**Project Consumer Immersion**

Hi! It’s a pleasure to share the early warning note for study “Project Consumer Immersion”. This study is Pharma in nature. Kindly refer to below mail and plan the resources accordingly.

* **Study Details**: -
1. **Allergy therapy**
* **Objective:** To understand respiratory allergies from the lens of a sufferer. To get insights on how they describe the symptoms, current behaviour, impact on QOL, journey, pain points, etc
* **No. of Immersions:** 2 + back up
* **Time:** Between 2 pm to 4 pm
* **Centres:** Mumbai near Andheri East / Powai
* **Duration of each Immersion:** 30-40mins
* **Patient Profile 1**:
	+ 1. Sufferer of Respiratory Allergies (Sneezing, runny nose,) - User of Fexofenadine + Monteleukast OR Levocetirizine + Monteleukast in the past one month
		2. 30-35 years, SEC A, housewife
* **Patient Profile 2**:
	+ 1. Sufferer of Respiratory Allergies (Sneezing, runny nose,) - User of Fexofenadine + Monteleukast OR Levocetirizine + Monteleukast in the past one month
		2. 35-40 years, B, working professional / businessman
1. **Probiotics Therapy:**

**Objective:** Consumer/patient immersion at their residence

**Date:** 3rd July

**Time:** Between 12 noon to 3 pm

**Profile 1: :** Enterogermina User (Mother of a 2-3 year old child who has used) SEC A, user of Enterogermina since 6 months or more

**Profile** 2Dulcoflex tab user. 40 - 45 years Male SEC A. Indication is constipation. Suffering from constipation for past 1 year**.**

**Centre:** Mumbai

**Locality:** Sakinaka to Powai

**Duration immersion:** 30-40 mins each