

Florida's favorite colors

Stressless® Clearance SALE



SaveBIG!

On Select Models
While Supplies Last



Enter to Win!

2-night Stay at
Pink Shell Beach Resort & Spa
with limo service to &
from the resort in a
stylish Pink Limo.



Colorful
Comfort
Ergonomic
Design



OPEN

Mon-Sat 10am-6pm
Sun 12pm-5pm



NAPLES

NEW in Gateway Center
US 41 & Golden Gate Pkwy
239.263.2506

FORT MYERS

Metro Pkwy & Daniels Pkwy
239.561.5656
Design Services Available
Judith Cahill, ASID, IDS #ID00001276

**DENMARK
INTERIORS**
www.DenmarkInteriors.com

Are Your Sales Down?

For just a few dollars a day and no long-term rental commitment, bring your product or service to Fleamasters, where thousands of new eyes will see what you are selling. Join hundreds of great businesses and increase your sales at Southwest Florida's biggest and best fleamarket.

**GIANT
Fleamasters
Fleamarket** FT. MYERS
FLORIDA

239-334-7001 ext. 200
Just 1-1/2 miles west of I-75 at exit 138 or
on the web at www.fleamall.com

HOME SAFE ENVIRONMENTAL LLC

WATER EXTRACTION, MOLD INSPECTION & REMEDIATION



Water Intrusion
WILL
Destroy Your Home



24 Hour Emergency Service
Insured, Licensed, Bonded
Guaranteed Best Prices

WRT, CMI, CMRC Certified
State-of-the-Art Equipment
We keep you fully informed

**FOR A CLEAN, SAFE HOME ENVIRONMENT
CALL NOW!**

(239) 939-SAFE (7233)

*Stop Hair Loss
and Regrow
Your Own Hair
...Guaranteed!*



Human Performance Laser Solutions treatment for hair loss utilizes FDA approved Low Level Laser Therapy (LLLT). According to the International Laser Research Group Association, this specific type of laser is able to "normalize metabolism of tissues, improve blood cell nutrition, and assures a regular sebaceous secretion." More simply put, the laser increases cellular metabolism, circulation, and the supply of oxygen to the treated area which will actually halt hair loss, and re-grow your own hair.

- Increases blood to scalp 54% after only one treatment
- Stops excessive hair loss
- Stimulates and accelerates hair restoration
- Repairs and improves hair shaft quality
- Treats entire scalp area
- Relieves irritating scalp conditions such as psoriasis, seborrheic dermatitis, and itchy scaling scalp
- Enhances lasting effects of hair color and perms
- Normalizes sebum production in the scalp
- Overall, can make both men and women have thicker, stronger, and healthier hair.



Call us for a free consultation to determine if you are a candidate.

Call today: 239.466.4007

www.hplongevity.com

6819 Portofino Circle, Unit B • Fort Myers, Florida 33912

Study: people with allergies are ignoring warnings

SPECIAL TO FLORIDA WEEKLY

A growing number of the 12 million Americans with food allergy are ignoring widespread food-label warnings about the possible unintentional presence of allergens, putting them at increased risk for a potentially serious reaction, a new study suggests.

The label warnings, known as "advisory labeling," are intended to inform consumers that the products could unintentionally include an allergen (such as peanuts), and include such statements as "may contain (peanuts)," "manufactured on shared equipment with (peanuts)" and "manufactured in the same facility with (peanuts)".

Advisory labeling, which has become increasingly common, is voluntary rather than mandatory, and is not regulated. People with food allergy depend upon food labels to determine food safety, as even a small amount of an allergen could cause a serious allergic reaction.

The new study, reported in the July issue of the Journal of Allergy and Clinical Immunology, attempted to determine whether food-allergic consumers heed advisory labels, and whether products with such labeling contain detectable amounts of allergen. The study was conducted by researchers at the University of Nebraska, the Food Allergy & Anaphylaxis Network, and the Jaffe Food Allergy Institute at Mount Sinai School of Medicine in New York.

Two separate groups of attendees at FAAN seminars for parents of children with food allergy were surveyed: one group in 2003 (625 parents), and the other in 2006 (645 parents). Parents were asked whether they heeded advisory labeling on products containing food allergens.

The results of the survey showed a disturbing trend: 85 percent of the parents surveyed in 2003 heeded the advisory warnings, while in 2006 the rate dropped to 75 percent. In addition, parents ignored the advisories to differing degrees, depending on the wording. For example, 88 percent heeded items labeled "May contain," compared with only 65 percent who would not use products labeled "Made in a facility that uses."

Yet when food products bearing advisory statements for the presence of peanut, a common allergen, were analyzed, it was found that the wording used to warn consumers did not correlate with frequency or amount of peanut detected. In fact, peanut was found in more products and at higher levels in items with "shared facilities" in the advisory label than with other wording. Overall, 7 percent (13 of 179 products tested) had detectable levels of peanut - in amounts that, in some cases, could cause allergic reactions.

"We believe that allergic consumers are increasingly ignoring the advisory labeling because the warnings are now used so frequently that consumers assume they are not serious," said study co-author Scott Sicherer, M.D., of the Jaffe Food Allergy Institute. "Our study shows that there truly is a risk, that the particular words used in warnings do not reflect the degree of danger, and not heeding those warnings is tantamount to playing a hazardous game of allergy roulette with food."

"Advisory labels are well-meaning, but their increasing use and the wide range of terminology are confusing and often misleading for consumers," said FAAN CEO and founder Anne Muñoz-Furlong. "Industry, government regulators, and food-allergic consumers must partner to determine the best course of action to ensure that food is free from unintended allergens and to improve advisory label use."

For more information, visit FAAN on the Web at www.foodallergy.org. ■