



Seasonal Allergies Fact vs. Fiction

REACTINE® is serious about allergies and is offering allergy sufferers a new tool to help manage their symptoms – the REACTINE® Allergy Forecast, a three-day look ahead at pollen counts. With this information allergy sufferers can start to take control of their allergies by planning ahead and knowing when allergy symptoms are likely to be at their worst.

Ragweed & Hay fever

I don't have any ragweed in my backyard or neighbourhood so I won't be affected by seasonal allergies

Fact: Even if there isn't ragweed in your backyard you can still be affected by airborne pollens. According to the Ontario Ministry of Agriculture, Food and Rural Affairs, Common Ragweed pollen can be carried for distances of more than 200 km.

One single ragweed plant can create a large amount of pollen

Fact: It is estimated one single ragweed plant produces a billion grains of pollen over a season. There are 41 species of ragweed around the world, Common Ragweed being the most prevalent in North America, that amounts to a lot of plants and pollen.

It seems like my seasonal allergies are getting worse

Fact: A study published in the *Proceedings of the National Academy of Sciences* found that people living in some areas of Canada are experiencing a ragweed season that is stretched by nearly a month (e.g. Northern Prairies of Canada). Climate change is thought to be one of the contributors/reasons.

Treating Seasonal Allergies

If I take the same antihistamine and take it regularly I can build up a tolerance, rendering the treatment ineffective

Fiction: There is no scientific proof behind this tolerance myth. Antihistamines, like REACTINE®, have been proven effective in treating both indoor and outdoor allergy symptoms. If a treatment is found that can effectively relieve your allergy symptoms, you can stick with it.

It isn't safe for me to take an antihistamine regularly

Fiction: While many believe you should only treat after the appearance of symptoms, taking your medication regularly can be an effective tool in the fight against allergy suffering. Regular daily use is a highly-effective way to relieve your worst seasonal allergy symptoms. REACTINE® is safe for daily use.

Taking an antihistamine will make me drowsy and will take a long time to start working

Fiction: REACTINE® is a non-drowsy antihistamine that provides 24 hours of relief from seasonal allergy symptoms. Most antihistamine medications begin to take effect only after they have been processed by the liver and converted to an active metabolite – the form of the drug that works to relieve your symptoms. REACTINE® is unique because it is already an active metabolite. REACTINE® can start to work in 20 minutes.

-30-

Media requiring more information, please contact:

Meghan Ney

GolinHarris for REACTINE®

416 -642-7957

mney@golinharris.com