### Category Level Consumer OTC Information

During 2016, we continue our commitment to the success of independent pharmacies. As part of this, we are pleased to provide you with the illustrated 8 cards with useful suggestions on specific conditions or need notes along with product recommendations. You can use these cards at any time of the year, and we encourage you to hold onto them for reference.

Our portfolio includes over 63 well-known consumer brands. We strive to meet the ever-changing needs and lifestyles of all your shoppers, and we remain on the important role of the healthcare professional, customer, relationship builder, and community pillar.

Please contact us at 942-234-6300 with ideas on how Prestige Brands can better serve your needs.

Healthy Regards,

Prestige Brands

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### Eliminating Warts

**Info for the Pharmaceutical From Prestige Brands**

At any given time, warts affect approximately 7% to 10% of the population. Pharmacy patients often seek advice on the best OTC treatment for common and plantar warts. OTC products for warts include topical salicylic acid and cryotherapy products that contain a combination of dimethyl ether and propylene.

The treatment goal is effective removal that produces no scarring and prevents recurrence or spreading to other areas of the body or to another person.

Be sure to remind patients that wart removal products must be used for the duration indicated in their instructions in order to maximize effectiveness.

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### Selecting Pain Relief

**Info for the Pharmaceutical From Prestige Brands**

A survey conducted by the National Council on Patient Education reports that an estimated 78% of individuals used OTC analgesics for the management of pain. Oral OTC analgesics include acetaminophen and nonsteroidal anti-inflammatory drugs (NSAIDs). NSAIDs are comprised of subgroups such as profens (ibuprofen, naproxen) and salicylates (aspirin).

While the use of these OTC drugs is common practice, studies have shown a significant lack of knowledge about potential side effects and interactions. Therefore, this pharmacist plays an important role in educating and assisting patients in the proper selection and use of OTC analgesics.

Carefully assess a patient’s medical and medication profile, as well as allergy history prior to recommending any OTC analgesics. Also, screen for possible drug-to-drug interactions and contraindications.

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**Notes:**
Removing Head Lice

Info for the Pharmaceutical from Prestige Brands

When infestations hit your community, you'll want to be fully stocked with treatment products. While head lice do not cause medical problems, infestations can lead to concern among parents as well as embarrassment, social stigma, and missed school days among kids.

The American Academy of Pediatrics recommends the medicine in Nix (permethrin) as the first line of treatment for lice on the human body. Nix also offers a pediculicide option for parents who are looking for a non-medicated approach.

Rinsing and clothing should be washed in hot water at least 130°F or run through the dryer’s hottest setting for at least 30 minutes. Items that cannot be washed, chught a special hudshol spray named Pronto is available.

To ensure customer satisfaction, work with your wholesaler to stack up Nix and Pronto before the next lice outbreak in your area.

Treating Baby’s Needs

Info for the Pharmaceutical from Prestige Brands

The parent of a child that is sick or in pain is likely in a hurry to help their child feel better. Parental intervention can help simplify product choices and ensure the child will receive treatment or relief that is both effective and safe.

Prior to recommending any products, pharmacists should always assess for potential drug-to-drug interactions and contraindications. When counseling patients about nonprescription pediatric products, pharmacists should always ensure the patient carefully understand both the dosing and administration instructions.

Parents of children under the age of 2 years should always consult their pediatrician for treatment options.

Ending Sleepless Nights

Info for the Pharmaceutical from Prestige Brands

The American Academy of Sleep Medicine estimates 35% of adults have some symptom of insomnia.

3 Types of Insomnia:

- Transient insomnia - caused by situational changes such as travel, extreme climate changes, and stressful events. It lasts for less than 1 week or until the stressful event is resolved.
- Short-term insomnia - caused by an ongoing stress factor or event. Medication side effects, or medical conditions and tests for one to three weeks.
- Chronic insomnia - often results from depression, digestive problems, sleep disorders, or substance abuse and continues for more than three weeks.

Self-treatment of insomnia with over the counter (OTC) drugs is advisable only for transient or short-term insomnia. OTC sleep aids should only be used for a short period of time in conjunction with changes in sleeping habits.

Help your shoppers get a good night’s sleep by offering these two lines from Prestige Brands.

PrestigeBrands

Nytol and Sominex

Make a bigger impact in your sleep aid sales by stocking Nytol and Sominex!™
**Treating Dry Eye and Sty**

**Dry Eye**

Dry eye is the 3rd most common eye irritation, affecting up to 12 million Americans, and can be caused by an imbalance in the tear process, environmental conditions, or even the wind and sun. It is most often treated with OTC drops.

**Stye**

A stye is a painful infection of oil glands caused by skin bacteria that typically improves in a week but can sometimes last for months.

OTC compresses and ointments are a logical first step toward symptom relief. However, if the patient has frequent styes, it is best to see the eye doctor for an antibiotic ointment may be warranted.

Advise your patients to **NOT** attempt to squeeze a stye or any other type of eyelid bump. It should drain on its own.

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**Finding Allergy Relief**

Sneezing, nasal congestion, wheezing, and itch—weekly or every year—are the most common symptoms associated with allergic rhinitis (AR). For instance, AR affects an estimated 10% to 30% of adults and about 45% of pediatric patients, representing approximately 70 million individuals. Its prevalence is increasing each year.

Prescription allergy medicines (PAMs) can provide fast-acting relief, but OTC options can also be helpful. Here's a quick guide to choose the best option for your patients:

- **NasalCARE® Symptom Controller**
  - Symptom controller that delivers 2-in-1 relief from sneezing and nasal congestion.
  - Can be taken in the morning or evening.

- **Little Remedies® Decapacitated Nose Drops**
  -affeined sinus congestion and helps clear nasal airflow.
  - Available in gentle relief formula for adults and children ages 2 and older.

- **ResinCare® Allergy**
  - Helps relieve minor symptoms of hay fever.
  - For adult and children ages 12 and older.

Allergy season is almost here—stock up on these trusted brands to help patients young and old address their symptoms.

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**Mouths Really Matter**

Oral health is closely tied to overall health. Pharmacists are well-positioned to play a key role in promoting oral health awareness.

The American Dental Association (ADA) and the Academy of General Dentistry (AGD) recommend that all dentists, oral care specialists, and oral health professionals make oral care a priority. Here are a few ways pharmacists can help patients maintain good oral health:

- **Rx an educator**
  - Educate patients on the importance of good oral health.

- **Rx a facilitator**
  - Help patients find the oral health services they need.

- **Rx a protector**
  - Protect patients from oral health problems by referring them to a dentist or oral health care provider.

No matter what stage of life your customers are in, you can encourage them to begin or maintain oral health routines to help keep themselves well.

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