



NEWS from Trudell Medical International[®]

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Patients, Families, Governments Striving for Asthma Control

World Asthma Day brings awareness and educational activities around this common lung disease

Events in countries spanning the globe will mark World Asthma Day today, May 6. These activities, whether held in schools or hospitals, small village squares or bustling city shopping malls, will have in common the positive theme "You Can Control Your Asthma."

Asthma is one of the most common chronic diseases in the world, affecting more than 300 million people worldwide.¹ It is characterized by recurrent breathing problems and symptoms such as breathlessness, wheezing, chest tightness and coughing. Asthma symptoms vary over time, and also from individual to individual.

However, asthma experts say that with proper treatment most asthma patients can achieve good control of their disease. "Asthma does not have to limit your daily life," says Eric Bateman, MD, Chair of the Global Initiative for Asthma (GINA) Executive Committee.

"Asthma control means no, or very minimal, symptoms, and very infrequent asthma attacks. A person whose asthma is under control can go to work or school, exercise, and participate fully in life."

The *AeroChamber Plus[®]* Valved Holding Chamber (VHC) with *Flow-Vu[®]* Indicator has been carefully designed to provide patients with a number of features to ensure consistent medication delivery. The *Flow-Vu[®]* Indicator and *FlowSignal[®]* Whistle provides feedback to encourage proper inhalation technique, which may improve patient compliance and respiratory disease management.²

Since 1922, Trudell Medical International has continued to develop ground-breaking new products that enhance aerosol drug delivery designed to improve the quality of life for asthma patients worldwide. Our history of innovation and continued research are what have made the *AeroChamber[®] Brand of VHC the most widely recognized and most recommended brand of Valved Holding Chamber in the world.*³

World Asthma Day – May 6, 2008

World Asthma Day is an annual event, held the first Tuesday in May, organized by the Global Initiative for Asthma (GINA). GINA was launched in 1993 to work with healthcare professionals and public health officials around the world to reduce the burden of asthma. Guidelines for the diagnosis and management of asthma prepared by GINA have been adapted for use in a variety of settings around the world and are available, along with other GINA documents, at www.ginasthma.org

¹ Global Burden of Asthma Report, 2004. Available from: <http://www.ginasthma.org>.

² Crompton G.K. et al. The need to improve inhalation technique in Europe: A report from the Aerosol Drug Management Improvement Team. *Respiratory Medicine* (2006) 100, p.1479-1494. ³ Data on File, NOP Healthcare, UK, March 2000.

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