



The **Anaphylaxis** campaign  
Helping people with severe allergies live their lives

## Your guide to managing food allergens

“Management of Food Allergens” is a new textbook for the food industry that provides invaluable information and guidance to all those with an interest in protecting allergic consumers through good manufacturing practice and clear labelling advice.

The book is priced at £120 but corporate members of the Anaphylaxis Campaign can buy it at a reduced price of £105, which includes delivery, until 30<sup>th</sup> October 2009.

A wide range of subjects are covered including:

- Risk management principles and operational implications
- Good cleaning practices that minimise the risk of cross-contact
- Validation of cleaning
- Finished product labelling
- Risk communication
- Clinical incidence of food allergy
- Food allergy from the patient’s perspective
- Coeliac disease

The book is edited by Jacqueline Coutts and Richard Fielder of Gen-Probe Life Sciences, and all the authors are known experts employed by major bodies including Nestle, Unilever, Kinnerton Confectionery, the Institute of Food Research, Campden BRI, Holchem Laboratories and the Food Standards Agency. The perspectives of consumer organisations are given by David Reading of the Anaphylaxis Campaign and Norma McGough of Coeliac UK.

Further information:

[http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1405167580\\_descCd-description.html](http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1405167580_descCd-description.html)

### How to purchase the book

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To get your reduced price, please quote the Anaphylaxis Campaign corporate membership scheme.