Don’t wait until allergies are written all over his face.
Recommend ZYRTEC® right from the start of symptoms.*

*ZYRTEC® Allergy relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat.
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

---

\(^{1}\) 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.

\(^{2}\) 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.

\(^{3}\) Data on file, McNEIL-PPC, Inc.


©McNEIL-PPC, Inc. 2012 ZYR-616118 4/12
How satisfied are ZYRTEC® users?

92% of ZYRTEC® users surveyed (n=306) reported satisfaction.

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

*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.

Don’t wait until perennial allergies are written all over her face.

Recommend ZYRTEC® right from the start of symptoms.*

*ZYRTEC® Allergy relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat.
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).


©McNEIL-PPC, Inc. 2012 ZYR-616118 4/12
Zyrtec® provides consistent relief from perennial allergic rhinitis over a 4- to 8-week treatment period. 

*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.


©McNEIL-PPC, Inc. 2012 ZYR-616118 4/12
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.

---

The Rhinitis Quality of Life Questionnaire (RQLQ) is a validated measurement of overall QoL. The study used the 24-item RQLQ which measured: activity limitation, sleep problems, nose symptoms, non—hay fever symptoms, practical problems, and emotional function.†

Zyrttec 10 mg once daily

80% greater improvement

**LS Mean RQLQ Score Improvement From Baseline**

<table>
<thead>
<tr>
<th>Endpoint ‡</th>
<th>10 mg once daily</th>
<th>Placebo</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.9</td>
<td>n=156</td>
<td>0.5</td>
</tr>
<tr>
<td>0.5</td>
<td>n=160</td>
<td></td>
</tr>
</tbody>
</table>

**P ≤ 0.01**

---

*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.‡
‡Endpoint=last post-baseline observation.

References:
1. Data on file, McNEIL-PPC, Inc.
Don’t wait until seasonal allergies are written all over her face.

Recommend ZYRTEC® right from the start of symptoms.*

*ZYRTEC® Allergy relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat.
ZYRTEC® is clinically proven to relieve the symptoms of seasonal allergic rhinitis (SAR). *1

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


© McNEIL-PPC, Inc. 2012 ZYR-616118 4/12
ZYRTEC® provides consistent relief from seasonal allergic rhinitis over a 2- to 4-week treatment period.

* 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.

© McNEIL-PPC, Inc. 2012  ZYR-616118  4/12
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.*

A full 24 hours of relief. 

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

Reduction from baseline in TSSC score

*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.


©McNEIL-PPC, Inc. 2012 ZYR-616118 4/12
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\(^1\)

Don’t wait until allergies are written all over his face. Recommend ZYRTEC® right from the start of symptoms.*

*ZYRTEC® Allergy relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat.