



## NEWS from Trudell Medical International

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### TMI Launches New Chambers Specifically Designed for Kids on World Asthma Day



Asthma is one of the most common chronic diseases in the world, affecting more than 300 million people worldwide.<sup>1</sup> Asthma experts say that with proper treatment most 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 most important commonality about asthma, across all age groups, is that good asthma control is a goal within reach for almost all patients. This is true even for the youngest children with asthma," adds Soren Pedersen, a member of the GINA Executive Committee and one of the authors of the new GINA report on asthma in children under age five that is being released today. The new report, *Global Strategy for the Diagnosis and Management of Asthma in Children 5 Years and Younger*, adapts this strategy to address some of the unique challenges presented by asthma in young children. Childhood asthma is commonly treated with prescription aerosol medications, delivered through Metered Dose Inhalers and Valved Holding Chambers (VHCs) which hold the medication suspended until it is inhaled. Although mask products may have been prescribed at an earlier age, kids 5+ years of age are ready to graduate from a mask to a mouthpiece device. The **AeroChamber**<sup>®</sup> Brand is expanding to include two new chambers designed to meet the needs of the youth market.

The new **AC Girlz**<sup>®</sup> and **AC Boyz**<sup>®</sup> Chambers feature kid-friendly designs and have built-in feedback mechanisms that encourage proper inhaler/chamber technique. These features may empower kids to take greater control of their asthma and encourage independence, compliance to their treatment program and are ideal for kids prescribed a puffer for the first time. This is especially important in an age category known to either ignore their medication or use it incorrectly.

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. The new GINA pediatric report and other guideline documents are available at [www.ginasthma.org](http://www.ginasthma.org)

Please join Trudell Medical International in recognizing World Asthma Day today.

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

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