

AT-TEN-TION! FORTY PERCENT OF AMERICAN KIDS LIKELY TO GIVE THE “ALLERGIC SALUTE” THIS FALL

(NAPSA)—Homework and pop quizzes may not be the only reasons some children will feel like staying home when school starts.

Sneezing, runny noses, watery eyes, itchy throats, and other bothersome allergy symptoms will dampen the school spirit of thousands of kids—because fall is not only back-to-school season, it’s also a peak allergy season.

“Around September and October, we see tons of kids rubbing their noses upward with the palms of their hands to relieve nasal discomfort. We call it the ‘allergic salute,’” says Dr. Paul Ehrlich, a New York City-based pediatric allergist and co-author of “What Your Doctor May Not Tell You About Children’s Allergies and Asthma.” “As kids go back to school, parents need to be alert to this and other signs of allergies; children have enough trouble concentrating in class without having to deal with disruptive allergy symptoms.”

Allergies affect up to 40 percent of American children, and cause up to 2 million missed school days each year. Beyond the typical physical manifestations, such as sneezing and runny noses, there are also behavioral signs indicating that a child may have allergies. These include irritability, lack of concentration, and poor school performance.

But treating allergies with cer-



tain medications may cause bothersome side effects such as drowsiness or jitteriness.

“Sometimes I wouldn’t treat my stepson Matthew’s allergy symptoms because I was afraid of the medications’ side effects; I didn’t want him to feel groggy or jittery in class,” says Dana Reeve, mother, actress and wife of Christopher Reeve. “That’s why we were so relieved when our doctor recommended CLARITIN® for its effective non-drowsy, non-jittery allergy relief—it let Matthew feel like a kid again. Moms are lucky now because they can get it over the counter without a doctor’s prescription.”

Be Alert to Symptoms, Treat Early

“Parents need to understand the importance of treating their child’s allergy symptoms early, and the benefits of treatment with a non-drowsy allergy medication,” ex-

plains Dr. Ehrlich, who offers the following tips for parents on how to identify and treat a child’s allergies:

- Ask teachers or the school nurse if they’ve noticed any changes in your child’s behavior that may indicate allergies, such as sleepiness in class, irritability, or excessive sneezing and nose rubbing.

- Pay close attention to your child’s symptoms because seasonal allergy symptoms often are mistaken for a common head cold. If symptoms last longer than a week to 10 days, your child may have allergies.

- Relieve your child’s allergy symptoms with a “kid-friendly” medicine that he or she will find easy to take—and one that lasts all day and all night. CLARITIN® makes effective formulas including a syrup for kids as young as 2 and an instantly-dissolving tablet for kids as young as 6.

“As parents, we need to be proactive and make sure our children get off to the best start possible for the new school year,” adds Reeve. “Part of that means managing their allergies and explaining the benefits of treatment, so that they don’t consider taking medicine a chore and can feel like themselves again.”

For more tips on how to identify and treat your child’s allergy problems, ask your pharmacist or visit www.claritin.com.