

Allergy or Intolerance?

People are increasingly aware that they are intolerant to certain foodstuffs however, food intolerance has been difficult to diagnose because:

- Symptoms vary in each individual
- Onset of symptoms can take several days
- Symptoms can come and go
- Symptoms can vary in sensitivity
- Doctors will not always make the link between symptoms and the foodstuff

The differences between Food 'Allergies' & Food 'Intolerances'

	FOOD ALLERGY (True Food Allergy)	FOOD INTOLERANCE	
		Persistent Intolerance	Temporary Sensitivity
Key Differences in Definition	Immediate reaction Acute symptoms Can be life-threatening Immune system demonstrably involved – often immediately Antibodies produced Cause more easily identified Easier to diagnose	Slower reaction, over 24 hours Less acute, less noticeable symptoms Rarely harmful but may cause unpleasant symptoms which affect long term health and lifestyle Immune system generally not involved (and if so, at a low level) Specific cause more difficult to identify due to time delay More difficult to diagnose	
Symptoms	Anaphylactic shock, body swelling, generalised rashes, itching, vomiting, diarrhoea, wheezing, breathing difficulties, faintness, collapse	Headaches, flushing, bloating, stomach gripes, constipation, nausea, palpitations, rashes, itchy skin, watery eyes, runny nose. Similar symptoms for both intolerances and sensitivities, although causes are slightly different	
Numbers of People Affected	Comparatively rare. 2% of the UK population suffer from a 'true food allergy' (<i>Allergy UK, January 2007</i>) BUT 41% claim that they so suffer!	Fairly common. Up to 45% of the UK population suffer from some form of food intolerance (<i>Allergy UK, January 2007</i>), with 59% claiming they suffer	
Causes	Common allergy-provoking foods: cow's milk protein, egg white from hens, wheat gluten, soya bean, codfish, various nuts, specific fruit & vegetables and seafood	Symptoms occur because the body cannot digest a particular food due to insufficient quantities of a particular enzyme or chemical needed to break it down	Symptoms are often an exaggeration of a normal side effect produced by that substance. Often caused by consuming too much of a food or drink i.e over-indulging
What to do	Go to hospital A&E Consult your GP Take an allergy blood test	Take a food intolerance test such as the Kymatika K-Test which will identify potentially problematic foods which should be cut out of your diet for a specific period of time. Re-test at regular intervals (ideally every 2-3 months) as intolerances can change with the seasons. If symptoms persist or worsen, consult your GP	

K-Test™

How does it Work? The Kymatika Technology

Based on forensic science, the ground breaking technology upon which the Kymatika system is based makes it the first of its kind in the world.

Being non-invasive, the Kymatika K-Test is completely painless. It takes measurements from the surface of the fingers by stimulating the nerve endings with bio electromagnetic waves – similar to how an ECG (electrocardiogram) machine screens the heart. The Kymatika K-Test is being launched with 40 basic food and drink substances which cover the average person's diet in the UK.

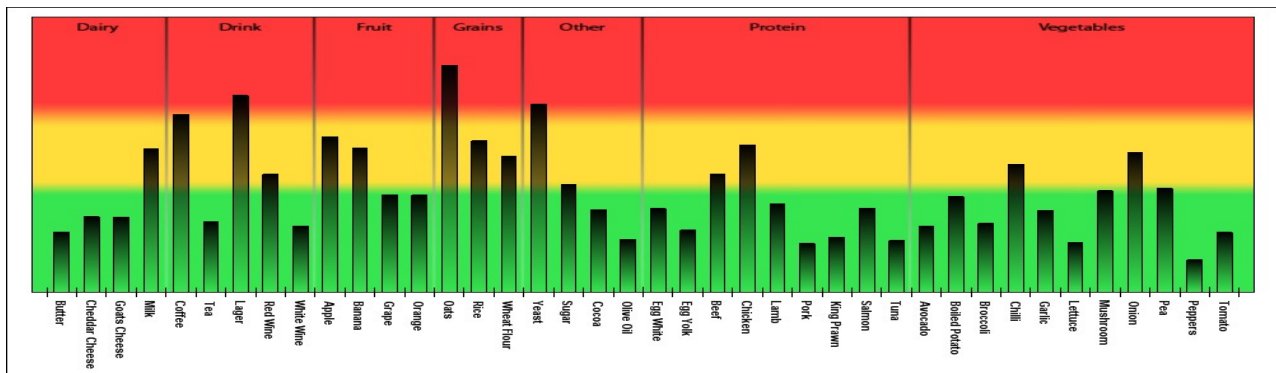
Apple	Chicken	Grape	Olive Oil	Salmon
Avocado	Chilli	King Prawn	Onion	Sugar
Banana	Cocoa	Larger	Orange	Tea
Beef	Coffee	Lamb	Pea	Tomato
Potato	Egg white	Lettuce	Peppers	Tuna
Broccoli	Egg yolk	Milk	Pork	Wheat Flour
Butter	Garlic	Mushroom	Red wine	White Wine
Dairy Cheese	Goats Cheese	Oats	Rice	Yeast

Each and every foodstuff has a unique infra-red 'fingerprint' and the Kymatika system is able to measure these different 'fingerprints' and the body's unique reactions to them using proven scientific technology

Interpreting the Results

The report is easy to interpret:

- Bars within the **GREEN** area indicate that these foods can continue to be consumed as per usual.
- Bars entering the **AMBER** area mean that consumption of these foods should be monitored carefully and not taken in excess.
- Any bars that stray into the **RED** zone means that these foods should be avoided completely and replaced with similar foods which offer parity in nutritional and calorific value.



What happens next? Kymatika Virtual Nutritionist

The customer can now take the results away with them. On each results sheet there is a code which allows the customer to access their report online and consult the Kymatika Virtual Nutritionist, free of charge, who will be able to provide further explanation of their results, solutions to specific dietary needs plus additional advice on replacement foods and recipes. Advice from Kymatika is from trained nutritionists. Via your Internet access each test is automatically uploaded onto the Kymatika website with the individuals' details and results.

Why Should Customers Get Re-tested?

Kymatika's aim is to stimulate demand for healthier diets, ensuring an availability of options so that people can take up the choices they want to make. Through regular use of Kymatika individuals can monitor changes in their sensitivity to certain foods; replace foods and re-introduce foods. Kymatika will also introduce new 'sets' of foods as well as the initial 40 which will be available.

Through the online Virtual Nutritionist customers will be encouraged to re-test.