

Protecting Yourself During Poison Ivy Season

Five Easy Steps Toward Relief

(NAPSA)—Leaves of three, let it be. That rhyme is used by some people to identify poison ivy in hopes of avoiding the painful symptoms associated with this noxious weed.

Every year up to 55 million Americans develop allergic reactions to poison ivy, poison oak and poison sumac. The reactions happen because these plants contain urushiol, a toxic oil that sticks to skin and causes it to itch, inflame and blister.

The most important step in treating poison ivy symptoms is to completely detach and rinse the oil from the skin. A new poison ivy wash called Zanafel™ Poison Ivy Wash does just that.

“Until now, poison ivy treatments have only temporarily blocked the itch but have not addressed the root cause of the reaction,” said Robert Knechtel, M.D., J.D., president of Zanafel Laboratories. “Zanafel Poison Ivy Wash is the first product to quickly eradicate the painful, irritating symptoms of poison ivy, oak and sumac by actually removing the urushiol oil from the skin so the affected area begins healing.”

Zanafel works by attaching itself to the oil, which has a greater



Did you know that dead poison ivy plants can remain toxic for up to nine years?

affinity to it than it does to skin. The oil can then be washed away with water. Symptoms are usually eliminated within 30 seconds.

Contrary to what many people believe, poison ivy is not contagious. The only way to contract poison ivy is through direct skin contact with the oil. This can occur by touching the oil on the plant, touching a surface that holds the oil, or through airborne exposure which can be deadly.

Although not everyone reacts to poison ivy, 85 percent of the population is allergic and people can become more sensitive to the plant with each contact.

Here are some tips that can help make poison ivy less painful:

1. If you know you have come in contact with poison ivy immediately cleanse the area with plain soap and water, then apply rubbing alcohol to the exposed skin with cotton balls and rinse with water.

2. If signs or symptoms appear use Zanafel Poison Ivy Wash, available in the first-aid section of drugstores, such as CVS, Rite Aid and Eckerd, to remove the toxic oil from the skin and relieve symptoms.

For a systemic reaction, a prescription of steroids may be required. Zanafel can be used with steroid treatment to manage topical reactions.

3. Avoid scratching the rash as scratching may cause an infection from bacteria carried under the fingernails.

4. If symptoms continue to worsen or if the rash spreads to the mouth, eyes or genitals visit your doctor; severe reactions to poison ivy may require further treatment.

5. Remove and wash all clothes and shoes that have been contaminated.

For more information and a complete listing of drugstores that sell Zanafel, visit www.zanafel.com.