

My Ivy<sup>®</sup>

is sold everywhere  
anti-itch creams  
and sprays are  
available .



It's about time.



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\$1.00 OFF  
My Ivy  
8 oz.  
Any Style  
\$1.00 OFF



My Ivy Inc.  
345 Main Street  
Anytown, NJ 67890

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Spring 2005

Outdoor Enjoyment  
for Everyone

## “My Ivy<sup>®</sup>” Urushiol Detector



### Leaves of Three, Let Them Be...

My Ivy Inc.  
345 Main Street  
Anytown, NJ 67890  
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## Look Familiar?



No one wants poison ivy. However, it is virtually unavoidable to the general public.

“Upwards of 90% of people are allergic to urushiol oil, it's a matter of time and exposure. The more times you are exposed to urushiol, the more likely it is that you will break out with an allergic rash.” (Fast Facts, PoisonIvy.us).

# My Ivy<sup>®</sup>: “See the itch before you scratch.”

“My Ivy<sup>®</sup>” is an invisible spray applied to both the skin and clothing directly (there is no residual staining or dyeing after normal washing). After exposure to the oil of the Poison Ivy plant, the once invisible spray becomes a visibly timed indicator of warning .

Contact Time (min.)	Color
Immediate	Intense Red
Fifteen	Intense Purple
Thirty	Intense Yellow

The key to avoidance is the knowledge of your timed exposure. A common premise among the medical profession is, the sooner the detection, the lower the risk of contraction:

“The earlier you cleanse the skin, the greater the chance that you can remove the urushiol before it gets attached to the skin” says Hon-sum Ko, MD., an allergist and immunologist with the Center for Drug Evaluation and Research (Hon-Sum Ko, 1996).

“Usually within 15 minutes of contact, the urushiol binds to skin proteins. If it is washed off with soap and water before that time, a reaction may be prevented.” Reference[Dermatology in Primary care, 1994](FAQ, PoisonIvy.us)

“...after being exposed, you must douse yourself immediately with water as the oil will usually bond with the skin in as little as 15 minutes..” (Epstein, PoisonIvy.us)