

Morning Allergy Symptoms Making Moms Miserable?

New Treatment Can Let Kids Wake Up With Symptoms Under Control

(NAPSA)—For most mothers, mornings can be a hectic part of the day. But Cathy Thompson, mother of two, found her child's sniffing, sneezing and watery eyes made facing and getting through the day especially difficult for both of them.

Cathy's frustration was caused by her three-year-old son's allergy symptoms, which seemed at their worst in the mornings. Her child's sniffing and sneezing made getting ready for the day a challenging task.

"Just getting Kyle started in the morning was hard on both of us. His pediatrician helped me understand that his symptoms, and our rough mornings, were caused by allergies."

Cathy isn't alone—a new national survey of mothers shows for the first time how important mornings are to them. Of the mothers surveyed, 75 percent say it is very important that their child's allergy medication help them wake up with symptoms under control. Additionally, two out of three moms say that their children's daily activities are disrupted when their allergies aren't effectively treated.

Allergies are the most frequently reported chronic condition in children, affecting approximately 40 percent. An allergy is a sensitivity to a normally harmless substance, such as pollen or pet dander. When the body is exposed to this substance, or "allergen," it experiences symptoms like sneez-



ing, watery eyes and a runny or itchy nose.

"Moms tell me how their child's allergies can disrupt the whole family's day," says Dr. Kathryn D. Beattie, a pediatrician at Princeton Nassau Pediatrics in Princeton, New Jersey. "As a mother myself, I understand their frustration and concern. The first step for any parent is bringing their child to the doctor for a proper diagnosis and to find the right treatment."

Different types of allergies exist. Allergic rhinitis (the medical term for nasal allergy symptoms) can be seasonal or perennial. Seasonal allergies change with the season due to pollen from plants. Patients with perennial allergies, on the other hand, react to allergens that are present year-round, such as pet dander or dust mites. While many people try to control the allergens in their home or avoid them outside of the home, it is difficult to avoid all of the allergens all of the time.

The FDA recently approved prescription CLARINEX® (deslorata-

dine) Syrup, a non-sedating antihistamine syrup for children as young as six months old. It works by blocking the effect of histamine in the body to provide relief from allergy symptoms for a full 24 hours, so children can wake up with symptoms under control.

According to the survey, 92 percent of mothers said that when deciding on prescription allergy medications for their children, it is reassuring that an allergy medication has been approved for a child as young as six months old.

"For the first time, mothers can give their children an FDA-approved allergy medication specifically designed to treat very young children," says Dr. Beattie. "Kids and moms can start their mornings off feeling good and enjoy the entire day."

Research shows that allergies can be inherited. If only one parent has allergies, there is a 50 percent chance that the child will have an allergy. If both parents have allergies, a child has a 66 percent chance of developing allergies. Allergies are responsible for approximately two million lost school days each year.

In addition, there is a growing body of evidence that points to an association between allergies and even more serious conditions, such as asthma. If you think your child may have allergies, see a pediatrician or allergist. For more information on allergies, visit www.allergyrelief.com.



CLARINEX Syrup provides relief from nasal and non-nasal allergy symptoms caused by seasonal allergens such as ragweed, grass, and tree pollens in patients 2 years of age and older and year-round allergens such as dust mites, animal dander, and mold spores in patients 6 months of age and older. CLARINEX Syrup is also approved to treat the ongoing itching and rash due to hives from unknown causes in patients 6 months of age and older. CLARINEX Tablets treat the symptoms of seasonal and year-round allergies and hives of unknown cause in patients 12 years of age and older. Syrup side effects in children 6 to 11 years of age were similar to placebo. For children 6 months to 5 years of age, syrup side effects varied by age and included fever, diarrhea, upper respiratory infection, irritability, and coughing. Tablet side effects in patients 12 years of age and older with seasonal and year-round allergies were similar to placebo and included sore throat, dry mouth, and fatigue. Tablet side effects in patients 12 years of age and older with ongoing itching and rash from hives of unknown cause were headache, nausea, and fatigue. CLARINEX is available by prescription only, so ask your healthcare provider if CLARINEX is right for you. Full prescribing information is available at www.spfiles.com/piclarinex.pdf.