

Morning Makeover Tips Help Allergy Sufferers

(NAPSA)—Mornings can be rough—especially for allergy sufferers: fighting for bathroom time, figuring out what to wear, getting the kids ready and straightening up the house can be more challenging when you wake up with itchy eyes, a runny nose and sneezing.

In fact, more than 80 percent of allergy sufferers say they experience symptoms in the morning and half say symptoms are most bothersome at this time of the day, according to a recent survey. A morning makeover can help allergy sufferers wake up feeling organized and under control.

“An efficient morning routine can set the tone for the rest of the day,” says Mary Ellen Pinkham, an organizational expert and host of HGTV’s hit series *TIPical Mary Ellen*. She suggests getting your whole family on board with your morning makeover plan.

Dr. Bradley Chipps of Capital Allergy and Respiratory Disease Center in Sacramento, CA agrees. “A runny nose, sneezing and itchy, watery eyes can really slow down my patients in the morning,” says Dr. Chipps, “And mornings are when they say it’s most important to be functioning at their best.”

To help the 50 million Americans suffering from allergy symptoms, Mary Ellen and Dr. Chipps have teamed up to offer the *Morning Makeover Guide: Tips for Allergy Sufferers*, available at AllergyRelief.com. The free guide provides ways to streamline your morning routine and help reduce exposure to common allergy triggers. If your allergy symptoms are under control, then you can focus on getting ready to roll!

Organize Your Bedroom

Think of the bedroom as not only where the day begins, but also where organization begins. Minimizing allergens in this room, like the millions of dust mites living in your bed and closet, can help you wake up with allergy symptoms under control. A few quick, easy changes to your surroundings can make an astounding difference in how you feel at the start of your day.

BEDROOM BASICS

- Resist the temptation to let Fido or Fluffy, who are full of allergy-triggering pet dander, share the bed.
- Cover mattresses, box springs and pillows with allergen-protective covers.
- Wash sheets weekly in hot water (at least 130 degrees F) to kill dust mites.
- Vacuum regularly using a machine with an air filter and bags that seal in dust.
- De-clutter your closet by taking advantage of the space underneath your bed.
- Fill storage boxes with items that you don’t use every day, like out of season clothing and, for easy access, label each box with a detailed list of its contents.

Revamp Your Bathroom

Bathrooms are home to some of the morning’s most important activities like bathing and grooming. Keeping this high-traffic area clutter-free (and mold-free) will make it easier for allergy sufferers and the entire family to get in, get out and get on with their day.

“Because morning madness often occurs in communal areas, like the bathroom, it’s important to make sure everyone is happy with the makeover plan and will-

BATHROOM BASICS

- Makeover your medicine cabinet—toss expired medications and other items that take up shelf space and are rarely used.
- Help prevent mold by fixing leaky plumbing and keeping the bathroom well-ventilated.
- Help eliminate mold and mildew with a cleaning solution containing 5 percent bleach and a few drops of detergent.
- Personalize storage by assigning family members their own plastic caddy for items such as toothbrushes and hair products.

ing to do their part,” says Mary Ellen.

Convenient Treatment

If you have trouble remembering to take your medicine before you head out the door, there is a convenient, take-anywhere treatment option for busy, on-the-go allergy sufferers. CLARINEX® (desloratadine) RediTabs® tablets rapidly disintegrate on the tongue so allergy sufferers can take their medication anytime and anyplace, even without water.

“RediTabs provide allergy sufferers with powerful morning allergy symptom relief that lasts throughout the day,” says Dr. Chipps. “The new formulation comes in a tutti-frutti flavor and can treat allergy symptoms in adults and children, starting at 6 years old.”

In addition to using these morning makeover tips, Mary Ellen and Dr. Chipps say it’s important to talk to your doctor. Only your doctor can properly diagnose your allergy symptoms and prescribe treatments that provide effective relief of allergy symptoms.

CLARINEX® (desloratadine 2.5 mg and 5 mg) RediTabs® is an orally disintegrating tablet approved for the relief of allergy symptoms caused by both perennial indoor and seasonal outdoor allergens and chronic idiopathic urticaria (CIU), or hives of unknown cause, in adults and children 6 years of age and older. Side effects in patients 12 years and older with seasonal and year round allergies were similar to placebo and included sore throat, dry mouth and fatigue. Side effects in patients 12 years and older with ongoing itching and rash from hives of unknown cause were headache, nausea, and fatigue. For additional important safety information, full Prescribing Information is available at www.spfiles.com/piclارينex.pdf.