

Maybe it's not a cold. Maybe it's allergies. **Mucinex**
Mucinex in. Mucus out.®

New MUCINEX® ALLERGY delivers prescription-strength fexofenadine hydrochloride

- ✓ Fast-acting relief that starts to work in 1 hour
- ✓ Convenient, once-daily dosing – lasts for 24 hours
- ✓ Non-drowsy

New MUCINEX® ALLERGY delivers

Choose fexofenadine for fast-acting, non-drowsy, 24-hour relief

| Active Ingredient | Fast-Acting* | Non-Drowsy | One Pill, 24-Hour Relief |
|-------------------|--------------|------------|--------------------------|
| Fexofenadine | ✓ | ✓ | ✓ |
| Loratadine | | ✓ | ✓ |
| Cetirizine | ✓ | | ✓ |
| Diphenhydramine | ✓ | | |

*Starts to work within 1 hour.

MUCINEX® ALLERGY provides fast, long-lasting relief of indoor and outdoor allergy symptoms:

- Runny nose
- Watery, itchy eyes
- Sneezing
- Itchy throat or nose

Provide your patients with the 24 hour allergy relief of Mucinex by ordering today from your wholesaler.

www.mucinex.com

NEW
Mucinex
ALLERGY



WELCOME TO
IN.d
CATEGORY COMMUNIQUE

FEATURED CATEGORY

cold & allergy



According to the Centers for Disease Control, common colds are the main reason that children miss school and adults miss work. Each year in the United States, there are millions of cases of the common cold. Adults have an average of 2-3 colds per year, and children have even more.



Top ranked humidifier by Consumer Reports!

Crane Humidifiers provide relief for...

- Symptoms of a cold and flu
- Dry sinuses, bloody nose, dry skin and chapped lips
- Nasal congestion
- Dry cough
- Newborns, who are obligate nasal breathers their first 4-5 months

Your customers deserve a humidifier that recognizes their health concerns along with their individual lifestyles.

Visit Crane Design for Better Living: www.crane-usa.com

Cold and allergy symptoms can often **mirror** one another.

According to the American College of Allergy, Asthma, and Immunology (ACAAI), you can help patients rule out cold or allergies by asking them the following questions:

- **Symptoms for two weeks?**
If yes, they more likely have allergies. While colds might seem to linger forever, they are not as persistent as allergies.
- **Escalating symptoms?**
If symptoms evolve they might have a summer cold. Colds evolve, usually starting with a stuffy nose, throat irritation and low grade fever. Next comes the sneezing and a runny nose, with thickening mucus.
- **Green or clear?**
Colored mucus probably isn't the most pleasant symptom to think about. Mucus that turns yellow or green is often thought to indicate an infection, but could also be seen with allergies. Clear mucus can be with either the common cold or allergies.
- **Have an itch or wheezing?**
Itchy eyes, throat, and nose, along with sneezing, usually mean allergy. If the patient also has asthma, they might be more likely to have an allergy. An estimated 75 to 80 percent of asthmatics also have an allergy.

<http://www.acaai.org/allergist/news/Pages/SuddenAllergiesWhenaSummerColdisMuchMore.aspx>

How common are colds?

Every year, Americans get approximately 1 billion colds. Children have about 6-10 colds a year. 22 million school days are lost every year due to the common cold.

<http://www.lysol.com/mission-for-health/healthy-families/cold-and-flu/faqs-on-cold-and-flu/facts-and-stats-about-cold-and-flu>

How common are allergies?

Allergy is the 5th leading chronic disease in the U.S. among all ages, and the 3rd most common chronic disease among children under 18 years old.

Allergies are the most frequently reported chronic condition in children, limiting activities for more than 40% of them.

For adults, allergies (hay fever) are the 5th leading chronic disease and a major cause of work absenteeism, resulting in nearly 4 million missed or lost workdays each year, resulting in a total cost of more than \$700 million in total lost productivity.

<http://www.aafa.org/display.cfm?id=9&sub=30>



BREATHE IN THE SEA
AQUA MARIS

Aqua Maris Nasal Health Solutions

Fresh from the Mediterranean comes Aqua Maris Nasal Health Solutions. Ideal for patients suffering from cold or allergy symptoms or who rely on prescription nasally-applied medicines, Aqua Maris' full nasal-health regimen cleanses and nourishes the nasal passages for long-term relief of dryness, irritation, and congestion.

- Preservative free
- Made from pure Mediterranean Seawater
- Clinically proven to improve natural nasal cleansing system and reduce mucosal dryness

Sea Salt Packets: EAN/UPC 0376260201106
Nasal Irrigation System: EAN/UPC 0376260163879
Decongestant Spray: EAN/UPC 0376260106302
Daily Nasal Spray: EAN/UPC 0376260101307



Offer your patients an innovative, effective, preservative-free regimen to support nasal health. Order Aqua Maris products today.

www.aquamaris.com



Over-the-counter medicines for under-the-weather kids

No matter what the ailment, rely on PediaCare® to care for kids. With safe, effective medicines formulated to help kids feel better fast, PediaCare® has been the trusted name in children's cold and allergy relief for many years.

- Multi-symptom relief products
- Accurate dosing guidelines
- Great tasting flavors kids love

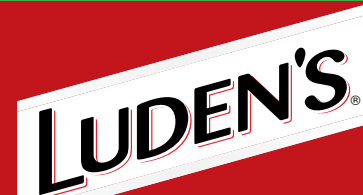
Because they can't conquer the world until they conquer the playground, recommend PediaCare® for your youngest patients' cold and allergy symptoms. Order today.



| UPC | DESCRIPTION |
|-------------|---|
| 81483201082 | Multi-Symptom Cold 4oz. Grape Daytime |
| 81483201086 | Gentle Vapor Plug-In + 5 refills |
| 81483201093 | Multi-Symptom Cold 4oz. Grape |
| 81483201083 | Cough & Congestion 4oz. Cherry |
| 81483201098 | Cough & Runny Nose Plus Acetaminophen 4oz. Cherry |
| 81483201088 | Allergy 4oz. Cherry |



Prestige Brands Inc • 660 White Plains Road • Tarrytown, NY 10591 • www.pediacare.com



Luden's® Throat Drops
SOOTHING DELICIOUSNESS

For over 100 years, Luden's® has been soothing sore throats with delicious throat drops that patients love. With a variety of tasty flavors to choose from, your patients will be happy to comply when you recommend Luden's.®

- Temporarily relieves minor sore throat discomfort
- Protects irritated areas in mouth and throat

Soothe sore throats with the great taste of Luden's®!
Contact your wholesaler to learn more.

| UPC | DESCRIPTION |
|--------------|---|
| 814832014315 | Menthol 20ct Box |
| 814832010430 | Wild Cherry 30ct Bag |
| 814832013394 | Moisture Drops Kiwi Strawberry 20ct Bag |
| 814832010423 | Honey Licorice 30ct Bag |
| 814832014285 | Wild Cherry 20ct Box |



UPC: 814832014315 UPC: 814832010430 UPC: 814832010423 UPC: 814832014285

Kiwi Strawberry Moisture Drops

- Taste great!
- Proprietary technology stimulates saliva production
- Perfect for people with dry mouth

UPC: 814832013394

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FAST ACTING
Chloraseptic®
Sprays and Lozenges

Fast, effective relief for sore throat pain

Patients of all ages* deserve fast relief from sore throat pain and discomfort. Offer them reliably fast relief with Chloraseptic® Mouth Sprays and Lozenges.

- Temporarily relieves minor throat irritation, pain, and sore throat
- Pharmacist recommended sprays
- Great tasting and effective

Restore your patients' comfort with Chloraseptic®.
Order from your wholesaler today.

* Use as directed



| UPC | DESCRIPTION |
|--------------|------------------------------------|
| 378112011062 | Lozenge Cherry 18ct |
| 678112017461 | Max Lozenge Wild Berries 15ct |
| 678112101894 | Warming Lozenge Honey Lemon 18ct |
| 678112015115 | Total Lozenge S/F Wild Cherry 15ct |
| 378112693558 | Kids Spray Grape 6oz |
| 378112011031 | Spray Cherry 6oz |
| 378112011048 | Spray Menthol 6oz |
| 678112017485 | Max Spray Wild Berry 1oz |

Prestige Brands Inc • 660 White Plains Road • Tarrytown, NY 10591 • www.chloraseptic.com



Everything they need. Nothing they don't.®



use as directed

Little Remedies® products are a better way to get better. With no dyes, artificial flavors, or alcohol, Little Remedies® only contain what your youngest patients need to feel better.

Support the health and well-being of your smallest patients with Little Remedies®.

Visit www.littleremedies.com to learn more, or order from your wholesaler today.

| UPC | DESCRIPTION |
|--------------|-------------------------------------|
| 756184100547 | Little Remedies Honey Cough Syrup |
| 756184120118 | Little Remedies Saline Spray/Drops |
| 756184160558 | Little Remedies Multi-Symptom Berry |
| 756184121054 | Little Remedies Decongestion Drops |

*This statement has not been evaluated by the Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure or prevent any disease.

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NasalCrom® Nasal Spray Stops Allergy Suffering Before It Even Begins



UPC: 814832011017

NasalCrom® does more than just treat allergy symptoms. It works safely to prevent the cause of your patients' allergic reactions. When used before exposure to many common allergens, NasalCrom® nasal allergy spray can prevent the onset of nasal allergy attacks and build protection against future symptoms as long as patients continue to use it as directed.

- Safe to use with other medicines – no known drug interactions
- No drowsiness or jitters
- Non-habit forming and safe for children as young as two

Your patients will thank you for saving them from their allergy symptoms when you recommend NasalCrom®. Order today!

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