

Nasacort[®] Allergy 24HR

Over 60 million Americans suffer from seasonal and year-round hay fever and other upper respiratory allergies. Symptoms of nasal allergies, which include sneezing, itchy nose, runny nose and nasal congestion, can lead to a major disruption in the quality of life for both adults and children, interfering with sleep, outdoor activities, and for children their performance in school. Now there is a **new over-the-counter option** for nasal allergy sufferers.

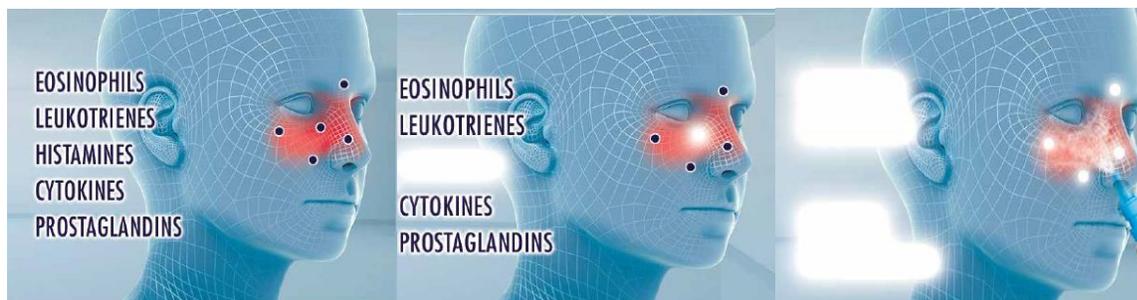
In October 2013, **Nasacort[®] Allergy 24HR** became the **first and only** 24-hour medicine in the prescription nasal spray class approved by the U.S. Food and Drug Administration for over-the-counter (OTC) use. Nasacort Allergy 24HR is now available OTC in its full prescription strength for adults and children two years of age and older for the treatment of seasonal and year-round nasal allergies. Nasal allergy sufferers should read the complete label for directions and warnings and use only as directed.

About Nasacort Allergy 24HR – the Most Effective OTC Treatment for Nasal Allergy Symptoms

- Nasacort Allergy 24HR nasal spray relieves the full range of nasal allergy symptoms, including nasal congestion, for 24 hours. It may take up to one week of daily use to feel the most symptom relief.
- Nasacort Allergy 24HR has a fine, gentle, unscented mist that is formulated to stay where it is sprayed and adhere to membranes in the nose -- getting to the source of nasal allergy symptoms.
- First approved as a prescription medication in 1996, more than 50 million bottles of Nasacort have been sold as a prescription in the U.S. to help allergy sufferers relieve their seasonal and year-round nasal allergy symptoms.

The Science Behind Nasacort Allergy 24HR

- Nasacort Allergy 24HR is more effective than currently available single active ingredient OTC medicines because it stops more of what can make allergy sufferers miserable.
 - Many people don't understand that allergy symptoms are not caused by allergens directly but rather by the body's production of chemicals, which are triggered by allergens. The chemicals that cause allergy symptoms include histamine, leukotrienes, cytokines, prostaglandins and eosinophils.
 - Currently available OTC antihistamines are only proven to stop one of these chemical responses. This still leaves the other chemical responses to produce the nasal allergy symptoms that can make sufferers miserable.
- Nasacort Allergy 24HR stops more of the body's chemical responses reducing inflammation in the nasal passages and helping to relieve all four primary nasal allergy symptoms such as itchy nose, runny nose, sneezing and the toughest nasal allergy symptom – congestion.



Allergens trigger chemical responses in the body.

Single active ingredient OTC antihistamines only target one of these chemicals.

Nasacort Allergy 24HR stops more of the chemical responses.

- Nasacort Allergy 24HR is now available on retail shelves nationwide. The average retail price for the 60 metered dose spray is \$13.99, and \$19.99 for the 120 metered dose spray.