

Claritin®



The **rising prevalence** of AR in school-aged children

Discover the impact →

Partner with Claritin®
to help your patients thrive.



The impact of AR on QoL

- Allergic rhinitis (AR) is now one of the most common chronic pediatric illnesses¹
- Increased occurrence of weather events have led to higher allergen levels and longer allergy seasons²

Physician-diagnosed cases of pediatric AR have **increased 2.4x** globally over the last decade.³

As the prevalence of AR increases, more children are experiencing:



Impaired sleep

AR mediators (eg, cytokines) and symptoms disrupt sleep.⁴ Growing evidence links AR with sleep-disordered breathing patterns.⁵



Compromised learning

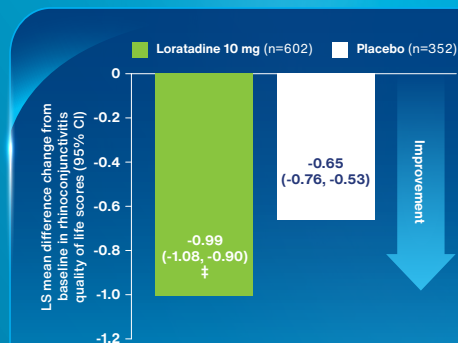
42% of children with AR report reduced at-school productivity and lower grades.⁶



Social challenges

The effects of AR can strain social interactions and increase depression risk.⁷

The Claritin® difference



Adapted from Philip et al., 2002: A multicenter, randomized, double-blind, placebo- and active-controlled trial involving 1302 adult patients (15 to 81 years) with active allergic rhinitis symptoms. In this study, montelukast was compared with loratadine and placebo.

A clear choice to help improve quality of life^{8*†}

Loratadine, the active ingredient in Claritin®, improved quality of life (QoL) 52% greater than placebo,⁸ with significant changes seen in all 7 QoL domains:

- ✓ Activity
- ✓ Sleep
- ✓ Nasal symptoms
- ✓ Eye symptoms
- ✓ Non-nose and non-eye symptoms
- ✓ Practical problems
- ✓ Emotions



Children's Claritin® is free from dyes, alcohol, parabens, and high-fructose corn syrup.

See how label warnings compare⁹⁻¹²

WARNINGS [§]	Children's Claritin	Children's Zyrtec	Children's Allegra	Children's XYZAL
May cause somnolence at the recommended dose	Not on label	!	Not on label	!
Use of sedatives, tranquilizers, and alcohol may increase drowsiness	Not on label	!	Not on label	!
Use caution when driving	Not on label	!	Not on label	!
May not be taken with antacids containing aluminum and/or magnesium	Not on label	Not on label	!	Not on label
May not be taken with fruit juices	Not on label	Not on label	!	Not on label

CI=confidence interval; LS=least squares.

*Based on overall (mean of 7 domains) rhinoconjunctivitis quality of life scores after 2 weeks of treatment.

†Claritin® (loratadine) is indicated for the relief of sneezing; runny nose; itchy, watery eyes, and itchy throat or nose.

‡P≤0.001 vs placebo.

§Based on selected attributes of US OTC drug facts labels, when used as directed.

Quick tips for managing AR¹³

- ✓ Keep windows and doors closed on high-pollen days
- ✓ Wash face and hands and change clothes after outdoor play
- ✓ Restrict pets from the child's bedroom
- ✓ Use hypoallergenic bedding like pillowcases and sheets
- ✓ Vacuum frequently and use vacuums with HEPA filters
- ✓ Try Children's Claritin® for relief of indoor and outdoor allergies

References: 1. Wu AC et al. *Children (Basel)*. 2021;8(8):708. 2. Epstein TEG et al. *J Allergy Clin Immunol*. 2025;155(6):1767-1782.e2. 3. Licari A et al. *JACI*. 2023;11(8):2547-2556. 4. Ferguson BJ. *Otolaryngol Head Neck Surg*. 2004;130(5):617-629. 5. Meena HM et al. *IJPCR*. 2024;16(2):1003-1006. 6. Drazdauskaitė G et al. *Curr Allergy Asthma Rep*. 2020;21(1):2. 7. Dass K et al. *Ann Allergy Asthma Immunol*. 2017;118(4):505-506. 8. Philip G et al. *Clin Exp Allergy*. 2002;32(7):1020-1028. 9. Children's Claritin® Drug Facts. 10. Children's Zyrtec® Drug Facts. 11. Children's Allegra® Drug Facts. 12. Children's Xyzal® Drug Facts. 13. Asher I et al. *Int Arch Allergy Immunol*. 2004;135(1):83-92.

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Recommend Children's Claritin®

24-hour non-drowsy allergy relief in one dose



Sign up for samples
and patient savings



**HSA/FSA
eligible**

Check your plan



Use as directed.