

Sanofi launches 'Allergy Free' awareness campaign

30 June 2020 | News

Allergy free helps keep people informed on the typical symptoms of allergies, flu and cold, and the main warning signs of COVID-19



This World Allergy Week (June 28 – July 04), Sanofi India Limited launches a multi-channel educational initiative to raise awareness about allergies and their impact on the quality of life.

Given the sensitivities of the current global pandemic, there is a lurking sense of fear that has gripped everyone. Allergy free helps keep people informed on the typical symptoms of allergies, flu and cold, and the main warning signs of COVID-19.

The website www.allergyfree.co.in is a comprehensive and regularly updated portal. Taking this information to where our customers really access it, this portal also links across various social media channels including Facebook (@AllergyFreeInd), Twitter (@AllergyFree), Instagram @AllergyFreeIndia) and YouTube (AllergyFree India).

Commenting on the launch, Nikhilesh Kalra, General Manager – Consumer Healthcare, India & South Asia, Sanofi, said, “In India, while the prevalence of allergies has increased five times, but 50% of the allergy sufferers are unaware of this problem. Allergies can have a major impact on people’s productivity and their sense of well-being. Importantly, if ignored, allergies could have long-term consequences on their health. Therefore, there is a real need for a revolutionary shift in mindset towards allergies. ‘AllergyFree’ is our endeavour to raise awareness so that people can ‘live allergy-free’.”

The company also runs educational programs from time to time including medical experts and people living with allergies to help understand allergies better. They reach out to people via print, radio, digital platforms and now social media handles.