

The logo for Children's Zyrtec is located in the top left corner. It features the brand name "Children's ZYRTEC" in a stylized font. "Children's" is in a smaller, green font, while "ZYRTEC" is in a larger, bold, white font with a red outline. The text is set against a green, leaf-like background.

**Children's
ZYRTEC**

Cetirizine HCl

Use only as directed.

The background of the advertisement is a photograph of two children in costumes. On the left, a boy is dressed as a pirate, wearing a red bandana with a white paisley pattern, a black eye patch, and a black and white striped shirt. On the right, a girl is dressed as a cowgirl, wearing a brown cowboy hat with a white 'X' on the front, a pink and white patterned dress, and a brown saddlebag with a skull and crossbones. They are both looking down at a hand-drawn map that the girl is holding. The map is drawn on a piece of paper and shows a landscape with green hills, a blue river, and a small house with a chimney. The children are standing in a garden with various flowers and green foliage in the background.

**WHEN KIDS' ALLERGIES
COME INTO PLAY**

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

**INSIDE: CHILDREN'S STORYBOOK FOR AGES 4 AND UP AND
\$3.00 COUPON**



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

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

But, the good news is allergies can be easily managed when you have the right tools and information.

Here's a useful guide to help you and your family understand allergies—inside and out. You'll find information and valuable tips on how to reduce allergen exposure.

There is also an educational storybook for you to read to your child to help understand all the simple things you can do to get relief.

**READ ABOUT
ALLIE AND HER DAY
WITHOUT ALLERGIES**



WHAT IS AN ALLERGY?

An allergy is a condition in which the body's immune system overreacts to normally harmless substances called allergens. When your child comes into contact with an allergen, his or her body releases "histamine," and those 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, he or she may have outdoor allergies.

Common outdoor allergens include:



- Tree, grass, or weed pollen



- Mold (hay, straw, and raked leaves)

If your child experiences symptoms throughout the year, he or she may be experiencing indoor allergies.

Common indoor allergens include:



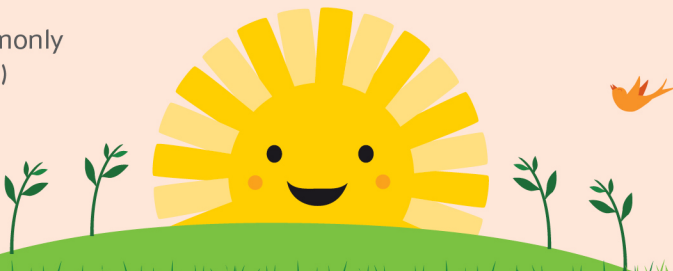
- Animal dander (thin skin flakes or saliva from animals)



- Dust mites (commonly found in bedding)



- Indoor mold (which can be found on wet surfaces)





DID YOU KNOW...

ALLERGIES AND FAMILY



**KIDS HAVE
A 33% CHANCE
OF GETTING ALLERGIES
IF ONE PARENT HAS THEM AND
A 70% CHANCE
OF GETTING ALLERGIES
IF BOTH PARENTS DO**

GIRLS
ARE MORE LIKELY TO
GET ALLERGIES
IF THEIR
MOM
HAS THEM



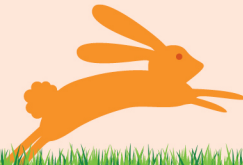
BOYS
ARE MORE LIKELY TO
GET ALLERGIES
IF THEIR
DAD
HAS THEM



TIPS TO HELP RELIEVE YOUR CHILD'S ALLERGY SYMPTOMS

- **Ditch dust mites** by washing toys and stuffed animals every week
- **Prevent a pollen pile-up!** 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, the school nurse, and other caregivers about your child's allergies and the medications he or she is 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 on allergy management, talk to your doctor.



GET POLLEN AND WEATHER ON THE GO



The ZYRTEC® ALLERGYCAST® APP*† provides pollen and weather forecasts and can help you track your child's symptoms to manage the day.

DOWNLOAD IT TODAY!

Standard data rates apply.



Get savings on ZYRTEC® and loads of other great rewards. Points vary depending on count size and frequency of purchase, as well as the completion of non-purchase activities. See **Terms and Conditions** at www.Zyrtec.com. Restrictions apply.



VISIT ZYRTEC.COM TO LEARN MORE

Follow us here!



*Available for iPhone® and Android™.

†The information contained in the allergy forecast is provided by third parties for information purposes only, and does not represent a guarantee of accuracy or an endorsement, direct or implied, by Johnson & Johnson Consumer Inc., McNeil Consumer Healthcare Division.

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Brought to you
by the makers of



Use only as directed.

ACHOO!

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?

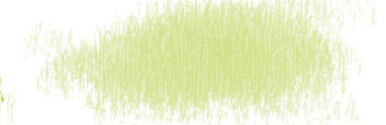
I have allergies to trees, grass,
pillows, and even fluffy, my cat!



tree pollen



pet fur



grass pollen



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.

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

We can stay outside and run and swing.

HOORAY!

WASH UP!



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

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!**

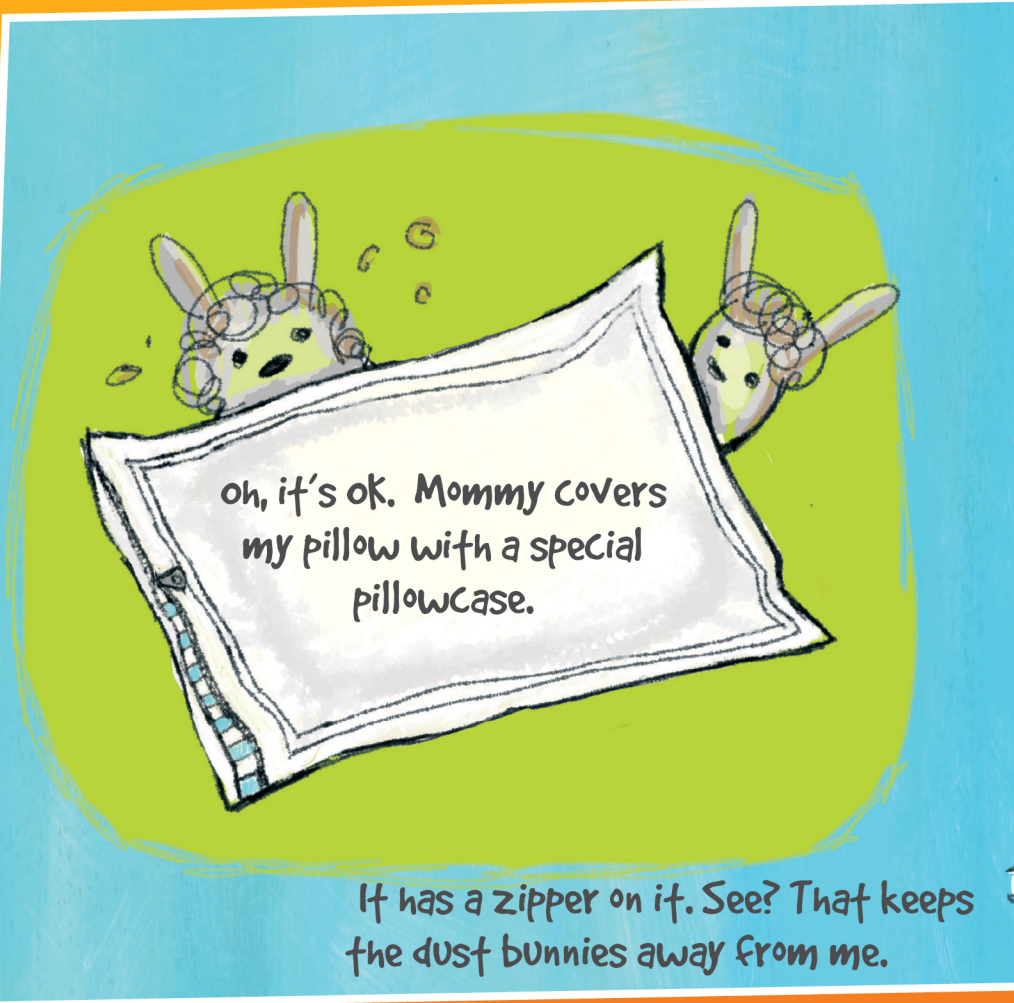


Wow, it's almost bedtime! Time to brush my teeth and get ready for bed.



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?





Contemporary Graphics & Bindery, Inc.
Pennsauken, New Jersey
July/August 2015
Job# 43366