Gottrand F. EA 3925, IFR 114, Faculty of Medicine and University of Lille 2, Lille, France. fgottrand@chru-lille.fr

Several events occur during the first months of life that allow the immune system to become competent and functional. The aim of this article is to review the rationale and evidence of an influence of (n-3) long-chain PUFA (LCPUFA) on the immune system of infants. The (n-3) LCPUSFA exert their immunomodulatory activities at different levels. The (n-3) LCPUSFA metabolites induce eicosanoid production, alter gene expression, and modify lipid raft composition, altering T-cell signalling; all contribute to immunological functional changes. However, the roles of these mechanisms and the types of T or other immunological cells involved remain unclear at present. Moreover, the effect of (n-3) LCPUSFA on the immune system of infants may vary according to dose, time of exposure, and profile of the immune system (T-helper, Th1/Th2). Most of the interventional studies in infancy have been performed for the prevention of allergy. They all confirmed influence on T-cell function and cytokine profiles, but clinically beneficial effects are more conflicting. Supplementation of the maternal diet in pregnancy or early childhood with (n-3) LCPUSFA is potentially a noninvasive intervention strategy to prevent the development of allergy, infection, and possibly other immune-mediated diseases. However, any long-term in vivo effects on (n-3) LCPUSFA early in life for immunomodulatory defense in infants and later on immune status and health remain to be assessed. J Nutr 2008; 138(9): 1807S-1812S.

For more information please contact Nestle Consumer Services on 0860 09 67 89
PRODUCT NEWS

ACCURATE ALLERGEN IDENTIFICATION NOW A REALITY

Labspec (Pty) Ltd is pleased to announce the launch of a national allergen-testing awareness campaign across South Africa, to let consumers and medical practitioners alike know that highly accurate, specific allergen identification is now within everyone’s reach.

Being able to identify exactly which allergen elicits an allergic response within an individual, may result in more specific treatment, an accurate overview of any lifestyle changes that may need to be made in the affected individual, and ultimately, enhanced quality of life.

As a subsidiary of Phadia, the world leader in diagnostics, Labspec is committed to helping medical practitioners make accurate diagnoses and sound management decisions.

We at Labspec have also initiated a national print media campaign both to consumers and medical staff, and a dedicated sales force will highlight the benefits to paediatricians and general practitioners across the country.

Possibly the best part of requesting a Labspec allergen test, is the fact that the procedure is covered by most medical aids, thereby making the decision of whether to be tested or not, an easy one.

Please contact Labspec on 011-792-6790/1/2/3, or visit www.labspec.co.za.

Contact:
Charles Duff 011-792-6790/1/2/3
Maria Ramsay 082-410-6053
Angela Neveling 083-407-7654
jacque Larsen 083-273-2604

GIVING TODDLERS A HEAD START IN LIFE

Abbott, leaders in Science-Based Nutrition, are proud to announce the launch of Isomil 3 Advance Plus, the first soy-based follow-on formula to contain the essential long-chain polyunsaturated fatty acids, arachidonic acid (ARA) and docosahexaenoic acid (DHA).

The importance of DHA and ARA, naturally found in breast milk, and added to infant formulas to support brain development, was recognised by the rapid accretion of these fatty acids in the infant brain. Reports of enhanced intellectual development in breastfed children and the recognition of the physiological importance of DHA in visual and neural systems, led to clinical trials that evaluated whether infant formulas supplemented with DHA and ARA would enhance visual and cognitive development.1 Evidence for a beneficial effect of ARA plus DHA supplementation on central nervous system (CNS) development is strong. A randomised study evaluated visual and cognitive development in infants at 14 and 39 months of age and compared infants fed standard formula, formula supplemented with DHA or formula supplemented with DHA and ARA.1 This study, with the longest follow-up period reported to date, showed that DHA and ARA supplementation supported visual and cognitive development in infants from birth to children 39 months of age.1

Isomil 3 Advance Plus is a milk- and lactose-free, soy-based formula that is specifically designed for children from 1 year of age who have IgE-mediated cow’s milk allergy, are lactose intolerant or suffer from digestive symptoms such as gas, diarrhoea or regurgitation.2

In addition to the patented combination of DHA and ARA, Isomil 3 Advance Plus contains:

- Taurine and choline, which together with DHA and ARA are required for brain development.2,6
- Soy protein isolate, equivalent to animal protein in quality and a rich source of nucleotides, required for normal immune development.7
- A vegetable oil blend that optimizes calcium and fat absorption and is associated with a lower incidence of gastrointestinal intolerance than infant formula containing animal fats or palm olein oil.8 Stool characteristics of infants fed with this unique vegetable oil blend closely resemble those of infants fed human milk.9
- Two sources of carbohydrate, which use two different digestive enzymes and two different non-competitive absorptive pathways, thereby enhancing carbohydrate absorption.2

Isomil 3 Advance Plus is a nutritionally complete, follow-on soy formula for growing toddlers from 1 year of age. It has been tested in clinical trials and is the scientifically supported soy formula with the patented EYE Q system of brain nutrients that support brain development.3

Isomil 3 Advance Plus is competitively priced and is available at pharmacies, supermarkets and baby stores. For more information on Isomil 3 Advance Plus, please contact the brand manager, Yvonne MacLeod, at Abbott Nutrition, tel 011-858-2000.

4. Isomil® 3 Advance Plus Product Monograph.
MIELE LAUNCHES TOP-CLASS RANGE OF VACUUM CLEANERS

A fact of modern life is the increase in allergies, with more and more adults and children suffering from asthma, rhinitis and hay fever. Allergies are made worse by household pets, and dust mites in carpets, mattresses and soft furnishings. In response to the growing need for appliances that can help alleviate the problems suffered by allergy sufferers Miele have developed a number of features and accessories to ensure excellent levels of cleanliness in the home.

The S5281 MedicaAir Vacuum Cleaner is supplied with all the features and accessories to meet the specific needs of allergy sufferers. The unit is equipped with an innovation that offers additional security and comfort; the Allergotec Sensor floorhead for visible hygienic cleanliness.

Miele offers a choice of three filters placed behind the motor. Because of the airtight design, any air leaving the vacuum cleaner only leaves via the final filter. The Miele Super AirClean filter removes nearly 94% of the particles as small as 0.3 μ and, for this reason is the most suitable for everyday households. The Miele Active AirClean filter incorporates the Super AirClean filter and is designed for customers who have to vacuum up items with unpleasant odours. A tight-fitting filter cassette with a rubber seal prevents any air escaping. The active charcoal component absorbs and neutralises odours. The Miele Active HEPA filter solves the problems of allergy sufferers. The Active HEPA filter retains 99.5% of particles.

For the true pet lover – the S55261 in Capri Blue and S55361 in Tayberry Red are Miele’s Cat & Dog range of vacuum cleaners. Stubborn pet hairs do not stand a chance with the Miele Cat & Dog’s Turbo Brush. This special floorhead is driven by the suction of the cleaner and rotates evenly to pick up hair and dirt from most types of carpets, while the smooth running floor head SBD takes care of most hard floor surfaces. The Miele Cat & Dog vacuum cleaner is specially fitted with an ActiveAirClean filter. The activated charcoal filling ensures any smell arising from the contents of the dustbag is absorbed before it leaves the cleaner and that the exhausted air is always fresh too.
MSD (Pty) Ltd is proud to announce the introduction of SINGULAIR 4 mg. Studies have shown that asthma in children under the age of six is on the increase worldwide.1 Studies have shown improvements in symptom and activity scores from as early as day one, affirming the efficacy of SINGULAIR 4 mg in this age group.3 The current guidelines for treatment of asthma in children, as compiled by the Allergy Society of South Africa (ALLSA), call for the introduction of a leukotriene antagonist as a controller agent in this age group at step 2, after the use of short-acting reliever medication has proven to be inadequate in controlling asthma symptoms. In other words using leukotriene antagonist as a first line controller agent. At present, of the leukotriene receptor antagonists, only SINGULAIR is indicated for use in children under the age of 12.2 SINGULAIR 4 mg is indicated for the prophylactic treatment of mild to moderate asthma in the 2-5 year old age group. SINGULAIR 4 mg is presented in a 28-day pack and one tablet should be taken once daily at bedtime.2 To date worldwide use is more than 2.2 million children in more than 90 countries. This puts SINGULAIR in the unique position of being the only controller therapy to be registered and indicated for asthma patients from 2 years old and up.2

REFERENCES:
2 Data on File.

PRODUCT NEWS

Foratec HFA is another exciting addition to Cipla’s range of respiratory products, emphasising our commitment to offering solutions for Total Asthma Control!

Foratec HFA (formoterol fumarate 12µg) is:
- a long-acting β2-agonist, giving up to 12 hours bronchodilation1
- as fast-acting as salbutamol,2 between 1-3 minutes1
- the only available formoterol fumarate MDI
- a 120-dose MDI; 2 months’ supply (at 1 puff b.d.)
- CFC-free, re-enforcing our global commitment to preserving our planet within our sphere of influence
- indicated as add-on therapy to inhaled corticosteroids in patients with chronic persistent asthma (GINA step 3)3 and for prophylaxis and treatment of symptoms in patients with COPD1
- priced at R69.60 SEP (excl VAT), the most cost-effective long-acting β2-agonist in SA!5

Isn’t this enough reason to prescribe Foratec HFA?

Cipla offers you Total Asthma Control through choice of molecules, choice of devices and a choice to treat cost-effectively!

Prescribing information available on request. Please contact Elizma Kemp on 021-917-5620.

1. Foratec HFA Package Insert
5. SEP (excl. VAT) as per PCD, July 2008
NEW DESIGN FOR SYMBOICORD

AstraZeneca is proud to introduce a new design for Symbicord boxes and packaging. The purpose of the packaging change is to standardise the colours and design globally, so that wherever in the world you may be, the Symbicord packaging will look the same.

In line with these changes, we are also keeping these colours for our promotional and educational material, so that the design is standardised throughout. The new look is bold, positive, professional and modern, with an emphasis on clinically relevant and clear information. The approach is future-focused, to reflect the constant innovation and challenging of conventions that is the basis of our approach to medicine at AstraZeneca.

Please note that the ingredients and doses of Symbicord will remain the same.

In conjunction with the new look, AstraZeneca intends to introduce user-friendly educational and support material to assist and support people with asthma.

The new material is aimed at providing the busy physician and his/her patients with the tools that they need so that people with asthma can take responsibility for their own asthma control.

**Symbicord® Turbuhaler® 80:4.5 µg/dose (Inhaler),** Reg No. 35/21.5.1/0404. Each delivered dose contains as active constituents: Budesonide 80 micrograms and formoterol fumarate dihydrate 4.5 micrograms.

**Symbicord® Turbuhaler® 160:4.5 µg/dose (Inhaler),** Reg No. 35/21.5.1/0405. Each delivered dose contains as active constituents: 160 micrograms and formoterol fumarate dihydrate 4.5 micrograms.

**Symbicord® Turbuhaler® 320:9 µg/dose (Inhaler),** Reg No. 38/21.5.1/0187. Each delivered dose contains as active constituents: Budesonide 320 micrograms and formoterol fumarate dihydrate 9 micrograms.

NAME AND BUSINESS ADDRESS OF THE HOLDER OF THE CERTIFICATE OF REGISTRATION:

AstraZeneca Pharmaceuticals (Pty) Limited, 5 Leeuwkop Road, Sunninghill, 2157, South Africa. Reg No. 92/05854/07. Tel: +27 11 797 6000. Fax: +27 11 797 6001. www.astrazeneca.co.za

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**Asthma limits the full potential of millions of South Africans**

As a long term condition, asthma affects people of all ages and all walks of life. The provision of good asthma care provided by highly motivated professionals eases what many consider to be a burden. The right care changes lives and makes it possible for people with asthma to live a normal, healthy and active life.

The NAEP is striving to improve the health and well being of people living with asthma and is here to help you with:

- Dissemination and interpretation of accredited Asthma Treatment Guidelines
- Free asthma information
- Accredited education programmes for health professionals

Become a professional member today. Encourage your patients to become members.

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