

Boots sees pollen explosion sweep the country as hayfever strikes



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Industry: [Healthcare](#)

Press Release Summary: Boots report massive increase in the number of hayfever sufferers as a pollen explosion sweeps the country

Press Release Body: The sudden surge in symptoms may be due to the pollen season starting later than usual and coinciding with the grass pollen season, spelling double trouble for hayfever sufferers, according to **Boots**.

To help combat the watery eyes, runny noses and nasal congestion suffered by three out of five people in the UK, **Boots** is offering a **free Haymax Organic Pollen Barrier balm** with every hayfever product purchase.

Haymax is an organic drug-free balm that when rubbed around the nose offers an effective barrier against pollen, helping to stop it entering the nose and helping to reduce sneezing.

Angela Chalmers, Boots Pharmacist, said, "I've see a large number of people asking about [hayfever](#) recently. It seems to be a bigger problem every year and it seems to be affecting more people in their 30s and 40s who have never had it before. With so many different hayfever remedies on the market I would recommend that anyone

who is suffering speaks to their pharmacist about which treatment would be best for them."

Hayfever is an adverse reaction to pollen, which can result in troublesome symptoms of sneezing, stuffy, blocked noses, itching in the throat and nose and watery, itchy eyes.

Surprisingly it is not just people in rural areas that suffer, as a dramatic increase in sales of hayfever remedies in urban areas over the last couple of years has shown. Known as 'greyfever' this is likely to be down to environmental pollution in towns and cities causing trees to produce excess pollen.

Some experts believe that the increase in diesel cars may be helping to fuel the rise. **Professor Jean Emberlin of the National Pollen and Aerobiology Research Unit** believes that it may be the hydrocarbons in diesel that affect the proteins in allergens.

Angela Chalmers has some handy hayfever hints to help sufferers beat the symptoms:

- Wearing large sunglasses to reduce pollen affecting the eyes
- Keeping windows closed in the early morning and late afternoon
- Washing hair before going to bed to remove any pollen collected throughout the day
- Taking off clothes that have been worn outside before going into the bedroom
- Avoiding hanging washing outside when the pollen levels are high

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Boots

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