

# JUST IN TIME FOR ALLERGY SEASON... NEW REACTINE® RAPID DISSOLVE & EXTRA STRENGTH BENADRYL®

Allergy season is upon us – **1 in 4 Canadians suffer from allergic rhinitis (AR).**<sup>1</sup> Oral antihistamines are recommended as a **first-line treatment option for AR** because they provide fast, broad symptom relief and have an established safety profile.<sup>2</sup> And now, you have **two new options from two trusted brands** to recommend to your patients:

For the fast and effective relief of seasonal and perennial allergic rhinitis symptoms, recommend:

## NEW REACTINE® RAPID DISSOLVE (cetirizine)



**#1 RECOMMENDED  
ADULT ANTIHISTAMINE  
BRAND BY CANADIAN  
PHARMACISTS AND  
PHYSICIANS\***

- Relieves sneezing, stuffiness, itchy/watery eyes, hives, runny nose, itchy nose & throat and allergic skin itch<sup>3</sup>
- Dissolves in seconds and lasts 24 hours – **no water needed** – ideal for patients on the go<sup>3</sup>

In any given year, **47% of Canadians** will suffer from an unexpected allergic reaction.<sup>4</sup> Ensure your patients are prepared with:

## NEW EXTRA STRENGTH BENADRYL® (diphenhydramine)



**#1 RECOMMENDED  
CHILDREN'S ANTIHISTAMINE  
BRAND BY CANADIAN  
PHARMACISTS AND  
PHYSICIANS\***

- Provides fast, effective symptom relief from allergies and allergic reactions<sup>5</sup>
- Extra strength 50 mg dose relieves **allergic reaction symptoms** (e.g., skin itch, hives) with **just 1 caplet**<sup>5</sup>

## ORDER NOW!

J Code	UPC	Product Description	Units Per Case	DIN	McKesson Code
100026389	0 62600 26389 6	REACTINE ES Rapid Dissolve 24's	24	02467577	119132
100026203	0 62600 26203 5	Benadryl EXTRA STRENGTH 12's	72	02470144	120662

Please direct patients to always read and follow the label to ensure the product is right for them.

1. Keith PK, et al. *Allergy Asthma Clin Immunol.* 2012;8:7. 2. Small P, et al. *J Otolaryngol.* 2007;36(1):S1-S27. 3. REACTINE® RAPID DISSOLVE Label. 4. Data on File: Usage & Attitude Study, January 2018. 5. BENADRYL® Label.

\* Based on the *Pharmacy Practice + Business, The Medical Post and Profession Santé* 2018 Survey on OTC Counselling and Recommendations, Prepared by EnsembleIQ Healthcare Group.

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