

A photograph of two children in costumes. The child on the left is wearing a red bandana with a white paisley pattern, a black eye patch, and a black and white striped shirt. The child on the right is wearing a brown cowboy hat with a white 'X' on the front, a pink and white patterned dress, and a brown sash with a black pocket. They are both looking down at a hand-drawn map held by the child on the left. The map is drawn on a piece of paper and shows a landscape with green hills, a blue path, and a small figure. The background is a lush green garden with various plants and flowers.

INSIDE:
STORYBOOK FOR
AGES 4 AND OLDER

WHEN KIDS' ALLERGIES COME INTO PLAY

LEARN ABOUT WAYS TO REDUCE
SYMPTOMS, SO THEY CAN ENJOY THE DAY

BROUGHT TO YOU BY





WHAT IS AN ALLERGY?

Allergy symptoms occur when the body's immune system overreacts to normally harmless substances called allergens. When your child comes into contact with an allergen, their body releases "histamine," and then uncomfortable allergy symptoms start.

WHAT TYPES OF ALLERGIES ARE THERE?

If your child experiences symptoms at certain times of the year, like the spring or fall, they may have outdoor allergies.

If your child experiences symptoms throughout the year, they may be experiencing indoor allergies.

Common outdoor allergens include:



Tree, grass,
or weed pollen



Mold (hay, straw,
or raked leaves)

Common indoor allergens include:



Animal dander (thin skin flakes
or saliva from animals)



Dust mites (commonly found
in bedding)



Indoor mold (which can be
found on wet surfaces)



GET POWERFUL RELIEF FOR YOUR CHILD'S ALLERGIES



Children's ZYRTEC® provides 24-hour symptom relief with once-daily dosing*

Children's ZYRTEC® Allergy Syrup

- For ages 2 and up†
- In Dye-Free, Sugar-Free Grape, and Bubble Gum flavors

Children's ZYRTEC® Dissolve Tabs

- For ages 6 and up‡
- Melt-away tablets provide 24-hour relief from kids' indoor and outdoor allergy symptoms



Use products only as directed.

*Relieves sneezing; runny nose; itchy, watery eyes; and itching of the nose or throat.

†For children under 2 years of age and consumers with liver or kidney disease, ask a doctor.

‡For adults 65 years and over, children under 6 years of age, and consumers with liver or kidney disease, ask a doctor.

Children's BENADRYL®: Relief you can trust

- For ages 6-11§||
- Available in Kid-Friendly Flavors, including Cherry, Bubble Gum, and Grape

§Children's BENADRYL® Chewables are for ages 6 and up.

||All Children's BENADRYL® Allergy products treat runny nose; sneezing; itchy, watery eyes; and itchy nose or throat. Children's BENADRYL® Allergy Plus Congestion also treats sinus congestion and stuffy nose.



Use products only as directed.



ARE ALLERGIES AFFECTING HOW YOUR CHILD FEELS AT HOME, AT SCHOOL, OR AT PLAY?



Allergy symptoms like sneezing, runny nose, stuffy nose, and itchy, watery eyes can make even simple things hard to do—and fun activities like sports and dancing seem like a chore.

The good news is that allergies can be easily managed when you have the right tools and information to help relieve your child's symptoms.

Allergies are a family matter



CHILDREN HAVE UP TO AN 75% CHANCE OF DEVELOPING ALLERGIES IF BOTH PARENTS HAVE THEM¹

CHILDREN HAVE UP TO A 50% CHANCE OF DEVELOPING ALLERGIES IF ONE PARENT HAS THEM¹



Reference: 1. Chad Z. Allergies in children. *Paediatr Child Health*. 2001;6(8):555-566.

TIPS TO HELP RELIEVE YOUR CHILD'S ALLERGY SYMPTOMS



- **Ditch dust mites** by washing toys and stuffed animals every week
- **Prevent a pollen pileup!** Have your child take a shower after outdoor play, since pollen can stick to skin, hair, and clothes
- **Groom pets** regularly to reduce your child's exposure to pet dander
- **Leave shoes at the door.** Besides tracking in mud, they can track in grass pollen
- **Stay inside on dry, windy days,** since pollen is airborne. Couch tents are fun!
- **Clear the air.** Keep windows shut and use an air filter to keep pollens from entering the home
- **Vacuum frequently to reduce dust.** Using a vacuum with a high-efficiency particulate air (HEPA) filter can help reduce allergens

- **Keep caregivers in the know** by telling teachers, school nurses, and other caregivers about your child's allergies and the medications they are taking
- **Make a plan!** Show kids the items and places that can trigger allergies (like the park), and create a plan to avoid or reduce common allergy culprits

If you need additional information about allergy management, talk to your doctor.



READ ABOUT ALLIE AND HER DAY WITHOUT ALLERGIES!

Look below for an educational storybook you can read aloud to help your child understand some simple ways to get relief.

ZYRTEC® ALLERGYCAST®** APP

Keep track of allergy symptoms, gain helpful tips, and learn more about allergies with this informative app.

DOWNLOAD THE APP!



Visit these websites to learn more



ZYRTEC.COM BENADRYL.COM

Follow us here!



*Standard data rates apply.

†Available for iPhone® and Android™.

The third party trademarks used herein are registered trademarks of their respective owners.



A CHOO!

DO YOU HAVE ALLERGIES TOO?



For ages
4 and up

A read-aloud book to help young children learn about allergies, and the simple ways to help make their sneezing, runny nose, and itchy, watery eyes go away!

oh, are you like me?
Do you sneeze around trees?
Do your eyes get really itchy
around the pillows on your bed?



I have allergies to trees, grass,
pillows, and even fluffy, my cat!



tree pollen



grass pollen



pet fur

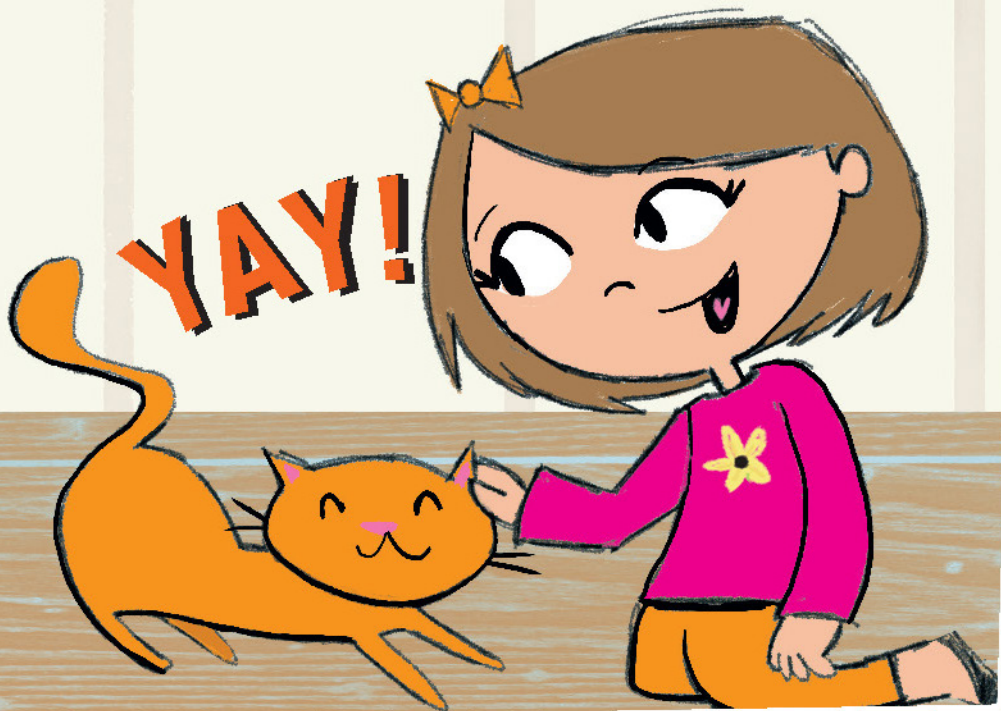


dust

My doctor showed Mommy and me
simple things to do to help me feel better.



So, I can still play with fluffy
and go outside without feeling yucky.



Come on, let's go outside and play!

oh, what did you say? There's grass and weeds out here? It's ok. I know Daddy cut the grass really short and pulled lots of weeds so their pollen won't make me sneeze.

We can stay outside and run and swing.

There's something else I can do, after
I play, to help keep my allergies away.



HOORAY!

WASH UP!



Taking a bath right after I play
can help wash the pollen away.

soap

Sometimes, fluffy gets a bath
too, to wash and brush away pollen
that can stick to her fur!



After bath time, it's time for dinner
and then my most favorite time of all...

Quiet time with Daddy!
We have lots of fun playing with
all of my puzzles and toys.



I keep my toys and stuffed animals in plastic bins so they don't get too dusty.



Mommy always vacuums the rug because dust can hide in there, too.

VROOM!
VROOM!



wow, it's almost bedtime! Time to
brush my teeth and get ready for bed.



I snuggle up to my pillow and Mommy reads to me. What's that... I told you my eyes get itchy and watery around my pillow?





oh, it's ok. Mommy covers
my pillow with a special
pillowcase.

It has a zipper on it. See? That keeps
the dust bunnies away from me.

I'm sleepy! Better say good night. Tomorrow is going to be another fun day, because I know just what to do (and now so do you) to keep my allergies away!



**Command Marketing Innovations
Garfield, NJ
January 2020
Job #78873**