

Clinical criteria for diagnosing anaphylaxis.^{1*}

Anaphylaxis is highly likely when any 1 of the following 3 criteria is fulfilled following exposure to an allergen:

1

Acute onset of an illness (minutes to several hours) **with involvement of the skin, mucosal tissue, or both** (e.g. generalized hives, pruritis or flushing, swollen lips-tongue-uvula) **and at least 1 of the following:**



a. Respiratory compromise
(e.g. dyspnea, wheeze-bronchospasm, stridor, reduced PEF[†], hypoxemia)



b. Reduced BP[‡] or associated symptoms of end-organ dysfunction (e.g. hypotonia [collapse], syncope, incontinence)

2

2 or more of the following that occur rapidly after exposure to a likely allergen for that patient (minutes to several hours):



a. Involvement of the skin-mucosal tissue
(e.g. generalized hives, itch-flush, swollen lips-tongue-uvula)



c. Reduced BP or associated symptoms (e.g. hypotonia [collapse], syncope, incontinence)



b. Respiratory compromise
(e.g. dyspnea, wheeze-bronchospasm, stridor, reduced PEF, hypoxemia)



d. Persistent gastrointestinal symptoms
(e.g. painful abdominal cramps, vomiting)

3

Reduced BP after exposure to a known allergen for that patient (minutes to several hours):



a. Infants and children: Low systolic BP (age-specific) or greater than 30% decrease in systolic BP[§]



b. Adults: Systolic BP of less than 90mmHg or greater than 30% from that person's baseline

* These criteria need to be subjected to a prospective, multicentre clinical trial to establish their utility and determine whether there is a need for further refinement.

† PEF = Peak expiratory flow

‡ BP = Blood pressure

§ Low systolic blood pressure for children is age-specific and defined as: <70mmHg for age 1 month to 1 year; <70mmHg + [2 x age] for age 1 to 10 years; <90mmHg for age 11 to 17 years.



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<p>33 YONGE STREET, 12TH FLOOR, TORONTO, ONTARIO M5E 1X6 TELEPHONE: (416) 363-3772 TORONTO.HOGARTH-OGILVY.COM</p>	OGILVY COMMONHEALTH	LIVE: None	BUILD DATE: Oct 30/15	CATEGORY: Direct Mail	GALLEY:
	FILE: 41844-1-Eng-Clin Criteria Card-	TRIM: 8.5" x 11"	BUILD OP: ed	FORMAT: Criteria card	1
	AD #: None	BLEED: 8.75" x 11.25"	REV DATE: Nov 10/15	PICK UP: AD's file	PASS:
	JOB #: S.PFZ.PFZEPI.15023.B.011	LINE SCREEN: 150	REV OP: ed	IMAGES: None	2
	ACCOUNT: None	CAMPAIGN / CREATIVE NAME: Clinical Criteria Card Redesign			
PRODUCTION: Terri Maida	ITEM DESCRIPTION: Criteria card	CLIENT: Pfizer Inc.			
PRINT SCALE: None	NOTES:				OP: PR:
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Help your at-risk patients be prepared with the EpiPen® (epinephrine) Auto-Injector.



For adults and children weighing 30kg (66lbs) or more



For children weighing 15–30kg (33–66lbs)



Blue to the sky. Orange to the thigh.

How to use EpiPen® and EpiPen® Jr Auto-Injectors.



Blue to the sky.

- Hold firmly with orange tip pointing downward.
- **Remove blue safety cap by pulling straight up. Do not bend or twist.**



Orange to the thigh.

- **Swing and push orange tip firmly into mid-outer thigh until you hear a 'click'.**
- Hold on thigh for several seconds.



Built-in needle protection

- After injection, the orange cover automatically extends to ensure the needle is never exposed.



After administration, patients should seek medical attention immediately or go to the emergency room. For the next 48 hours, patients must stay within close proximity to a healthcare facility or where they can call 911.

To order your **FREE Training Kit** visit EpiPen.ca.

Indications and Clinical use:

- EpiPen® and EpiPen® Jr Auto-Injectors are indicated for the emergency treatment of anaphylactic reactions in patients who are determined to be at increased risk for anaphylaxis, including individuals with a history of anaphylactic reactions.
- Select dose according to patient's body weight.
- Inject into the outer thigh.
- Following treatment of anaphylaxis, the patient must call 911.

There are no absolute contraindications to the use of epinephrine in a life-threatening allergic situation.

Relevant Warnings and Precautions:

- Avoid use of epinephrine in patients with cardiogenic, traumatic, or hemorrhagic shock; cardiac dilation; cerebral arteriosclerosis; organic brain damage, and narrow-angle glaucoma
- Use with caution in patients with cardiac arrhythmias; coronary artery or organic heart disease; hypertension and hyperthyroidism
- Sulfite sensitivity
- Diabetes
- Parkinson's disease

For More Information:

Please consult the prescribing information at http://www.pfizer.ca/en/our_products/products/monograph/312 for more information relating to adverse reactions, drug interactions, and dosing information, which has not been discussed in this piece. The prescribing information is also available by calling 1-800-463-6001.

References: 1. Sampson HA, Muñoz-Furlong A, et al. Second symposium on the definition and management of anaphylaxis: summary report – Second National Institute of Allergy and Infectious Disease/Food Allergy and Anaphylaxis Network symposium. *J Allergy Clin Immunol* 2006;117:391–397. 2. EpiPen® and EpiPen® Jr. Prescribing Information. Dey Pharma, LP, March 13, 2012.



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■ Black, ■ C=40 M=0 Y=80 K=0, ■ C=0 M=65 Y=95
 K=0, ■ C=0 M=5 Y=70 K=0, ■ C=88 M=15 Y=0 K=0,
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