

## Allerject™ Canada's first 'talking' epinephrine auto-injector

MONTREAL, Jan. 25, 2013 /CNW/ - Sanofi Canada announces a new option for the emergency treatment of anaphylaxis. Allerject™ is the first and only 'talking' epinephrine auto-injector in Canada.

"Sanofi is excited about being able to offer Allerject™," says Jon Fairest, President and CEO of Sanofi Canada. "Allerject™ is designed to address unmet patient needs and make a positive difference in the lives of those at risk of a severe allergic reaction, and those who care for them."

Although the precise number of people at risk of anaphylaxis is unknown, a recent study found that approximately 7% (or about 2.5 million Canadians) self-report a food allergy.<sup>1</sup> Epinephrine is the drug of choice for the emergency treatment of severe allergic reactions, and is the medicine in the Allerject™ auto-injector.

"Anaphylaxis is potentially life-threatening for many thousands of Canadians, and for these individuals, the prompt and correct use of an epinephrine auto-injector is essential in an allergic emergency," notes Dr. Peter Vadas, a Toronto allergist and Director, Division of Allergy and Clinical Immunology, at St. Michael's Hospital.

Yet according to research, many patients do NOT know how to properly use an auto-injector. In studies, only a modest number (30-44%) were able to demonstrate correct self-administration.<sup>2</sup>

**Allerject™ 'talks'.** To help patients and caregivers correctly use the auto-injector, Allerject™ comes equipped with automated voice instructions (in either English or French) which will guide them step-by-step through the injection process in the event of an emergency.

Studies also indicate that a significant number of at-risk individuals (between 30% and 70%) do NOT always carry their auto-injectors as recommended by physicians.<sup>3</sup> Research shows that the size and shape of existing auto-injectors may deter some patients from carrying the device.<sup>4 5</sup>

**Allerject™ is compact.** It is the shape of a credit card and the thickness of a cell phone and fits comfortably in a pocket or small purse. It has been designed to be easy for patients to carry - to assist them in complying with recommendations that epinephrine should be available at all times.<sup>6</sup>

**Allerject™ was developed by patients, for patients.**

The inventors of Allerject™ are twin brothers, Eric and Evan Edwards, both severely allergic to certain foods. "We're patients too, and we wanted an auto-injector that would address gaps in the care of individuals at risk of anaphylaxis," explains Eric.

**Allerject™ has a number of other features** designed to assist in the delivery of epinephrine during an anaphylaxis reaction:

- A light signals when the injection is complete.<sup>7</sup>
- A retractable needle system. Patients never see the needle - before, during or after injection.<sup>8</sup>
- A press-and-hold injection method.<sup>9</sup>
- The automated voice counts down the five seconds of injection time ("5-4-3-2-1, injection complete").

Go to [www.allerject.ca](http://www.allerject.ca) for further information.

### About Allerject™

Allerject™ auto-injectors are indicated for the emergency treatment of anaphylactic reactions in patients who are determined to be at increased risk for anaphylaxis, including individuals with a history of anaphylactic reactions. Allerject™ is designed as emergency supportive therapy only and not as a replacement or substitute for subsequent medical or hospital care, nor are they intended to supplant insect venom hyposensitization. After injection seek immediate medical attention. All individuals receiving emergency epinephrine must be immediately transported to hospital, ideally by ambulance, for evaluation and observation. This product may not be right for you, always read and follow the label.

### About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they employ more than 1,700 people across the country. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

<sup>1</sup> L. Soller et al, Overall Prevalence of Self-reported Food Allergy in Canada, Journal of Allergy and Clinical Immunology (2012). doi: 10.1016/j.jaci.2012.06.029

<sup>2</sup> Frew A.J. What are the 'ideal' features of an adrenaline (epinephrine) auto-injector in the treatment of anaphylaxis? Allergy 2010; DOI: 10.1111/j.1398-9995.2010.02450.x.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Macadam et al.: What factors affect the carriage of epinephrine auto-injectors by teenagers? Clinical and Translational Allergy, 2012 2:3



<sup>6</sup> Prescribing Information, page 11.

<sup>7</sup> Prescribing Information, page 21.

<sup>8</sup> Prescribing Information, page 18.

<sup>9</sup> Prescribing Information, page 20.

Video with caption: "BROLL: Canada's first 'talking' epinephrine auto-injector". Video available at: <http://stream1.newswire.ca/cgi-bin/playback.cgi?>



[file=20130125\\_C7202\\_VIDEO\\_EN\\_22900.mp4&posterurl=http://photos.newswire.ca/images/20130125\\_C7202\\_PHOTO\\_EN\\_22900.jpg&clientName=SANOFI%20CANADA&](http://photos.newswire.ca/images/20130125_C7202_PHOTO_EN_22900.jpg&clientName=SANOFI%20CANADA&file=20130125_C7202_VIDEO_EN_22900.mp4&posterurl=http://photos.newswire.ca/images/20130125_C7202_PHOTO_EN_22900.jpg&clientName=SANOFI%20CANADA&)

Image with caption: "Allerject - Child and Adult Dosages (CNW Group/SANOFI CANADA)". Image available at: [http://photos.newswire.ca/images/download/20130125\\_C7202\\_PHOTO\\_EN\\_22719.jpg](http://photos.newswire.ca/images/download/20130125_C7202_PHOTO_EN_22719.jpg)

Image with caption: "Allerject - Injection (CNW Group/SANOFI CANADA)". Image available at: [http://photos.newswire.ca/images/download/20130125\\_C7202\\_PHOTO\\_EN\\_22721.jpg](http://photos.newswire.ca/images/download/20130125_C7202_PHOTO_EN_22721.jpg)

Image with caption: "Eric Edwards - Co-Inventor of Allerject (CNW Group/SANOFI CANADA)". Image available at: [http://photos.newswire.ca/images/download/20130125\\_C7202\\_PHOTO\\_EN\\_22723.jpg](http://photos.newswire.ca/images/download/20130125_C7202_PHOTO_EN_22723.jpg)

Image with caption: "Jon Fairest - Pres and CEO of Sanofi Canada (CNW Group/SANOFI CANADA)". Image available at: [http://photos.newswire.ca/images/download/20130125\\_C7202\\_PHOTO\\_EN\\_22725.jpg](http://photos.newswire.ca/images/download/20130125_C7202_PHOTO_EN_22725.jpg)

SOURCE: SANOFI CANADA

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