

# SEE YOUR DOCTOR

## This Allergy Season, Feel Good *And* Look Great

(NAPSA)—Many seasonal allergy sufferers may not be aware that a runny nose, sneezing and itchy, watery red eyes can cause swelling and redness around the eyes and nose.

But, help is on the way. Michael Kaliner, M.D., Medical Director at the Institute for Asthma and Allergies at Washington Hospital Center and celebrity makeup artist Paula Dorf are offering women practical advice about medical treatment and cosmetic techniques to help them manage their allergies this spring.

“The best way to manage the irritation and discomfort of allergies is to not suffer with the symptoms in the first place,” said Kaliner. “Allergy sufferers should see their doctors before the peak of spring allergy season to seek treatment with a non-sedating prescription antihistamine.”

While the key to preventing itchy, watery red eyes and a runny nose starts with proper allergy treatment, Dorf has come to the rescue with practical makeup tips that can minimize the unsightly side effects of allergies.

“Many of my clients need a quick fix to help conceal the condition’s effect on their appearance,” commented Dorf, who recommends the following simple tips to help seasonal allergy sufferers put their best face forward:

- Avoid alcohol-based toners and use a moisturizer with Vita-0692C1



min E, especially around the nose and eyes to hide broken capillaries and reduce the appearance of dark circles.

- Use mascara to “open up” and give a lift to itchy, watery and puffy eyes. Also, curled lashes draw the attention upward, making eyes look less droopy.

- To help direct attention away from puffiness caused by rubbing itchy eyes, use a light textured cream with a hint of color to smooth and neutralize the eyelid.

- To brighten your mood and your outlook, always wear lipstick!

To obtain more free makeup tips and additional information about allergies, Internet users can visit the “Making Up for Allergies” Web site at [www.allergymakeup.com](http://www.allergymakeup.com).

Seasonal allergies, which are commonly referred to as “hay fever,” are a chronic condition occurring during the spring and

fall allergy seasons that is caused by the body’s reaction to allergens entering the respiratory tract. Typical allergens that cause seasonal allergies are grass, tree and weed pollens. Symptoms typically affect the nose, but many patients also report itchy, watery red eyes and sneezing.

The symptoms of season allergies can be managed effectively with prescription non-sedating antihistamines such as Allegra® (fexofenadine HCl), which does not cause the drowsy feeling you can get from some other allergy medications. Allegra® 180 mg once-daily tablets provide fast, powerful, safe and effective relief of seasonal allergies in patients 12 years and older.

Allegra 180 milligram (mg) tablets, once daily, is indicated for the treatment of symptoms in patients 12 years and older who have seasonal allergies.

The most commonly reported adverse events with Allegra® (fexofenadine HCl) 180 mg and placebo, respectively, in seasonal allergy patients 12 years and older are headache (10.6 percent vs. 7.5 percent), upper respiratory tract infection (3.2 percent vs. 3.1 percent) and back pain (2.8 percent vs. 1.4 percent).

To receive prescribing information call 800/552-3656 or visit the Aventis Pharmaceuticals U.S. Web site at <http://www.aventispharma-us.com>.