Zyrtec™
(cetirizine HCl) tablets

Proven Effective for:
Seasonal Allergic Rhinitis
Perennial Allergic Rhinitis
Chronic Idiopathic Urticaria

New data confirm...

FAST, EFFECTIVE
ALLERGY RELIEF

Please see brief summary of prescribing information on the last page of this advertisement.
ZYRTEC: Efficacy you can count on

Excellent improvement in major symptom severity

<table>
<thead>
<tr>
<th>ZYRTEC 10 mg qd (n=67)</th>
<th>Claritin® 10 mg qd (n=67)</th>
<th>Placebo (n=68)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period I (0-5 hrs post-1st dose)</td>
<td>*p&lt;0.01 versus Claritin and placebo.</td>
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<tr>
<td>Period II (23-24 hrs post-1st dose)</td>
<td>*p&lt;0.01 versus Claritin and placebo.</td>
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<tr>
<td>Period III (0-4 hrs post-2nd dose)</td>
<td>*p&lt;0.01 versus Claritin and placebo.</td>
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ZYRTEC significantly improved seasonal allergic rhinitis symptoms

In a controlled environmental exposure unit, 202 patients who tested positive to ragweed pollen received either ZYRTEC 10 mg/day, Claritin 10 mg/day, or placebo to control symptoms of seasonal allergic rhinitis. Patients were exposed to ragweed pollen for two 5-hour periods over 2 days in a "classroom-type" setting in which the pollen was delivered to a large seating area at a controlled rate. While fans circulated air, particle counters measured pollen levels throughout the seating area to control exposure level. Major symptom complex included: runny nose, sniffles, itchy nose, nose blows, sneezes, and watery eyes. Baseline severity, assessed by patients, was comparable for all groups. (Data on file.)

ZYRTEC relieved symptoms rapidly

In a separate study by Meltzer et al comparing Zyrtec 10 mg/day and Claritin 10 mg/day in 279 patients with seasonal allergic rhinitis, ZYRTEC's fast-acting, effective relief was confirmed.

Significant relief beginning at 1 hour

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<td>Mean percent improvement from baseline in major symptom complex scores</td>
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Please see reference section for available clinical literature on cetirizine and loratadine.
EVALUATION OF THE EFFECTIVENESS OF ZYRTEC IN THE TREATMENT OF ALLERGIC RHINITIS

**Evaluation of the Effectiveness of ZYRTEC in the Treatment of Allergic Rhinitis**

Study ZYRTEC was evaluated for its effectiveness in the treatment of allergic rhinitis in a placebo-controlled, double-blind, randomized trial. The study included patients aged 6 to 11 years and older. The primary endpoint of the study was the reduction in the severity of symptoms of rhinitis, including sneezing, nasal congestion, nasal itching, and itchy palate.

**Study Design**

The study was a randomized, double-blind, placebo-controlled, parallel-group study. Patients were randomized to receive ZYRTEC or placebo. The study included two treatment periods: one for 4 weeks and another for 8 weeks. The primary endpoint of the study was the reduction in the severity of symptoms of rhinitis, including sneezing, nasal congestion, nasal itching, and itchy palate.

**Study Results**

At the end of 4 weeks, patients who received ZYRTEC had a significantly greater reduction in the severity of symptoms of rhinitis compared to those who received placebo. The percentage of patients who were symptom-free or had no more than mild symptoms at the end of 4 weeks was significantly greater in the ZYRTEC group than in the placebo group. The improvements in symptom severity were maintained at the end of 8 weeks.

**Conclusion**

ZYRTEC was effective in the treatment of allergic rhinitis in children and adults. The study showed that ZYRTEC is effective in reducing the severity of symptoms of rhinitis, including sneezing, nasal congestion, nasal itching, and itchy palate.

**In summary,** ZYRTEC was evaluated for its effectiveness in the treatment of allergic rhinitis in a placebo-controlled, double-blind, randomized trial. The study showed that ZYRTEC is effective in reducing the severity of symptoms of rhinitis, including sneezing, nasal congestion, nasal itching, and itchy palate. The improvements in symptom severity were maintained at the end of 8 weeks.

**Side Effects**

The most common side effects of ZYRTEC were drowsiness, headache, and fatigue. These side effects were generally mild and did not require discontinuation of treatment.

**Conclusion**

ZYRTEC is effective in the treatment of allergic rhinitis in children and adults. The study showed that ZYRTEC is effective in reducing the severity of symptoms of rhinitis, including sneezing, nasal congestion, nasal itching, and itchy palate. The improvements in symptom severity were maintained at the end of 8 weeks.