
Don't wait until allergies are written all over his face.
Recommend ZYRTEC® right from the start of symptoms.*
ZYRTEC®
Cetirizine HCl
*ZYRTEC® Allergy relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat.
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With ZYRTEC®, your patients get relief right from the start of allergy symptoms.

- **Starts working fast.*** Significant relief in 1 hour for allergy symptoms: sneezing, runny nose, itchy, watery eyes, and itchy nose or throat*[1,2]
- **Consistent, long-term relief** for patients with seasonal and perennial allergic rhinitis†[3]
- **Full 24-hour relief**[4]
- **Ongoing support** for you and your patients: My Allergy Guide™ and ZyrtecProfessional.com

Recommend ZYRTEC® Cetirizine HCl ***right from the start of symptoms***

***ZYRTEC® 10 mg starts working at hour 1. Based on first dose on the first day of a 2-day study in 2 pollen chamber studies. Primary endpoint measured mean improvement from baseline in major symptom complex (MSC) severity score. MSC symptoms included runny nose, sniffles, itchy nose, nose blows, sneezes, and watery eyes.**

†All studies are multicenter, randomized, placebo-controlled, double-blind, minimum 100 participants and of adequate minimum duration (SAR: 2 weeks or PAR: 4 weeks). Total symptom severity score measured by patient.

References: 1. Day JH, Briscoe M, Widitz MD. Cetirizine, loratadine, or placebo in subjects with seasonal allergic rhinitis: effects after controlled ragweed pollen challenge in an environmental exposure unit. *J Allergy Clin Immunol*. 1998;101:638-645. **2.** Day JH, Briscoe M, Rafeiro E, Chapman D, Kramer B. Comparative onset of action and symptom relief with cetirizine, loratadine, or placebo in an environmental exposure unit in subjects with seasonal allergic rhinitis: confirmation of a test system. *Ann Allergy Asthma Immunol*. 2001;87:474-481. **3.** Data on file, McNEIL-PPC, Inc. **4.** Day JH, Briscoe MP, Rafeiro E, Hewlett D, Chapman D, Kramer B. Randomized double-blind comparison of cetirizine and fexofenadine after pollen challenge in the environmental exposure unit: duration of effect in subjects with seasonal allergic rhinitis. *Allergy Asthma Proc*. 2004;25:59-68.

How satisfied are ZYRTEC® users?

92%

of ZYRTEC® users surveyed (n=306) reported satisfaction.[1]

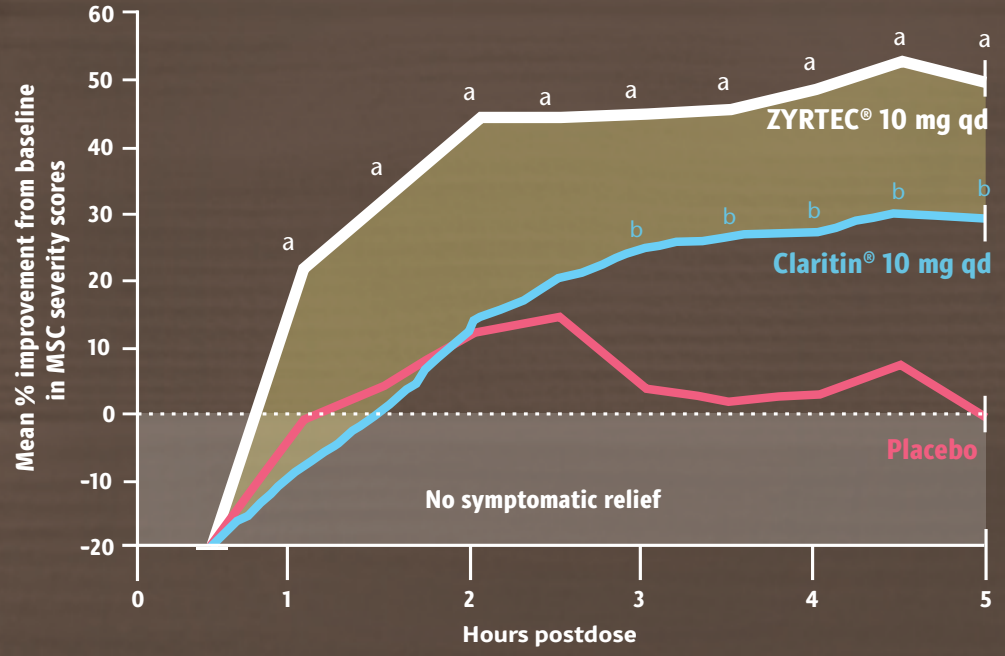
- **Based on a 2010 survey of 306 ZYRTEC® users**
  —The mean number of self-reported treatment days was 108

ZYRTEC

Reference: 1. Data on file, McNEIL-PPC, Inc.

Relief is 2 hours faster with ZYRTEC® vs Claritin® (1 hour vs 3 hours).*[1,2]

In 2 EEU studies†: **ZYRTEC®** worked 3 times faster than **Claritin®** (1 hour vs 3 hours)*[1,2]



[a]$P \leq .05$ vs Claritin® and placebo. [b]$P \leq .05$ vs placebo. Reprinted with permission from Elsevier.

ZYRTEC Cetirizine HCl

*ZYRTEC® 10 mg starts working at hour 1 and Claritin® starts working at hour 3 based on first dose on the first day of a 2-day study in 2 pollen chamber studies. Primary endpoint measured mean improvement from baseline in major symptom complex (MSC) severity score. MSC symptoms included runny nose, sniffles, itchy nose, nose blows, sneezes, and watery eyes.

†The environmental exposure unit (EEU) is an indoor chamber used to expose large groups of subjects to controlled levels of pollen comparable to those experienced outdoors during peak allergy season and can be replicated regardless of time of year. The EEU is a validated, standard method of determining onset of action and duration of anti-allergic treatments.

References: 1. Day JH, Briscoe M, Widitz MD. Cetirizine, loratadine, or placebo in subjects with seasonal allergic rhinitis: effects after controlled ragweed pollen challenge in an environmental exposure unit. *J Allergy Clin Immunol*. 1998;101:638-645. **2.** Day JH, Briscoe M, Rafeiro E, Chapman D, Kramer B. Comparative onset of action and symptom relief with cetirizine, loratadine, or placebo in an environmental exposure unit in subjects with seasonal allergic rhinitis: confirmation of a test system. *Ann Allergy Asthma Immunol*. 2001;87:474-481.

EFFICACY


Don't wait until perennial allergies are written all over her face.
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ZYRTEC® is clinically proven to relieve the symptoms of perennial allergic rhinitis (PAR).*[1]

*All studies are multicenter, randomized, placebo-controlled, double-blind, minimum 100 participants with previous diagnosis of PAR, and of adequate minimum duration (4 weeks).

Reference: 1. Data on file, McNEIL-PPC, Inc.

ZYRTEC® provides consistent relief from perennial allergic rhinitis over a 4– to 8–week treatment period.*1

ZYRTEC® Cetirizine HCl

*All studies are multicenter, randomized, placebo-controlled, double-blind, minimum 100 participants with previous diagnosis of PAR, and of adequate minimum duration (4 weeks). Total symptom severity score measured by patient.

Reference: 1. Data on file, McNEIL-PPC, Inc.

In adult PAR patients

ZYRTEC® significantly improved quality of life (QoL)*[1]

Patients receiving ZYRTEC® reported significantly greater improvements in overall RQLQ scores compared with placebo

*Multicenter, randomized, double-blind, placebo-controlled study including 316 adult PAR patients. Primary study endpoint measured changes in overall RQLQ score from baseline.
†Adult RQLQ assessed domains on a 7-point (0-6) rating scale.[2]
‡Endpoint=last post-baseline observation.

References: 1. Data on file, McNEIL-PPC, Inc. **2.** Juniper EF, Guyatt GH, Andersson B, Ferrie PJ. Comparison of powder and aerosolized budesonide in perennial rhinitis: validation of rhinitis quality of life questionnaire. *Ann Allergy*. 1993;70(3):225-230.


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ZYRTEC® is clinically proven to relieve the symptoms of seasonal allergic rhinitis (SAR).*1
ZYRTEC
Cetirizine HCl
*All studies are multicenter, randomized, placebo-controlled, double-blind, minimum 100 participants with previous diagnosis of SAR, and adequate minimum duration (2 weeks).
Reference: 1. Data on file, McNEIL-PPC, Inc.
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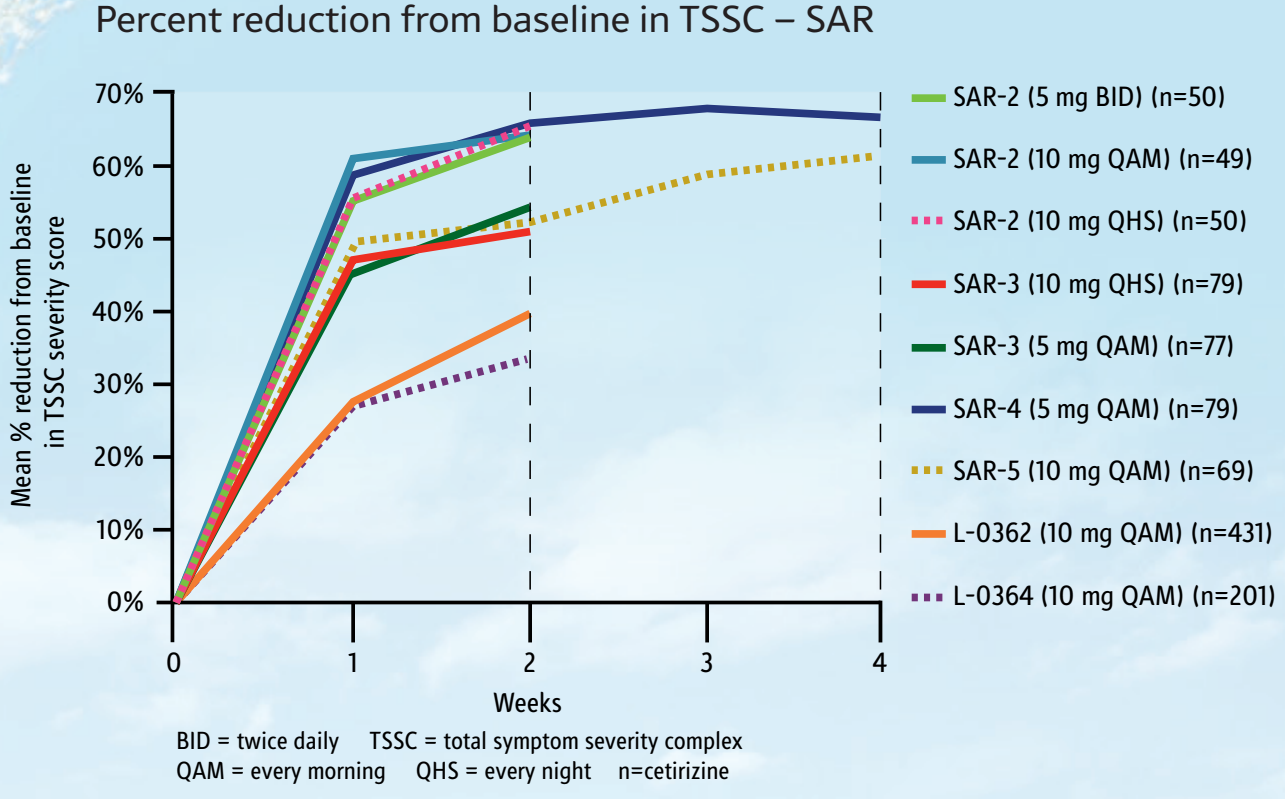
ZYRTEC® provides consistent relief from seasonal allergic rhinitis over a 2- to 4-week treatment period.*[1]



BID = twice daily TSSC = total symptom severity complex
QAM = every morning QHS = every night n=cetirizine

ZYRTEC® Cetirizine HCl

*All studies are multicenter, randomized, placebo-controlled, double-blind, minimum 100 participants with previous diagnosis of SAR, and adequate minimum duration (2 weeks). Total symptom severity score measured by patient.

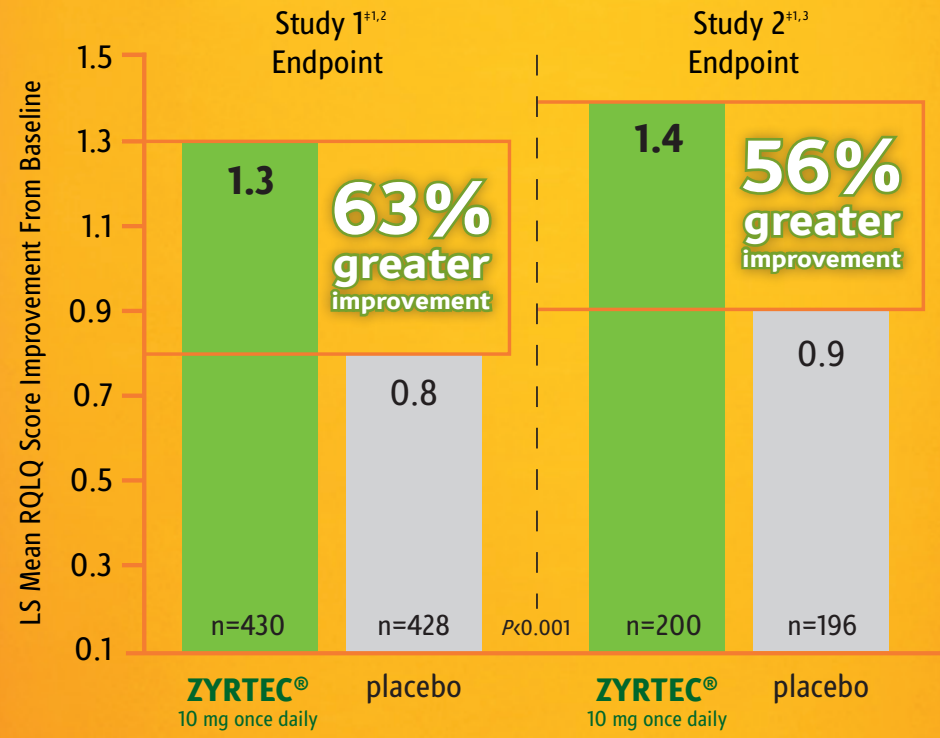
Reference: 1. Data on file, McNEIL-PPC, Inc.

In adult SAR patients

ZYRTEC® significantly improved quality of life (QoL)*[1-3]

The Rhinoconjunctivitis Quality of Life Questionnaire (RQLQ) is a validated measurement of overall QoL. These studies used the 28-item RQLQ which measured 7 domains: activity limitation, sleep problems, nose symptoms, eye symptoms, non—hay fever symptoms, practical problems, and emotional function.†

Patients receiving ZYRTEC® reported significantly greater improvements in overall RQLQ scores compared with placebo



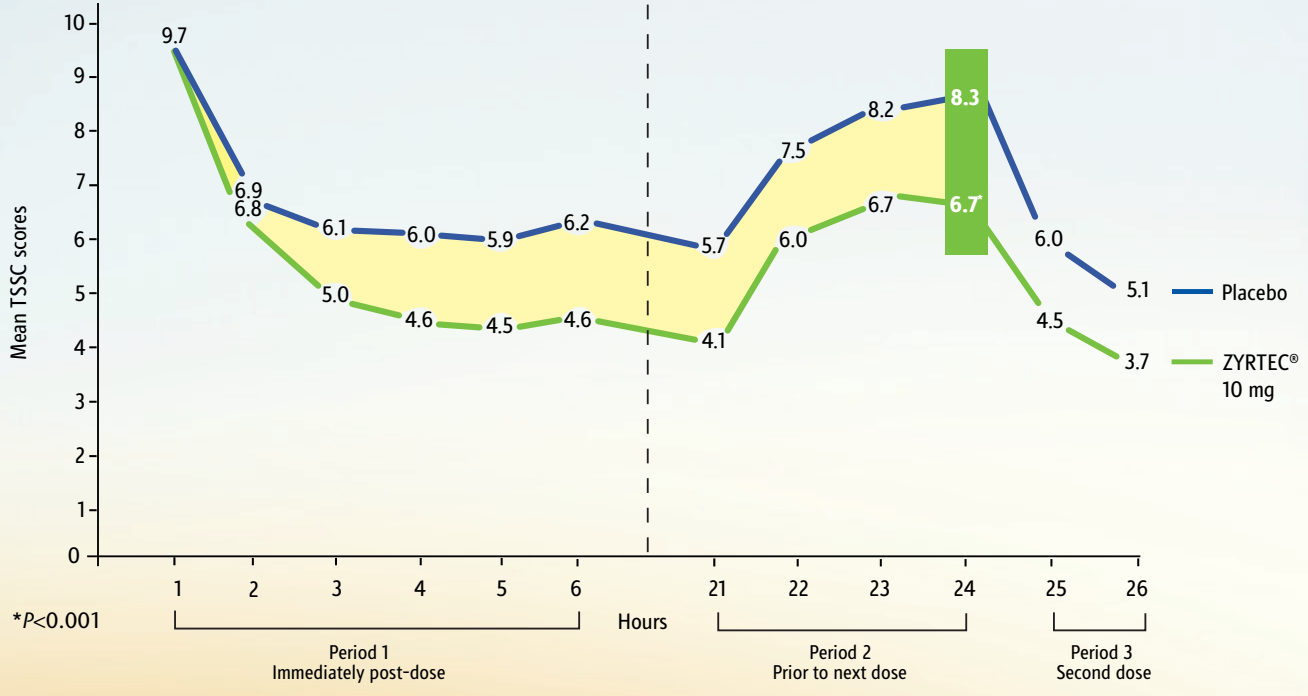
*Two multicenter, randomized, double-blind, placebo-controlled studies including 1254 adult SAR patients. Primary study endpoint measured changes in overall RQLQ score from baseline.
†Adult RQLQ assessed domains on a 7-point (0-6) rating scale.[4]
‡Endpoint=last post-baseline observation.

References: 1. Data on file, McNEIL-PPC, Inc. **2.** Murray IJ, Nathan RA, Bronsky EA, Olufade AO, Chapman D, Kramer B. Comprehensive evaluation of cetirizine in the management of seasonal allergic rhinitis: impact on symptoms, quality of life, productivity, and activity impairment. *Allergy Asthma Proc.* 2002;23(6):391-398. **3.** Noonan MJ, Raphael GD, Nayak A, et al. The health-related quality of life effects of once-daily cetirizine HCl in patients with seasonal allergic rhinitis: a randomized double-blind, placebo-controlled trial. *Clin Exp Allergy*. 2003;3(3):351-358. **4.** Juniper EF, Guyatt GH. Development and testing of a new measure of health status for clinical trials in rhinoconjunctivitis. *Clin Exp Allergy*. 1991;21(1):77-83.

A full 24 hours of relief.*†1

- ZYRTEC® maintains a significant difference in total symptom severity complex (TSSC) score vs placebo at 24 hours*†1

Reduction from baseline in TSSC score[2]



*Based on a randomized, double-blind, placebo-controlled study of seasonal allergic rhinitis patients comparing ZYRTEC® 10 mg and placebo after pollen challenge in the environmental exposure unit (EEU). Primary efficacy endpoint was change in total symptom severity score from baseline at period 2, a measure of treatment duration of effect after the first dose. TSSC score was defined as the sum of self-assessed severity scores of four symptoms: runny nose, sneezing, itchy nose/palate/throat, and itchy/watery eyes.

†The environmental exposure unit (EEU) is an indoor chamber used to expose large groups of subjects to controlled levels of pollen comparable to those experienced outdoors during peak allergy season and can be replicated regardless of time of year. The EEU is a validated, standard method of determining onset of action and duration of anti-allergic treatments.

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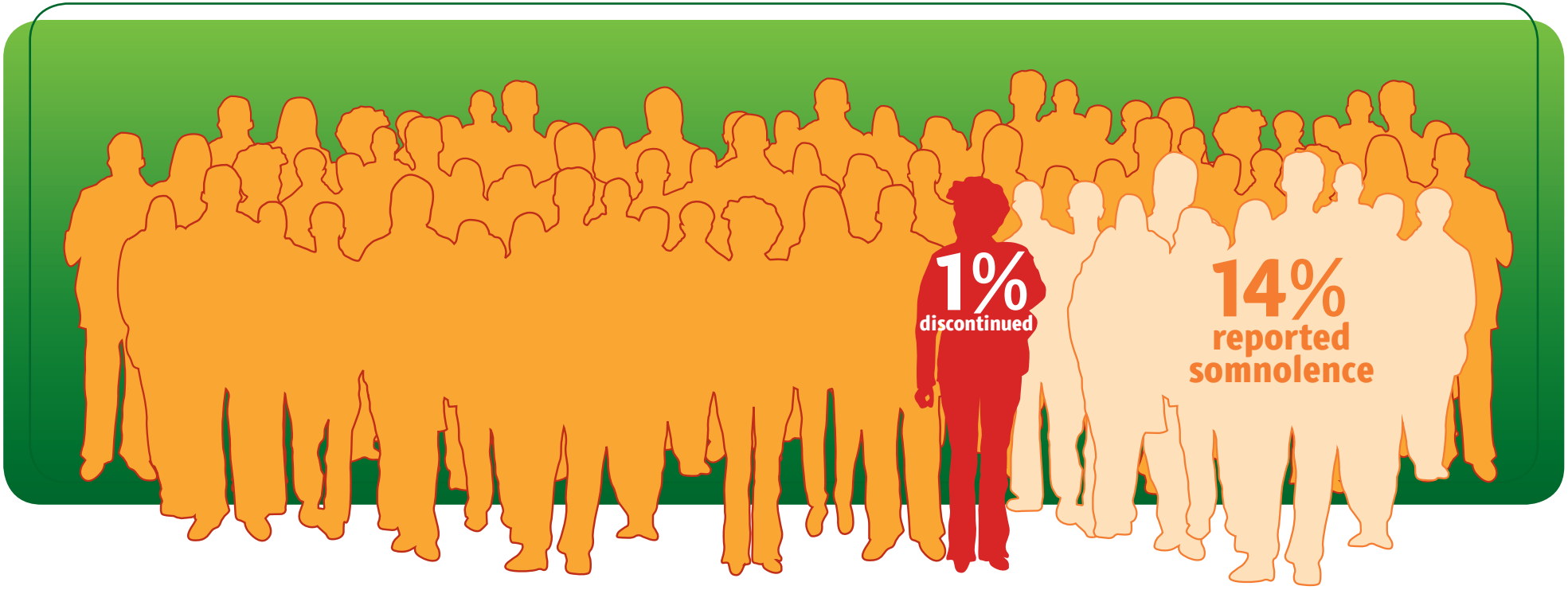
Symptom relief that's generally well tolerated.

- Discontinuation due to adverse events in clinical trials was not significantly different between ZYRTEC® and placebo (2.9% vs 2.4%, respectively)[1]
- In clinical trials, 14% of patients taking ZYRTEC® 10 mg reported somnolence **(n=2034)** vs 6% with placebo **(n=1612)**[1]
- In clinical trials, 1% of patients discontinued due to somnolence[1]



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TOLERABILITY


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