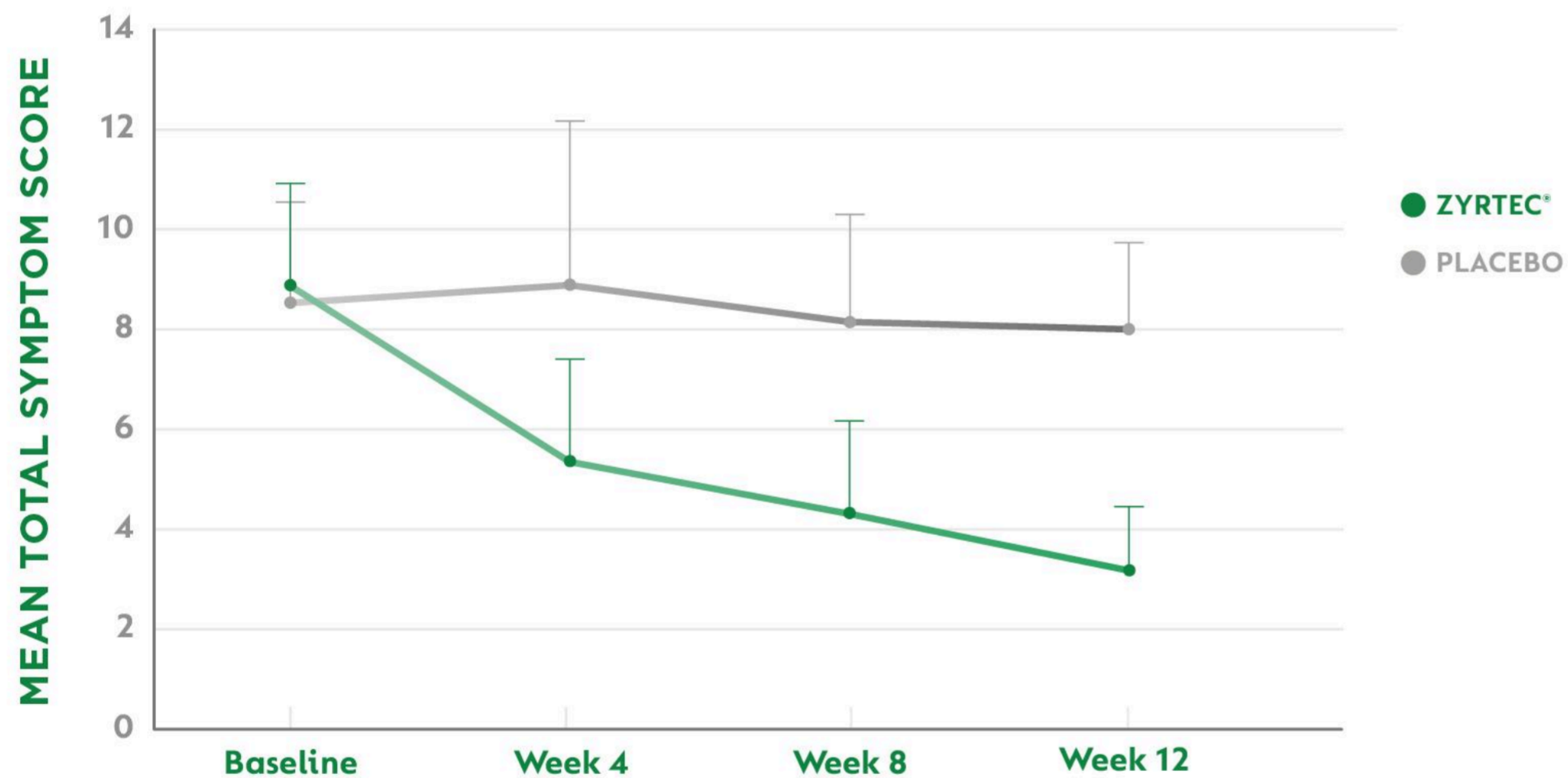


# Children's ZYRTEC<sup>®</sup> reduces total allergy symptoms<sup>1\*</sup>



Adapted from Lai DS, et al. 2002.

## Significant reduction in total allergy symptoms

vs PLACEBO at weeks 4, 8, and 12

### Improvement observed across:



#### Nasal symptoms

- Rhinorrhea
- Nasal stuffiness
- Nasal itching
- Sneezing



#### Non-nasal symptoms

- Eye itching/burning
- Eye tearing/watering

\*Randomized, double-blind study (N=69) in children ages 6-12 years with perennial allergic rhinitis comparing ZYRTEC<sup>®</sup> 10 mg daily (n=19) and placebo (n=16) over 12 weeks. Primary endpoint was change in mean total symptom score during treatment. ZYRTEC<sup>®</sup> significantly improved the mean total symptom score from the baseline level compared with study participants receiving placebo for weeks 4, 8, and 12 (P<0.01).

Reference: 1. Lai DS, et al. *Ann Allergy Asthma Immunol.* 2002;89(6):589-598.