

Visit Allegra.com for
samples and coupons!

Are you recommending allergy
symptom relief that's **fast & non-sedating?**

ONLY^{*} ALLEGRA[®]

...gives you both!



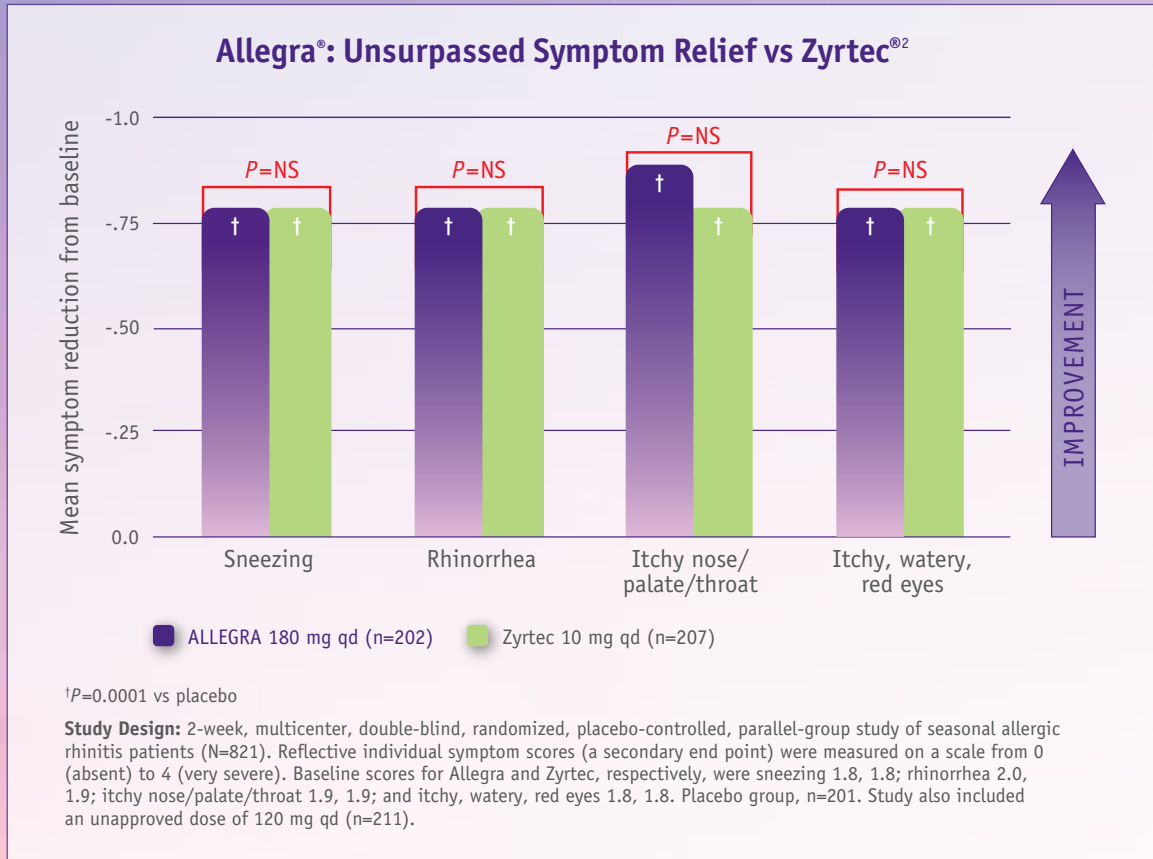
* Among OTC branded antihistamines.
Refers to 24-hour Allegra[®] for adults.
Starts working at hour one. Applies
to first dose only.

Stops symptoms, not patients



Because no other OTC antihistamine works better*...

RECOMMEND THE POWER OF ALLEGRA®



In 2 head-to-head, 2-week, randomized clinical trials comparing Allegra® (180 mg once daily) vs Zyrtec® (10 mg once daily):

- Allegra and Zyrtec® were statistically and clinically equivalent in improving allergy symptoms vs placebo^{2,3}

Even with all this power, Allegra® is non-sedating, so *it gives you both!*

* Among OTC branded antihistamines.

Recommend
Allegra®
Stops symptoms, not patients

Not all OTC antihistamines are created equal—

RECOMMEND THE **NON-SEDATION** OF ALLEGRA®

Allegra— <i>No Drug Facts label Warnings</i> about drowsiness or driving		
OTC ANTIHISTAMINE BRAND	NO DROWSINESS WARNING	NO DRIVING WARNING
Allegra®	✓	✓
Claritin®	"Taking more than directed may cause drowsiness" ^a	✓
Zyrtec®	"Drowsiness may occur"	"Be careful when driving a motor vehicle or operating machinery"
Benadryl®	"Marked drowsiness may occur"	

- Unlike some antihistamines, *Allegra has no Warnings* on the package about drowsiness or important daily activities, such as driving or operating machinery
- In clinical trials, patients taking Zyrtec® reported significantly more drowsiness or fatigue than patients taking Allegra^{2,3}

Recommend Allegra®

Fast. Non-sedating. Allegra® gives you both!

Visit Allegra.com to read the **Drug Facts** labels

^aIn studies with Claritin® at doses 2 to 4 times higher than the recommended dose of 10 mg, a dose-related increase in the incidence of somnolence was observed.

Zyrtec® and Benadryl® are registered trademarks of Johnson & Johnson. Claritin® is a registered trademark of Schering Corporation.

Stops symptoms, not patients

Recommend
Allegra®

ONLY ALLEGRA® GIVES YOU ALLERGY SYMPTOM RELIEF THAT'S FAST & NON-SEDATING

Starting at hour one, Allegra® provides effective relief of the toughest indoor/outdoor allergy symptoms

- Sneezing
- Itchy, watery eyes
- Runny nose
- Itchy nose or throat

WHEN ALERTNESS REALLY COUNTS, PILOTS CAN COUNT ON ALLEGRA®

- The FAA† has, under special conditions, medically qualified pilots and air traffic controllers who are using Allegra®

— *According to FAA guidelines, non-sedating antihistamines may be used while flying after adequate individual experience has determined that the medication is well tolerated without significant side effects*

- Also approved for use by pilots in the US Air Force and US Army‡
— *A minimum of 72 hours is required as a ground trial at initiation of therapy to ensure adequate symptom control and to exclude idiosyncratic reaction*



Approvals refer to Allegra® single entity.

* Among OTC branded antihistamines. Refers to 24-hour Allegra® Allergy for adults. Starts working at hour one. Applies to first dose only.

† Federal Aviation Administration.

‡ US Air Force and US Army guidelines approve the use of Allegra®, without a waiver, for treatment of mild seasonal allergies. Allegra® also can be used, with a waiver, for the treatment of chronic or recurrent allergic rhinitis.

Stops symptoms, not patients **Recommend**
Allegra®

Allegra® is also available in these formulations...

Allegra-D®

ALL THE RELIEF OF ALLEGRA®, PLUS A POWERFUL DECONGESTANT

Take 1 every 24 hours



Allegra-D®
60 mg*/120 mg† tablet

- Available in 5- or 10-count packages

Take 1 every 12 hours

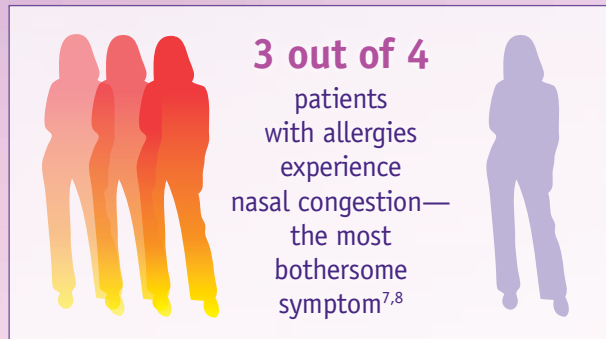


Allegra-D®
180 mg*/240 mg† tablet

- Available in 10- or 20-count packages

Allegra-D®

- Provides statistically significant relief† in 1 hour, even in high pollen levels^{4-6,5}
- Reduces swelling of nasal passages so patients can breathe more freely
- Is non-sedating and has no **Warnings** about drowsiness or important daily activities, such as driving or operating machinery



Children's Allegra®

**SAFE, EFFECTIVE
NON-SEDATING**



No product recalls!

In 2 effective 12-hour formulations:

For ages 2+

For ages 6+

- Oral suspension
- Orally disintegrating tablets



References: 1. TBD. 2. Howarth PH, Stern MA, Roi L, Reynolds R, Bousquet J. Double-blind, placebo-controlled study comparing the efficacy and safety of fexofenadine hydrochloride (120 and 180 mg once daily) and cetirizine in seasonal allergic rhinitis. *J Allergy Clin Immunol.* 1999;104:927-933. 3. Hampel F, Ratner P, Mansfield L, Meeves S, Liao Y, Georges G. Fexofenadine hydrochloride, 180 mg, exhibits equivalent efficacy to cetirizine, 10 mg, with less drowsiness in patients with moderate-to-severe seasonal allergic rhinitis. *Ann Allergy Asthma Immunol.* 2003;91:354-361. 4. Berkowitz RB, Woodworth GG, Lutz C, et al. Onset of action, efficacy, and safety of fexofenadine 60 mg/pseudoephedrine 120 mg versus placebo in the Atlanta allergen exposure unit. *Ann Allergy Asthma Immunol.* 2002;89(1):38-45. 5. Berkowitz RB, McCafferty F, Lutz C, et al. Fexofenadine HCL 60 mg/pseudoephedrine HCL 120 mg has a 60-minute onset of action in the treatment of seasonal allergic rhinitis symptoms, as assessed in an allergen exposure unit. *Allergy Asthma Proc.* 2004;25(5):335-343. 6. American Academy of Allergy Asthma & Immunology (AAAAI). NAB: Reading the charts. AAAAI Web site. <http://www.aaaai.org/global/nab-pollen-counts/reading-the-charts.aspx>. Accessed October 25, 2011. 7. The Nasal Allergies Market: US Core Therapeutic Report, National Health and Wellness Survey 2009. Princeton, NJ: Consumer Health Sciences A Kantar Health Company; 2009. 8. Shedden A. Impact of nasal congestion on quality of life and work productivity in allergic rhinitis: findings from a large online survey. *Treat Respir Med.* 2005;4(6):439-446.

† Symptoms include nasal congestion; sinus congestion and pressure; runny nose; sneezing; itchy, watery eyes; itchy nose or throat.

³ In controlled environmental studies using ragweed pollen levels deemed high by the National Allergy Bureau.

* Active ingredient Fexofenadine
† Active ingredient pseudoephedrine