

# WHAT IS ALLERGY?

An allergy is a reaction the body has to a particular food or substance. They're thought to affect more than one in four people in the UK at some point in their lives<sup>1</sup>. Currently there are around 15 million hay fever sufferers in UK.<sup>2</sup>

Common types of allergies:<sup>1</sup>

- **grass and tree pollen** – an allergy to these is known as hay fever (allergic rhinitis)
- **dust mites**
- **animal dander** (tiny flakes of skin or hair)

## Symptoms of an allergic reaction<sup>1</sup>

Allergic reactions usually happen quickly within a few minutes of exposure to an allergen.

They can cause:

- sneezing
- a runny or blocked nose
- red, itchy, watery eyes
- wheezing and coughing
- a red, itchy rash



## KEY INSIGHTS ABOUT ALLERGY:

29% of the UK population suffers from an upper respiratory allergy<sup>3</sup>

Shoppers are moving towards larger pack sizes in oral formulations with value growth of packs of 30 going up by +10% in 2017<sup>4</sup>

Nasal sprays are driving the category with growth of +3.6%<sup>4</sup>

46% of children in the UK suffer from at least one allergy<sup>5</sup>

## ACTIONS FROM INSIGHTS:

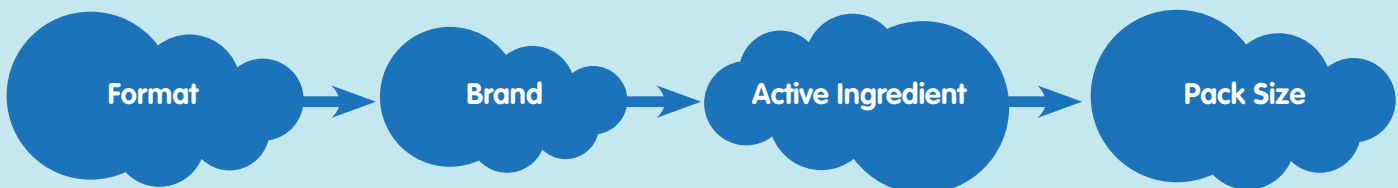
**Increase visibility** of the Allergy category early in the season to remind sufferers to purchase.

**Educate shoppers** on the difference between reactive and preventative actives.

Nasal sprays and eye drops are **key to driving** incremental sales for hay fever - merchandise adjacent to oral formats and explore off shelf opportunities.

**Merchandise** children's allergy products with other children's medicines to drive awareness with parents.

## RECOMMENDED MERCHANDISING FLOW:<sup>6</sup>



Please see product information on page 4.



# MANAGING ALLERGIES

USEFUL TIPS FOR MANAGING HAY FEVER TO ADVISE PATIENTS



Take a shower after being outdoors – to wash away the pollen



Wear sunglasses to keep pollen out of your eyes



Keep windows shut to avoid pollen blowing inside

TRACK POLLEN LEVELS AND KEEP MEDICATION ON YOU

ALLERGIES OCCUR WHEN THE BODY'S IMMUNE SYSTEM REACTS TO A PARTICULAR SUBSTANCE AS THOUGH IT'S HARMFUL.<sup>1</sup>

THE ALLERGY CATEGORY IS FORECAST TO GROW BY 5.7% OVER THE NEXT 3 YEARS.<sup>10</sup>

## HOW TO TREAT ALLERGIES

### Antihistamines

Antihistamines block the action of the chemical histamine, which the body releases when it thinks it's under attack from an allergen.<sup>7</sup> Antihistamines such as BENADRYL<sup>®</sup> Allergy Relief, help to relieve the 7 symptoms of an allergy; itchy nose, runny nose, sneezing, itchy eyes, watery eyes, hives and itchy skin. BENADRYL<sup>®</sup> Allergy Range antihistamines are available in tablet and capsule formats.



### Nasal Sprays

There are a number of nasal sprays available to help with allergy symptoms too; including saline sprays and corticosteroid sprays.<sup>8</sup>

Saline sprays can be used to help cleanse your nose,<sup>8</sup> whilst corticosteroid sprays help to relieve nasal congestion and other nasal allergy symptoms.<sup>7</sup> Corticosteroid nasal sprays work by reducing inflammation in the nose.<sup>9</sup>



### Decongestants

Some people can experience nasal congestion when suffering from allergies. Decongestants can help to alleviate nasal and sinus congestion by reducing the swelling of blood vessels in the nose. This opens your nasal passage, making breathing easier.<sup>7</sup> You can get them in tablet, capsule and nasal spray formats.

#### BENADRYL<sup>®</sup> Allergy Relief Plus Decongestant Capsules

contains both an antihistamine and a decongestant and is available in pharmacies.



REFERENCES: 1. <https://www.nhs.uk/conditions/Allergies/> 2. <http://www.medical-specialists.co.uk/> 3. GfK 2015 4. Nielsen 5. Pfizer Allergies U&A 6. Dunnhumby Shelf Review Tesco (Mar to Aug 17) 7. <http://www.nhs.uk/choices/Hay-fever> 8. <http://www.webmd.com/allergies/saline-spray#1> 9. <https://www.zyrtec.com/allergy-guide/allergy-essentials/types-of-allergy-medicine> 10. Kantar 2017

## Fast Relief

GSL



**BENADRYL<sup>®</sup> Allergy Relief**

Acrivastine

12s

PIP code: 314-1611

\*Core sku



**BENADRYL<sup>®</sup> Allergy Relief**

Acrivastine

24s

PIP code: 406-6221

\*Core sku



**BENADRYL<sup>®</sup> Allergy NaturEase™ Nasal Spray**

10ml

PIP code: 400-9486

\*Core sku

P



**BENADRYL<sup>®</sup> Allergy Relief**

Acrivastine

48s

PIP code: 406-2253

## All-day Relief

GSL



**BENADRYL<sup>®</sup> Allergy Children's 6+ 1mg/ml Oral Solution**

Cetirizine

70ml

PIP code: 369-8164



**BENADRYL<sup>®</sup> Allergy One A Day 10mg Tablets**

Cetirizine

available in 7s, 14s and 30s

PIP code: 400-9460 (7s)

PIP code: 400-9478 (14s)

PIP code: 400-9452 (30s)



**BENADRYL<sup>®</sup> Allergy Liquid Release 10mg Capsules**

Cetirizine

7s

PIP code: 369-0179

\*Core sku

P



**BENADRYL<sup>®</sup> Allergy Children's 2+ 1mg/ml Oral Solution**

Cetirizine

100ml

PIP code: 369-8198

## Allergy + Congestion Relief

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**BENADRYL<sup>®</sup> Allergy Relief Plus Decongestant Capsules**

Acrivastine and pseudoephedrine

12s

PIP code: 273-5090

\*Core sku

## Prevents and Relieves Hay Fever

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**NEW TO BENADRYL RANGE**

**BENACORT<sup>®</sup>**

Budesonide

10ml

PIP code: 406-5959

\*Core sku





**Benadryl Allergy Relief (Acrivastine 8mg) Product Information Presentation:** Acrivastine 8 mg capsules. **Uses:** Symptomatic relief of allergic rhinitis. Also chronic idiopathic urticaria. **Dosage:** Adults and children aged 12 - 65 years: One capsule up to 3 times a day. **Contraindications:** Hypersensitivity to acrivastine or triprolidine or any excipients listed in section 6.1 of the SPC. Severe renal impairment. Rare hereditary problems of galactose intolerance, the Lapp lactase deficiency or glucose-galactose malabsorption. **Precautions:** Concomitant administration of acrivastine with CNS depressants may produce additional impairment in mental alertness in some individuals. Patients with renal impairment should consult with a physician before use. This product may cause drowsiness. Acrivastine may cause dizziness and somnolence - caution when engaging in activities which require mental alertness until familiar with response to drug. Caution when taking with ketoconazole, erythromycin or grapefruit juice. **Pregnancy and Lactation:** Not recommended **Side effects:** *Very common:* somnolence. *Common:* dry mouth, dizziness. *Unknown:* hypersensitivity (including dyspnoea and face swelling), rash. **RRP (ex VAT):** 12s £4.58, 24s £7.78, 48s: £14.16 **Legal category:** 12s GSL, 24s GSL, 48s P **PL Holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG. **PL Number:** 12s & 24s 15513/0128, 48s 15513/0035 **Date of prep:** 31/12/2017

**Benadryl Allergy Relief Plus Decongestant Capsules Product Information:** **Presentation:** Acrivastine 8mg and pseudoephedrine 60mg capsules. **Uses:** Symptomatic relief of allergic rhinitis. **Dosage:** Adults and children 12 years and over: One capsule as necessary, up to three times a day. **Contraindications:** Hypersensitivity or intolerance to any of the ingredients or triprolidine. Severe hypertension, severe heart disease or significant renal impairment; patients who have taken MAOI's in the preceding 14 days. Concomitant use with furazolidone. **Precautions:** Diabetes, hyperthyroidism, heart disease, hypertension, glaucoma or prostatic enlargement. Advise patients not to undertake tasks requiring mental alertness whilst under the influence of alcohol or other CNS depressants. Effects of alcohol or other CNS depressants may be enhanced. Patients taking sympathomimetics, antihypertensives, and tricyclic antidepressants. **Pregnancy & lactation:** Should not be used during pregnancy unless the potential benefit of treatment to the mother outweighs any possible risk to the developing foetus. **Side effects:** Rarely drowsiness, CNS excitement; occasionally skin rash, or urinary retention in men. **RRP (ex - VAT):** 12s £5.41 **Legal cat:** P **PL holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG. **PL 15513/0017** **Date of prep:** 15 May 2015

**BENACORT 64 micrograms Nasal Spray (budesonide) Product Information** **Presentation:** Nasal spray, suspension. Each actuation contains 64mcg budesonide **Uses:** Prevention and treatment of seasonal allergic rhinitis (hay fever). **Dosage (adults):** Once daily dosing: 128mcg into each nostril in the morning or 64mcg into each nostril if good effect is achieved. Twice daily dosing: 64mcg into each nostril morning and evening. The minimum dose should be used at which effective control of symptoms is maintained. Full effect not achieved until after a few days treatment. Treatment of seasonal rhinitis should start, if possible, before exposure to the allergens. If symptoms are not controlled, or persist for longer than 2 weeks of treatment, medical advice must be sought. Concomitant treatment may sometimes be necessary to counteract eye symptoms caused by the allergy. Benacort should not be used continuously for longer than 3 months without consulting doctor or pharmacist Paediatric population: not be used in children and adolescents under 18 years of age. **Contraindications** Hypersensitivity to active ingredient or to any of the excipients. **Warnings and precautions:** Special care needed: when treating patients transferred from oral steroids, where disturbances of hypothalamic-pituitary-adrenal (HPA) axis could be expected; in patients with fungal and viral infections of the airways, or with active or quiescent pulmonary tuberculosis; and where there is an infection in the nasal passages or sinuses, or in the case of recent surgery to the nose, or problems with ulceration in the nose. Reduced liver function affects the elimination of corticosteroids, may lead to higher systemic exposure and possible systemic side effects. Systemic effects of nasal corticosteroids may occur, particularly at high doses prescribed for prolonged periods. CYP3A inhibitors may increase systemic exposure to budesonide. Raised plasma concentrations and enhanced effects of corticosteroids have been observed in women treated with oestrogens and contraceptive steroids. No effect observed during concomitant intake of low dose oral contraceptives. As adrenal function may be suppressed this may lead to false results in ACTH stimulation test for diagnosing pituitary insufficiency. **Pregnancy and lactation:** Avoid during pregnancy unless benefit outweighs risk. No effects on breast fed child are expected at therapeutic doses. **Side effects:** *Consult SmPC for full list of side effects* *Common:* Haemorrhagic secretion and epistaxis. Nasal Irritation (sneezing, stinging and dryness). *Uncommon:* Immediate and delayed hypersensitivity reactions including urticaria, rash, dermatitis angioedema and pruritus. Muscle spasms. *Rare:* Anaphylactic reaction, signs and symptoms of systemic corticosteroid effects, including adrenal suppression and growth retardation, nasal septum perforation, nasal ulcer and dysphonia. Blurred vision. *Cutaneous.* *Very rare:* Ulceration of mucous membrane. *Not known:* Raised intraocular pressure or glaucoma and cataract. In rare cases, signs or symptoms of glucocorticosteroid-side effects such as Cushing's syndrome, Cushingoid features, psychomotor hyperactivity, sleep disorders, anxiety, depression or aggression (particularly in children) may occur. Acute overdose even in excessive doses, is not expected to be a clinical problem. **RRP (excl. VAT):** 120 actuations: £8.33 **Legal category:** P **PL holder:** McNeil Products Ltd, Roxborough Way, Maidenhead, Berkshire, SL6 3UG **PL number:** 15513/0404 **Date of preparation:** 14 July 2017

**Benadryl Allergy Liquid Release 10mg Capsules Product Information.** **Presentation:** Cetirizine 10mg soft capsule. **Uses:** Symptomatic treatment of allergic rhinitis and urticaria. **Dosage:** 12 years and above: 10mg once daily. Under 12 years: Not recommended. **Contraindications:** Hypersensitivity to

cetirizine dihydrochloride, to hydroxyzine, to any piperazine derivatives, to soya, peanut, or any of the excipients listed in section 6.1; moderate to severe renal impairment; hereditary problems of fructose intolerance. **Precautions:** Renal impairment: dosage adjustment required - refer to SPC. Caution with concomitant alcohol consumption, in epilepsy and those at risk of convulsions. Patients with both liver and kidney disease should consult a physician before use. Caution in patients with predisposition factors of urinary retention. Do not drive or operate machinery until familiar with response to drug. **Fertility, pregnancy & lactation:** This product should not be used during pregnancy or breastfeeding unless the potential benefit of treatment to the mother outweighs the possible risks to the developing foetus or nursing infant. **Side effects:** *Common:* Somnolence, fatigue, dizziness, headache, abdominal pain, dry mouth, nausea, pharyngitis, diarrhoea, rhinitis. *Rare:* Hypersensitivity, aggression, confusion, depression, hallucination, insomnia, convulsions, tachycardia, hepatic function abnormal, urticarial, oedema, weight increased. *Very rare:* thrombocytopenia, anaphylactic shock, tics, dysgeusia, dystonia, dyskinesia, angioneurotic oedema, fixed drug eruption, syncope, tremor, accommodation disorder, blurred vision, oculogyration, eye swelling, cough, dysuria, enuresis. *Uncommon:* agitation, paraesthesia, diarrhea, pruritus, rash, asthenia, malaise. *Not known:* increased appetite, suicidal ideation, amnesia, memory impairment, vertigo, urinary retention. Consult SPC for additional side effects. **RRP (ex-VAT):** 7s £4.41. **Legal cat:** GSL. **PL holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG. **PL no:** 15513/0378. **Date of prep:** 14th Oct 2016

**Benadryl One A Day Relief / Benadryl Allergy One A Day Tablets, Cetirizine 10 mg, Product Information Presentation:** Cetirizine dihydrochloride 10mg film-coated tablets with breakline and Y Y logo. **Uses:** Symptomatic treatment of allergic rhinitis and chronic idiopathic urticaria. **Dosage:** 12 years and above: 10mg once daily. **Contraindications:** Hypersensitivity to ingredients, hydroxyzine or piperazine derivatives; severe renal impairment, galactose intolerance, Lapp lactase deficiency, glucose-galactose malabsorption. **Precautions:** Renal impairment: dosage adjustment required - refer to SPC. Caution with concomitant alcohol consumption, in epilepsy and those at risk of convulsions. Caution in patients with predisposition factors or urinary retention (e.g. spinal cord lesion, prostatic hyperplasia). Do not drive or operate machinery until familiar with response to drug. **Fertility, Pregnancy and Lactation:** On healthcare professional advice only. **Side effects:** *Common:* Somnolence, fatigue, dizziness, headache, abdominal pain, dry mouth, nausea, pharyngitis, rhinitis. *Uncommon:* agitation, paraesthesia, diarrhoea, rash. *Rare:* Hypersensitivity, aggression, confusion, depression, hallucination, insomnia, convulsions, tachycardia. *Very rare:* thrombocytopenia, anaphylactic shock, tics, dysgeusia, syncope, tremor, dystonia, dyskinesia, accommodation disorder, blurred vision, oculogyration, angioneurotic oedema, dysuria, enuresis. Consult SPC for additional side effects. **RRP (ex-VAT)/NHS Cost:** 7s £4.41; 14s £6.31; 30s £8.33. **Legal category:** GSL. **PL Holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG **PL Number(s):** 15513/0118. **Date of prep:** 01 August 2017

**Benadryl Allergy Children's 6+ 1mg/ml Oral Solution (Cetirizine dihydrochloride 1mg/ml solution) Product Information Presentation:** Clear and Colourless liquid. **Uses:** Symptomatic treatment of allergic rhinitis and chronic idiopathic urticaria. **Dosage:** 6-12 years: 5ml twice daily; 12 years and above: 10ml once daily. **Contraindications:** Hypersensitivity, severe renal impairment, hereditary fructose intolerance. **Precautions:** Renal impairment: dosage adjustment required - refer to SPC. Caution with concomitant alcohol consumption, in epilepsy and those at risk of convulsions; caution to those at risk of urinary retention. Do not drive or operate machinery until familiar with response to drug. **Pregnancy and Lactation:** On health care professional advice only. **Side effects:** *Common:* Somnolence, fatigue, dizziness, headache, abdominal pain, dry mouth, nausea, pharyngitis, diarrhoea, rhinitis. *Rare:* Hypersensitivity, convulsions, movement disorders. *Very rare:* thrombocytopenia, anaphylactic shock, angioneurotic oedema. Consult SPC for additional side effects. **RRP (ex VAT):** 70ml £4.14 **Legal category:** GSL **PL Holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG. **PL Number:** PL 15513/0124 **Date of prep:** 21/11/2017

**Benadryl Allergy Children's 1mg/mL Oral Solution (Cetirizine dihydrochloride 1mg/ml solution) Product Information Presentation:** Clear and Colourless liquid. **Uses:** Symptomatic treatment of allergic rhinitis and chronic idiopathic urticaria. **Dosage:** 6-12 years: 2.5mL twice daily; 6-12 years: 5mL twice daily; 12 years and above: 10ml once daily. **Contraindications:** Hypersensitivity, severe renal impairment. **Precautions:** Renal/Hepatic impairment: dosage adjustment required - refer to SPC. Caution with concomitant alcohol consumption, in epilepsy and those at risk of convulsions, in patients with predisposing factors of urinary retention and hereditary fructose intolerance. Do not drive or operate machinery until familiar with response to drug. Wash-out period of 3 days is recommended before performing an allergy skin test. **Pregnancy and Lactation:** On health care professional advice only. Should not be used during pregnancy or breastfeeding unless the potential benefit of treatment to the mother outweighs the possible risks to the developing fetus or nursing infant. **Side effects:** *Common:* Somnolence, fatigue, dizziness, headache, abdominal pain, dry mouth, nausea, pharyngitis, diarrhoea, rhinitis. *Rare:* Hypersensitivity, convulsions, movement disorders. *Very rare:* Cough, nausea, feeling abnormal, thrombocytopenia, anaphylactic shock, angioneurotic oedema. Consult SPC for additional side effects. *Not Known:* Increased appetite, suicidal ideation, amnesia, memory impairment, vertigo, urinary retention. **RRP (ex VAT):** £4.99 **Legal category:** P **PL Holder:** McNeil Products Ltd, Foundation Park, Maidenhead, Berks, SL6 3UG. **PL Number:** PL 15513/0138 **Date of prep:** 21/11/2017

**Benadryl Allergy NaturEase™ Nasal Spray** is a non-medicine.