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## **New book addresses growing problem of children with allergies**

**1 out of 5 kids now suffer; “AmazingAllergist” series by eminent allergist offers encouragement, empowerment, and answers.**

(LONG ISLAND, N.Y.) . . . . Renowned allergy specialist Dr. Atul Shah has released a new book addressing the growing problem of childhood allergies. The book is intended for not only child allergy sufferers and their parents, but also for doctors to use in waiting rooms and as gifts to patients.

Entitled “Allergies and Awesome You,” the book is part of the “AmazingAllergist” series. The author is celebrated allergy specialist Dr. Atul Shah, MD, FAAAAI, FAAAAI. He maintains a website at [AmazingAllergist.com](http://AmazingAllergist.com).

Allergies are the third most chronic disease among children. They can range from mildly annoying to highly debilitating, requiring children to refrain from normal activities and suffer regular misery. They can also lead to other health complications. Allergies account for over 17 million outpatient visits a year.

“This is a huge problem, and while there are good treatments out there, what is lacking is information,” said Shah. “My intention is to get this book into the hands of as many doctors, kids and their parents as possible, to give people the encouragement and information, and the knowledge that almost all of these kids can live normal, happy, allergy-free lives.”

“For many kids, even those who do get proper treatment, the only support is the occasional trip to the doctor – and the kids themselves just have to accept the

medicines, shots and physical suffering,” Shah continued. “Others get no treatment at all, and just accept the suffering as part of life. This needs to change.”

The book covers early recognition of allergy symptoms; overcoming the fear of allergy tests; controlling allergies in the home; the proper use of allergy medications; reducing exposure to allergens; drug-free allergy treatments; allergy vaccinations, and more. Links are also provided to free sources of information on allergies.

Physicians and medical establishments will receive bulk pricing on orders of the books for waiting rooms and gifts to patients.

For more information on the new book or other “AmazingAllergist” resources from Dr. Shah, please email Liz Mensching at [lmensching@bohlsengroup.com](mailto:lmensching@bohlsengroup.com) or visit “[AmazingAllergist.com](http://AmazingAllergist.com)”.

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