

# Media kit

**Potens***Allergy*



# Table of contents

01

About Potens Allergy

03

Meet the CEO

05

Recent news coverage

08

Recent award

10

Frequently asked questions

13

Contact us



# D1

About Potens  
Allergy

# About Potens Allergy

Potens Allergy was founded by board-certified allergist Dr. Roberto Garcia-Ibáñez. After treating approximately 2,500 patients with environmental allergies and allergy-induced asthma, Dr. Garcia-Ibáñez recognized the market's need for a safer, more lifestyle-friendly alternative to traditional treatment methods. After years of research, he patented his Nocturnal Oral Vestibular Immunotherapy protocol: now known as Circava System™ therapy.

Circava System™ therapy offers a novel, painless relief solution for millions of allergy sufferers nationwide. The custom-formulated, easy-to-follow drop treatment is designed to be self-administered at nighttime and works with the body's circadian rhythm to quickly reduce symptoms. Patients experience long-lasting allergy symptom relief in as few as four weeks, unlike months with allergy shots.

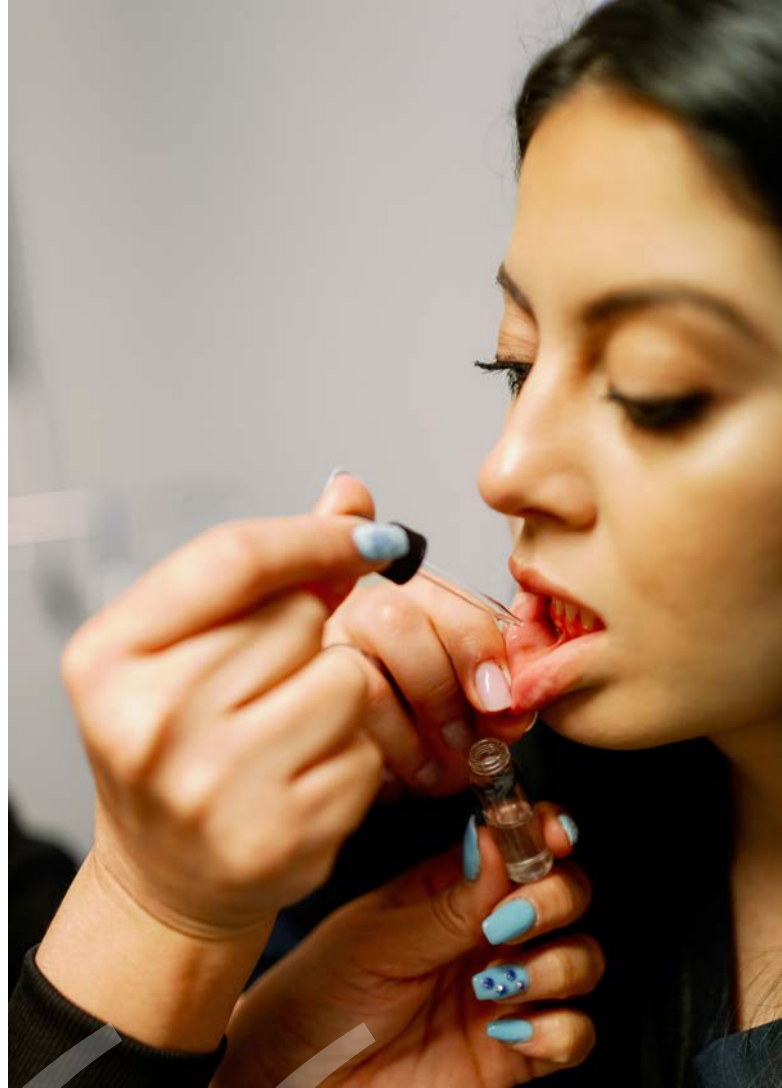
## Benefits

### Patients

- **Lifestyle friendly:** Circava System™ therapy does not require frequent trips to an allergist
- **Easy-to-follow:** After an initial primary care appointment, the therapy can be taken at home, at nighttime
- **Proven results:** Patients experience lasting symptom relief in as few as four weeks

### Providers

- **Improved compliance:** 84% of patients achieve maintenance through Circava System™ therapy, as compared to 22% with shot treatment
- **Accelerated time to relief:** Patients achieve maintenance within four weeks, as compared to four to six months with shots
- **Improved patient satisfaction:** The quick and lasting relief experienced by patients helps improve overall satisfaction rates



“Within two weeks of taking the drops I felt a tremendous difference. By the time my wedding came, I was 100% clear. I have never in my life seen my skin that way. I was looking for help and he [Dr. Garcia] delivered.”

**Myrna Marquez**  
Eczema patient

03

Meet the  
CEO



A portrait of Roberto Garcia-Ibáñez, a middle-aged man with grey hair and a beard, wearing glasses, a light blue shirt, and a dark blue blazer. He is smiling and standing outdoors with a blurred background of buildings and greenery.

# Roberto Garcia-Ibáñez, M.D.

CEO of Potens Allergy, LLC  
Board-Certified Allergist

## About Dr. Roberto Garcia-Ibáñez

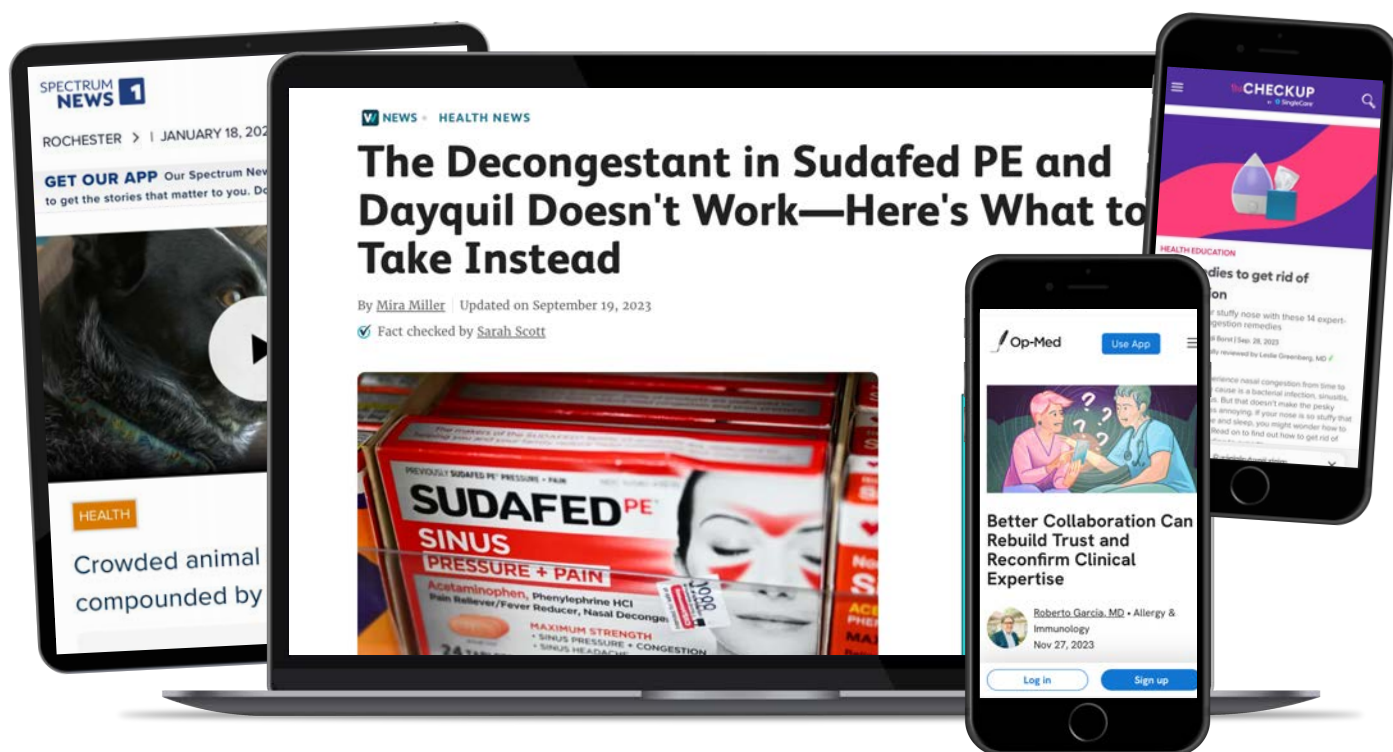
Dr. Roberto Garcia-Ibáñez has been treating patients for diseases and symptoms related to allergies, asthma and immunology since 1987.

Before developing the patented Circava System™ treatment, Dr. Garcia-Ibáñez spent a decade researching the clinical effectiveness of sublingual immunotherapy (SLIT) as an alternative to allergy shots. Still a practicing physician in the Tampa Bay area, Dr. Garcia-Ibáñez is a highly sought-after expert in the field. He is Board Certified by the American Board of Pediatrics and the American Board of Allergy and Immunology.

05

**Recent news  
coverage**

# Recent news coverage



**verywellhealth**

The Decongestant in Sudafed PE and Dayquil Doesn't Work—Here's What to Take Instead

September 2023

**doximity**

Better Collaboration Can Rebuild Trust and Reconfirm Clinical Expertise

November 2023

**SPECTRUM NEWS**

Crowded animal shelter issue compounded by pet allergies

January 2023

August 2023

Cool Science Radio: New treatment for environmental allergies



September 2023

14 remedies to get rid of congestion



December 2023

Potens Allergy's Roberto Garcia-Ibáñez wants to shake up the allergy care model

**HEALTHCARE BREW**



“

My son is allergic to almost everything. But allergy shots were not only inconvenient, they sent him into anaphylactic shock. The Circava System™ treatment has been a great alternative. The drop therapy is easier, less invasive, and it works! I'd certainly recommend it to my family and friends.

**Jessica Urrutia**

Parent of Circava System™ patient

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08

**Recent award**



# Award



**FLORIDA ASTHMA COALITION**

**2023 Asthma Champion Award Recipient**

**Dr. Roberto Garcia-Ibáñez, M.D.**

# 10

**Frequently asked  
questions**

# Frequently asked questions

## What makes Circava System™ treatment different from other options?

Circava System therapy offers patients the power and personalized dosing of allergy injections (SCIT) through self-administered oral therapy. The therapy delivers fast results, with relief of symptoms achieved in as few as four weeks, thus reducing the time required to reach maintenance levels with fewer restrictions for the patient.

Circava System therapy is a patented protocol, with most treatments delivered in the dendritic-rich oral vestibular space versus under the tongue and at night. This approach takes advantage of the circadian fluctuations during sleep when the immune system becomes particularly receptive to the administration of immunotherapy.

Unlike SCIT, allergy shots, and other protocols, Circava System therapy works for patients as young as 3.5 years old. It may also be a more practical treatment option for patients with work, travel, or other limitations on office visits.

## Where is Circava System™ therapy available?

Circava System therapy is available with a prescription from a healthcare provider. If a patient would like to receive the treatment through their provider's office and the provider isn't yet familiar with the therapy, the provider can contact [info@potensallergy.com](mailto:info@potensallergy.com). Providers who prescribe Circava can be searched by area by clicking [here](#).

## How quickly does Circava System™ therapy work to treat allergy symptoms?

Patients may start to experience relief of allergy symptoms within four weeks of starting treatment.

## What allergy conditions are treated with the Circava System™ ?

The Circava System can be used to treat:

- Allergic rhinitis, also known as hay fever or “seasonal” allergies
- Allergic asthma
- Bronchial asthma
- Atopic dermatitis, also known as eczema
- Allergic conjunctivitis or eye allergies

## Who is the treatment for?

Circava System therapy is for adult and pediatric patients (as young as 3.5 years old) who have been determined to benefit from allergen immunotherapy.





“

As parents, the most important thing for us is our child's health. So when our son was diagnosed with asthma at a young age, we needed a solution that allowed him to be his cheerful, active self. Starting Circava System™ therapy has allowed us to stop using strong steroids and has improved his overall quality of life. We can't recommend it highly enough.”

**Dani Rodriguez**

Parent of Circava System™ patient

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# Contact us

## Media contact

KNB Communications

[potens@knbcomm.com](mailto:potens@knbcomm.com)

