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Allerject™ is Listening to You!

Launch of new video series captures real-life stories about anaphylaxis

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You know about Allerject™, right? That it's the first and only epinephrine auto-injector with voice instructions. That it 'talks' people through the injection process.

But did you know that not only does it 'talk', it is intent on 'listening' as well?

In recognition of Food Allergy Awareness Month this May, Allerject™ is launching a new video series that captures real people sharing their stories about anaphylaxis. The first of these can now be viewed on the [Allerject™ YouTube channel](#).

"We want to hear what people are saying about severe allergies and their experiences with Allerject™," explains Marie-Andrée Champagne, National Education Manager at Sanofi Canada, the company that makes the product available in Canada.

"We'll continue to engage people in this discussion, and we'll continue to add to this video series in the weeks and months ahead," says Champagne. "It is our hope that this will contribute to increased public awareness of anaphylaxis and better understanding of the issues."

Many different people from across the country will be participating – look for parents with kids who are severely allergic, teen and adult patients, physicians, nurses, teachers, pharmacists, paramedics, and others. The videos will present the challenges, as well as the aspirations and achievements, of everyday people living with serious allergies.

Share these videos with anyone you feel should know about Allerject™! #AllerjectForMe
