

# Allergy Toothpaste



## Oral Mucosal Immunotherapy (OMIT)

A recent clinical investigation at Weill Cornell Medical College compared OMIT and sublingual immunotherapy (SLIT) in patients with allergic rhinitis. Results showed similar safety profiles and efficacy rates between the two treatment methods. Adherence was 80% for OMIT and 62 % for SLIT<sup>1</sup>.

# Custom-formulated Allergy Toothpaste

## Allergy immunotherapy-as simple as brushing your teeth.

Allergy toothpaste is a patented, custom-formulated, flavored Oral Mucosal Immunotherapy (OMIT) that incorporates the same allergenic extracts used for allergen-specific immunotherapy, similar to allergy drops or shots.

Phenol-free allergenic extracts are compounded into the toothpaste by our pharmacy in accordance with your prescription. Patients self-administer the allergens orally during the daily habit of brushing their teeth.

Allergy toothpaste combines immunotherapy with an activity that most everybody engages in daily (oral care), creating seamless adherence to a long-term, daily administration schedule.

## Background:

The sublingual mucosa has been used for many years as a target for the administration of allergenic extracts due to the concentration of antigen-presenting oral Langerhans cells (oLC). These oLCs possess high affinity receptors and natural pro-tolerogenic characteristics that are necessary for successful immunotherapy.

Recently, researchers concluded that the highest density of oLCs was found in the vestibular and buccal regions of the oral mucosa<sup>2</sup>, which makes them a desirable target for OMIT.

## Prescribing Allergy Toothpaste:

- Follow the same recommendations for patient and allergen selection as with SLIT.
- Patients begin with one pump daily for one week, then increase to two pumps daily.
- The recommended daily maintenance dose of allergy toothpaste is two pumps daily for both children and adults.
- It is recommended that patients follow the American Dental Association (ADA) guidelines of brushing their teeth for 2 minutes, without spitting in between. It's OK for patients to rinse out their mouth after brushing.
- Each tube of allergy toothpaste lasts for 12 weeks.
- For more information, visit [www.allamericanallergy.com](http://www.allamericanallergy.com) , call us at: 877-667-4689, or email us at: [questions@allamericanallergy.com](mailto:questions@allamericanallergy.com) .

## References:

1. Oral mucosal immunotherapy for allergic rhinitis: a pilot study. Reisacher W, et al. Allergy Rhinol 2016; 7(1): e21-28
2. World Allergy Organization Position Paper, 2013.