



AmazingAllergist™

Empowering allergic children to live great lives



Dr. Atul Shah -- The AmazingAllergist

Are you or a loved one sneezing incessantly? Does your dog make you itchy? Do you dread spring because the pollen makes your eyes water and your throat scratchy? Do you think you'd always have to live like this? You don't!

More than 60 million Americans have allergies and a compromised quality of life. Fortunately, there is help available. Dr. Atul Shah and his team love to make a difference and are here to give expert advice and opinions. At this time on the planet, no matter where you live, you can find help and guidance for your allergies. You can live a great life, allergy free!

Dr. Shah has earned the nickname, The AmazingAllergist from patients and their families. "The patients we've served have come back to tell us what my staff and I have done for them is amazing. Now it has become a concept." Dr. Shah is actively engaging practices across the country that meet his standards of excellent allergy care with compassion.

Perhaps the best news of all is that it's within your power to be free of allergies. Dr. Shah and his team put you in charge of all decisions about treatment – it must be a plan that works for you and your individual lifestyle. "Physicians or specialists can tell a patient what to do but if they don't decide to do something about it, it won't work. The first step is that patients must recognize they have allergies. They have to come out of denial that everything is fine. Once they realize this, they may look for help and it's out there. A very important part is the confirmation that they have allergies, then a specialist like myself or my practice can help them get better."

Once you recognize you have allergies, you can try to figure out what in your environment, what in your day to day life is triggering your symptoms. “By being aware of what’s going on patients may be able to connect the dots about what part of their quality of life is being compromised by what triggers. That helps us to do certain testing about those triggers and we’re able to give guidance about avoiding them. If patients are actively involved in making decisions, they are more likely to follow those instructions,” says Dr. Shah. “We need patients to take an active role in their care.”

Many people aren’t familiar with the way an allergy specialist can help them. Allergy specialists have extended training – three more years than a regular physician. In this time, specialists learn about allergies and asthma, gaining special talent, knowledge, skills, and expertise to help their patients.

“The way we help is by asking a lot of questions, like a detective, trying to figure out where the symptoms are starting and doing a lot of tests in the office.” These are allergy skin tests – usually needle free tests that will allow the specialist to see what the patient is allergic to.

“Once we know what they are allergic to, allergists also have expertise in giving patients specific instructions on how to reduce their exposure to the allergen. Reducing exposure will go toward reducing the amount of medication a patient needs. An allergist knows ways to manage allergies with less and less medication. The goal is always maximum control with minimum medication.”

The dissemination of information and education about allergies goes a long way in their treatment. To that end, Dr. Shah has created “The Allergies and Awesome You” series of children’s books.

“I want to empower every single child or adult who has allergies to believe that he or she can have a great life, allergy free. As part of that we created a story for children through which they can learn about allergies and believe they can have a great life allergy free.”

The first book in the AmazingAllergist's Awesome Series for Children is - "Allergies, and Awesome You. Believe You Can Get There Too!" This is the first book of its kind, written by an allergy expert, for allergic children, designed to provide allergy-related information in a story they'll enjoy. The characters, Jack and Samantha are playing soccer. Samantha is not enjoying soccer due to her pollen allergies while Jack, who is now allergy free, is having a blast. He shares with Samantha the steps he and his parents took to allow him to live allergy free. Through the story of Jack and Samantha, kids can learn more about allergies and how to overcome them.

Although this is a children's book, there's a lot of educational information for parents, especially how to recognize the signs and symptoms of allergies, what can be done at home, when to ask for help, what you can do to make the child allergy-free.

Dr. Shah believes that informed, educated children or parents are more likely to get better through taking action and staying with the treatment regimen. This naturally leads to improved quality of life for the allergic individual.

"As a practicing allergist, my best reward is seeing the children smile again, with improved quality of life. I believe that the AmazingAllergist's Awesome Series will do the same for the allergic individuals who read them and empower themselves to take action. I love having the satisfaction of knowing that it makes a difference."

Other books in the AmazingAllergist's Awesome series will include: *Asthma and Awesome You*, *Eczema and Awesome You*, *Food Allergy and Awesome You*, *Pet Allergy and Awesome You*, *Allergy Vaccines and Awesome You*, *AmazingAllergist's Guide to Awesome You*. The final book in the series is for parents.

For more information on The AmazingAllergist's Awesome series, visit: www.AmazingAllergist.com. For more information on Dr. Shah's practice and how he and his team can help your family conquer allergies visit: www.center4asthmaallergy.com

