

MOUNTAIN EQUIPMENT CO-OP: THE PRIVATE LABEL STRATEGY

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EFFECT ON HISTORY

Quinine, DDT and hemoglobin all provide different ways of treating one of the world's deadliest diseases, started in different places. Quinine- the traditional plant based, homeopathic medicine. DDT the man made molecule that arguably caused more harm than not. Hemoglobin- a polymer of natural origin.
Our world would be extremely different if there were not scientists attempting to create or synthesize molecules, whether for the better or for the worse, our history has been affected.

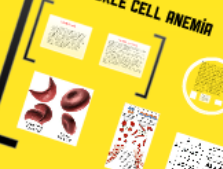
QUININE- NATURE'S ANTIDOTE



DDT- MAN'S SOLUTION TO MALARIA



SICKLE CELL ANEMIA



WHAT IS MALARIA?



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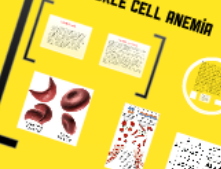
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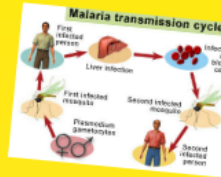
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WHAT IS MALARIA?

P. Falciparum: A Deadly Parasite



Mosquito Biting Skin



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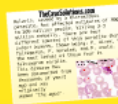
HOW IS MALARIA TRANSMITTED?

This disease is transmitted when anopheles mosquitoes bite human skin. A female mosquito needs a meal of blood before she can lay her eggs, and if the blood she comes in contact with is infected with malaria, the parasite can be spread to the next human that the mosquito comes in contact with. The parasite then festers in the liver and eventually enters the blood stream.

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SOME MOLECULES THAT HAVE BEEN USED TO HELP EASE THE EFFECTS OF MALARIA THROUGH HISTORY:

Quinine- Nature's Antidote
DOT- Man's Solution to Malaria
Sickle Cell Anemia- The Up-Side to a Horrible Disease



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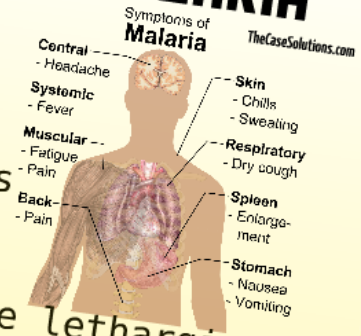
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Malaria, caused by a microscopic parasite, has affected estimates of 300 to 500 million people, killing 2-3 million annually. There are four different species of this parasite that infect humans, those being: *P. vivax*, *P. falciparum*, *P. malariae*, and *P. ovale*. The most lethal of these four is *P. falciparum* malaria. This disease has been documented from thousands of years ago and was originally named "the ague".



SYMPTOMS OF MALARIA

- Intense fever
- Chills
- Terrible headaches
- Muscle pains
- Jaundice
- Patients may become lethargic and confused
- Coma
- Death



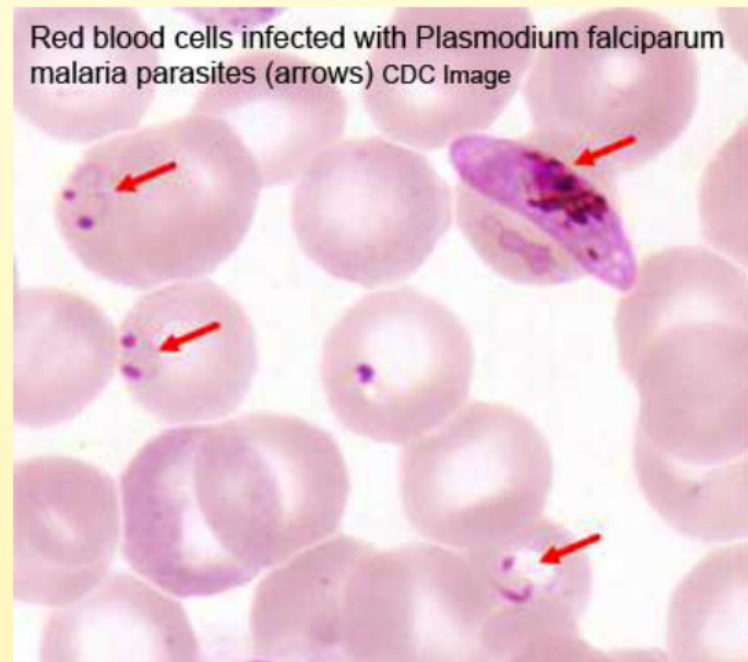
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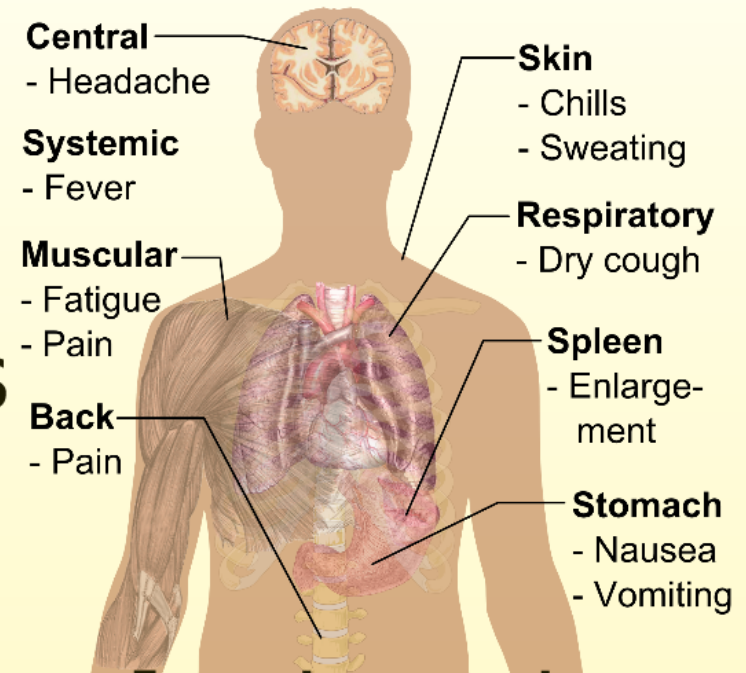


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Symptoms of Malaria

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Central
- Headache

Systemic
- Fever

Muscular
- Fatigue
- Pain

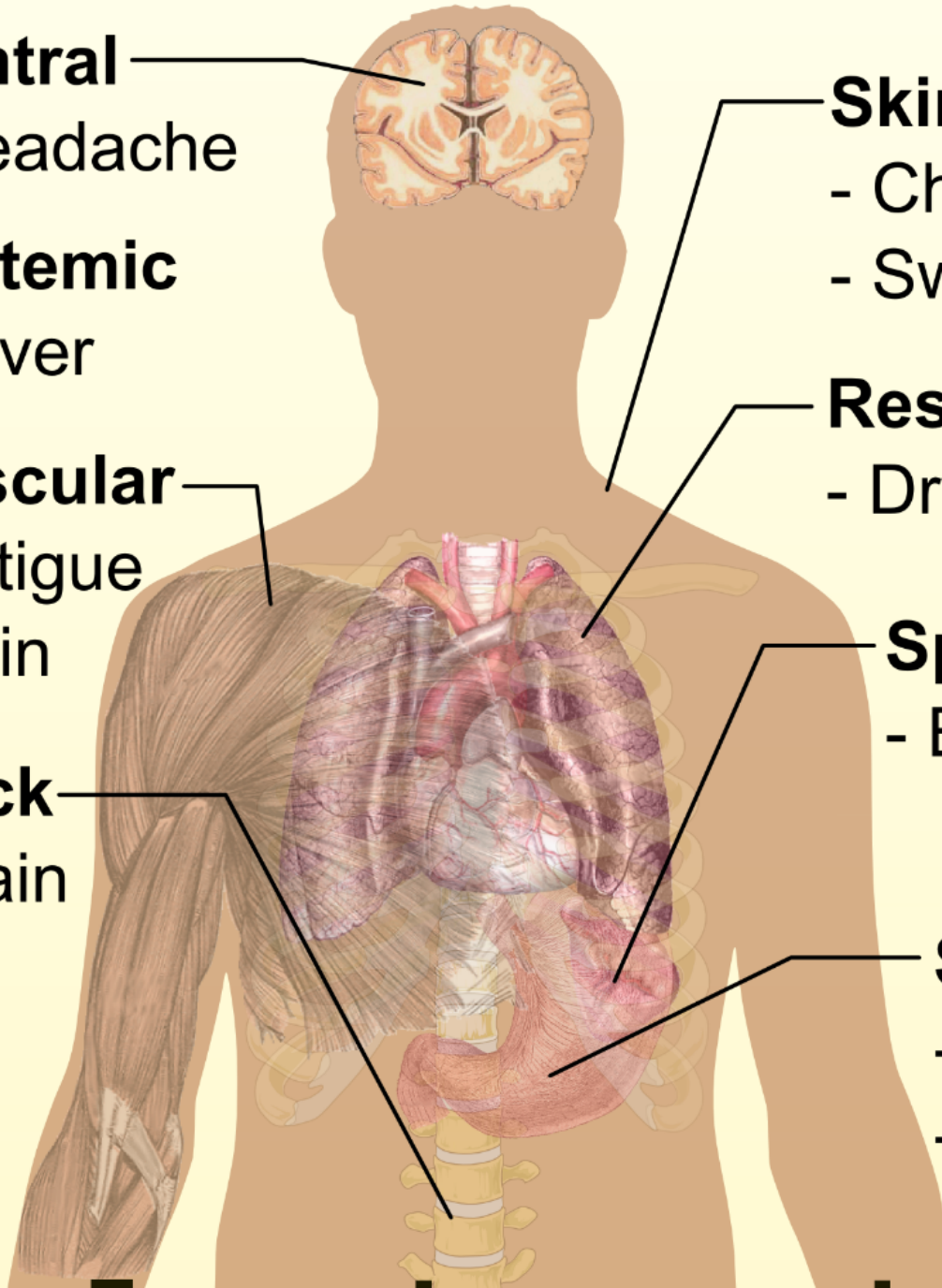
Back
- Pain

Skin
- Chills
- Sweating

Respiratory
- Dry cough

Spleen
- Enlarge-
ment

Stomach
- Nausea
- Vomiting



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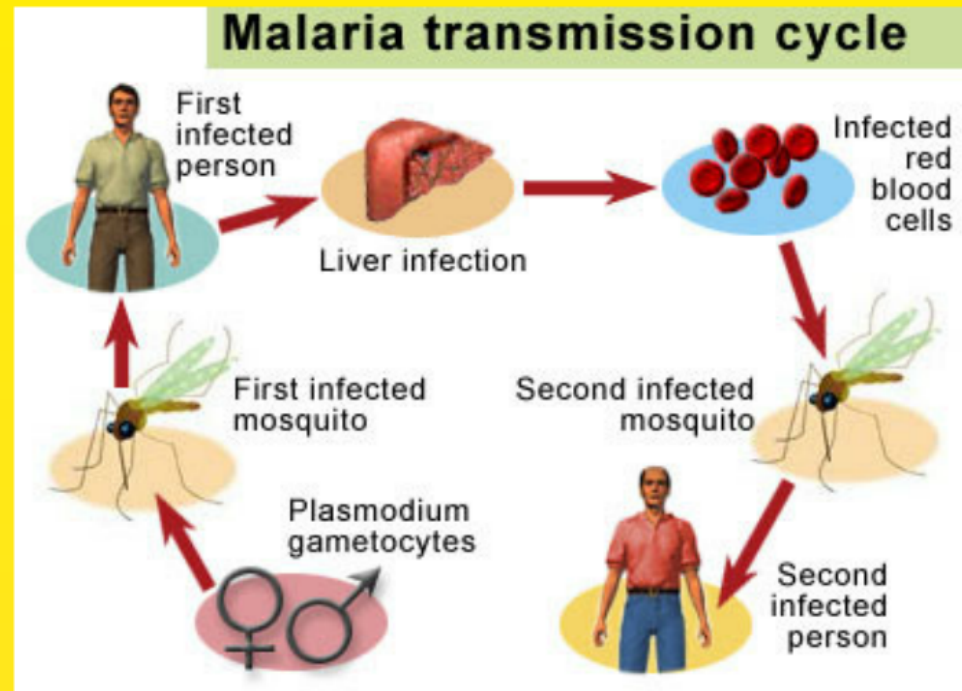
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Plasmodium: A Deadly Parasite



Mosquito Biting Skin



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