



HEALTH & HOME

Take Your Allergy Medicine When It Matters!

(NAPSA)—Runny nose, red watery eyes, itchy throat and sneezing are just some of the symptoms that plague over 60 million people in the United States who suffer from seasonal allergic rhinitis, commonly referred to as hayfever. Most people medicate after a full-blown allergy attack overwhelms them with symptoms, but there is a better way to approach allergy management.

While people are allergic to different seasonal allergens such as grass, weeds, or mold, most allergy sufferers have one thing in common: they let their symptoms direct their course of action. Just as the weather forecast lets you know to bring an umbrella, a new forecasting tool can help you be prepared on a daily basis for the spring allergy season—which is promised to be severe in certain parts of the country.

If you are an allergy sufferer, knowing what you're allergic to and when these allergens will be at high levels in the region will help you to better plan and manage seasonal allergies.

So how do you predict when the pollen count will jump-start your allergies? One solution is to download "The Benadryl Allergy Alert Tool," a four-day pollen count desktop icon, by logging onto www.benadrylchallenge.com. With one click, you can anticipate local seasonal allergens and be prepared.

What do you do when pollen counts soar and your symptoms begin? For some, finding the right antihistamine is not easy. Most people will try up to three different allergy medications—both over-the-counter and pre-



scription—before finding one that works well for them. This leaves many allergy sufferers to question, "Which is more effective: the leading over-the-counter or leading prescription allergy medication?"

Two recently published studies revealed that Benadryl, the leading over-the-counter antihistamine, is 54 percent more effective than the leading prescription antihistamine. The two placebo-controlled studies, which compared Benadryl to Claritin, were conducted in areas of the United States where the abundant mountain cedar, ragweed and other fall weed pollens can cause severe allergies.

The makers of Benadryl are putting their money where their mouth is. In addition to downloading the Benadryl Allergy Alert Tool icon, consumers accepting the Benadryl Challenge can print out a coupon for a dollar off the purchase of Benadryl—honored at any location Benadryl is sold. If unsatisfied with the product, Benadryl will offer consumers a full refund.

By knowing when seasonal allergens may be at their worst and which product is more effective, allergy sufferers can focus on enjoying the spring season.