

Non-Drowsy REACTINE® Allergy Fact Sheet

REACTINE® is serious about allergies and offers non-drowsy, 24-hour relief of year-round (indoor) as well as seasonal (outdoor) allergy symptoms. Recommended by pharmacists and doctors, REACTINE® can provide allergy symptom relief from allergies caused by a variety of allergens, including: dust, mould, pet dander, tree pollen, weeds and grasses.

Non-drowsy REACTINE® Allergy



- REACTINE® can start to work in 20 minutes; relief from a single dose can last up to 24 hours¹.
- REACTINE® is an antihistamine medication (cetirizine hydrochloride) that provides fast-acting, effective relief of allergy symptoms

How does Non-Drowsy REACTINE® work?

- REACTINE® is unique because it is already an active metabolite. This means it is rapidly absorbed, and starts working quickly to relieve allergy symptoms. REACTINE® can start to work within 20 minutes, whereas 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.
- Non-drowsy REACTINE® Regular or Extra Strength Tablets can be taken for fast, effective relief of seasonal (i.e. outdoor) allergy or year-round (i.e. indoor) allergy symptoms, including:
 - Itchy, red, watery eyes
 - Sneezing, running, itchy nose
 - Nasal congestion, itchy nose/throat
 - Allergic skin reactions
 - Hives

Pricing and Availability

- Non-drowsy REACTINE® is available in three over-the-counter formats:
 - REACTINE® *Regular Strength* (5 mg cetirizine HCl) Tablets, available in packages of 24 and 36 with SRPs of \$17.99 and \$23.99 respectively.
 - REACTINE® *Extra Strength* (10 mg cetirizine HCl) Tablets, available in packages of 10, 20, 30 and 48 with SRPs ranging from \$10.00 - \$32.99.
 - REACTINE® *Allergy + Sinus* (5 mg cetirizine HCl, 120 mg pseudoephedrine HCl) Tablets available in packages of 10, 20 and 30 with SRPs ranging from \$10.99 - \$23.99.

For more information about REACTINE®, visit www.reactine.ca.

-30-

Media requiring more information or to request a sample, please contact:

Meghan Ney
GolinHarris for REACTINE®
416 -642-7957
mney@golinharris.com

¹ From www.reactine.ca.