



HEALTH AWARENESS

How To Relieve Itchy Allergy Eyes

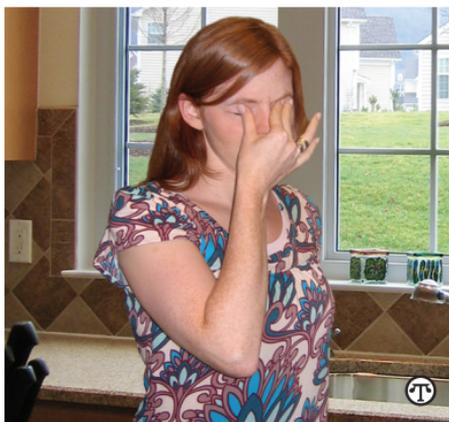
(NAPSA)—When it comes to allergies, eye symptoms are among the most commonly reported. According to a recent Gallup Study of Allergies, 89 percent of allergy sufferers report suffering from eye symptoms such as itchy (75 percent), watery (60 percent), red (44 percent) or dry (30 percent) eyes as well as swollen eyelids (30 percent).

While your first reaction to these symptoms may be to rub your eyes, that is the worst thing you can do. Rubbing can further irritate your eyes by pushing allergens and irritants further into them.

Instead, if you suffer from allergies, it's a good idea to be prepared. Turn your medicine cabinet into an allergy emergency kit by stocking it with products that will cleanse, soothe and relieve your worst allergy symptoms—especially for your eyes.

After being exposed to indoor or outdoor allergens, wipe around your eyes with a soothing wipe and use an over-the-counter eye drop that contains a redness reliever and an effective antihistamine. For example, Visine Soothing Wipes soft, moist pads gently clean around the eye area, removing dust and pollen. Safe for sensitive eyes and contact lens wearers, the pads soothe without the rub, which is particularly important when allergies lead to uncomfortable puffiness around the eye area.

After your eye area is clean and allergen-free, use eye drops to soothe your eyes and reduce red-



A recent study found that 89 percent of allergy sufferers report eye symptoms.

ness. Unlike other eye drops, Visine-A treats all allergy eye symptoms, not just the itch. It contains an antihistamine and provides fast, powerful relief for itchy, red, watery eyes and puffy eyelids caused by allergens including ragweed, grass, pollen, animal hair and dander.

Finally, make sure you're treating the rest of your allergy symptoms. Look for a fast-acting oral antihistamine to combat allergens from the inside out and keep throat drops on hand to soothe your throat quickly. Allergy season is not the time to skimp on tissues—make sure to look for something with a moisturizer in it to keep the sensitive skin around your nose from drying out.

Being prepared for allergy season will keep your symptoms from slowing you down. For more information, visit www.visine.com.