Technical product information on the Metagenics respiratory management range
- A certificate of attendance for continuing education credits
- An executive summary of the material
- An entertaining presentation delivered by a clinically focused, experienced natural health Practitioner
- Our famous, healthy and delicious meal – a great opportunity to chat with the presenter and network with other Practitioners

"HERE'S GOOD ADVICE FOR PRACTICE:  
GO INTO PARTNERSHIP WITH NATURE; SHE DOES MORE THAN  
HALF THE WORK AND ASKS NONE OF THE FEE." MARTIN H. FISCHER

## Testimonials from our previous Seminar

**Julie Masci Dietitian** – "I found the Energy for Life presentation to be a valuable experience to enhancing my level of patient care. The information was up to date, relevant and useful and explained in an easy to understand way. I will definitely attend future seminars."

**Karen Prince-Popovich Osteopath** – "Awesome, this is my first seminar with you but won't be the last! Always impressed with Health World as a company – I find you the most reliable, informative with the best service overall."

**David Peirce Naturopath** – "Great information to improve compliance and outcomes for my clients."

"SYMPTOMS, THEN ARE IN REALITY NOTHING BUT THE CRY FROM SUFFERING ORGANS." JEAN MARTIN CHARCOT

## THERE'S A SEMINAR VENUE NEAR YOU

Metagenics is committed to providing the best education to all Practitioners no matter where they are. That's why Metagenics seminars are presented at 44 venues throughout Australia and New Zealand.