



October 29, 2009

Laurie Harada
Executive Director
Anaphylaxis Canada
2005 Sheppard Avenue East, Suite 800
Toronto, Ontario
M2J 5B4

Dear Laurie,

On behalf of AllerGen NCE Inc. I would like to offer our full support to Anaphylaxis Canada's response to the controversial article titled *It's just nuts* which appeared in the December 2009 issue of *Chatelaine*.

AllerGen's Research and Management Committee (RMC) discussed this matter during a teleconference on Monday October 26, 2009 and it was agreed that this article did not present a balanced perspective on the risks facing individuals with food allergies and failed to mention several key facts about food allergy.

The RMC believes that an advocating letter to *Chatelaine* from AllerGen is not necessary at this point in time as your letter dated October 22, 2009 effectively conveyed all the relevant facts and sentiments. AllerGen would, however, be more than willing to provide Anaphylaxis Canada with relevant research findings and allergic facts to support its future advocacy and ensure the facts are translated into the public domain in an accurate and balanced fashion. I would also be pleased to work with you to engage the appropriate AllerGen researchers to participate in a round-table discussion with the *Chatelaine* editorial board, should you secure a meeting with them for that purpose.

AllerGen was recently awarded a CIHR grant to host a Café Scientifique, on the topic of ***The asthma and allergy epidemic: Fact or fiction?*** A Café Scientifique is a discussion forum in an informal setting that gives the general public the opportunity to discover, discuss and debate a variety of topics related to health research. This event will be an ideal opportunity to discuss the issue of food allergy prevalence, risk factors and effectively inform the public in an accurate manner about this disease and the efforts of the allergic, their parents, schools employers, government and patient organizations like Anaphylaxis Canada to ensure safe environments for everyone.

Specifically, this event will enable AllerGen to invite the public to an accessible and informal discussion with allergy and asthma experts in order to:

- Make the public more aware of the actual prevalence and severity of allergy and asthma, address the frequent misrepresentation of prevalence, triggers and preventive strategies provided in the media.
- Address public concerns about the 'hygiene hypothesis' on whether being too clean is actually causing an increase in allergic disease
- Inform the public about the application of research underway to reduce the impact of allergic disease and asthma and improve quality of life.

We plan to host this event at the Royal the Royal Botanical Gardens Café in Hamilton, ON, on a weekday evening sometime in April-May 2010, depending upon the availability of speakers.

We look forward to collaborating with Anaphylaxis Canada in the future to inform, support, educate, and advocate for the needs of individuals and families living with anaphylaxis.

Sincerely,



Diana Royce, EdD
Managing Director and COO

c.c. Dr. Judah Denburg, Scientific Director and CEO
AllerGen Research Management Committee