

A young boy and girl are dressed in costumes and looking at a hand-drawn map in a garden. The boy is wearing a red bandana with a white paisley pattern, a black eye patch, and a striped shirt. The girl is wearing a brown cowboy hat with a white 'X' on the front, a pink and white patterned dress, and a brown sash. They are standing in a garden with green foliage and a red and yellow flower in the background. The map they are holding is hand-drawn on a piece of paper and shows a landscape with a green field, a blue path, and a small figure with a cross on its back. The background of the entire advertisement is a solid orange color.

INSIDE:  
STORYBOOK FOR  
AGES 4 AND OLDER

# WHEN KIDS' ALLERGIES COME INTO PLAY

LEARN ABOUT WAYS TO REDUCE  
SYMPTOMS, SO THEY CAN ENJOY THE DAY

BROUGHT TO YOU BY





## WHAT IS AN ALLERGY?

Allergy symptoms occur when the body's immune system overreacts to normally harmless substances called allergens. When your child comes into contact with an allergen, their body releases "histamine," and then uncomfortable allergy symptoms start.

## WHAT TYPES OF ALLERGIES ARE THERE?

If your child experiences symptoms at certain times of the year, like the spring or fall, they may have outdoor allergies.

If your child experiences symptoms throughout the year, they may be experiencing indoor allergies.

### Common outdoor allergens include:



Tree, grass,  
or weed pollen



Mold (hay, straw,  
or raked leaves)

### Common indoor allergens include:



Animal dander (thin skin flakes  
or saliva from animals)



Dust mites (commonly found  
in bedding)



Indoor mold (which can be  
found on wet surfaces)



## GET POWERFUL RELIEF FOR YOUR CHILD'S ALLERGIES



**Children's ZYRTEC® provides 24-hour symptom relief with once-daily dosing\***

### Children's ZYRTEC® Allergy Syrup

- For ages 2 and up†
- In Dye-Free, Sugar-Free Grape, and Bubble Gum flavors

### Children's ZYRTEC® Dissolve Tabs

- For ages 6 and up‡
- Melt-away tablets provide 24-hour relief from kids' indoor and outdoor allergy symptoms



Use products only as directed.

\*Relieves sneezing, runny nose, itchy, watery eyes, and itching of the nose or throat.

†For children under 2 years of age and consumers with liver or kidney disease, ask a doctor.

‡For adults 65 years and over, children under 6 years of age, and consumers with liver or kidney disease, ask a doctor.

---

## Children's BENADRYL®: Relief you can trust

- For ages 6–11§||
- Available in Kid-Friendly Flavors, including Cherry, Bubble Gum, and Grape
- *For soothing itch relief from rash and insect bites:* Try Children's BENADRYL® Itch Cooling Gel (ages 2 and up)



Use products only as directed.

§Children's BENADRYL® Chewables are for ages 6 and up.

||All Children's BENADRYL® Allergy products treat runny nose, sneezing, itchy, watery eyes, and itchy nose or throat. Children's BENADRYL® Allergy Plus Congestion also treats sinus congestion and stuffy nose.



## ARE ALLERGIES AFFECTING HOW YOUR CHILD FEELS AT HOME, AT SCHOOL, OR AT PLAY?



Allergy symptoms like sneezing, runny nose, stuffy nose, and itchy, watery eyes can make even simple things hard to do—and fun activities like sports and dancing seem like a chore.

But, the good news is that allergies can be easily managed when you have the right tools and information to help relieve your child's symptoms.

### Allergies are a family matter



**CHILDREN HAVE UP TO  
AN 80% CHANCE  
OF DEVELOPING ALLERGIES  
IF BOTH PARENTS HAVE THEM<sup>1</sup>**

**CHILDREN HAVE UP TO  
A 50% CHANCE  
OF DEVELOPING ALLERGIES  
IF ONE PARENT HAS THEM<sup>1</sup>**



Reference: 1. Chad Z. Allergies in children. *Paediatr Child Health*. 2001;6(8):555-566.

## TIPS TO HELP RELIEVE YOUR CHILD'S ALLERGY SYMPTOMS



- **Ditch dust mites** by washing toys and stuffed animals every week
- **Prevent a pollen pileup!** Have your child take a shower after outdoor play, since pollen can stick to skin, hair, and clothes
- **Groom pets** regularly to reduce your child's exposure to pet dander
- **Leave shoes at the door.** Besides tracking in mud, they can track in grass pollen
- **Stay inside on dry, windy days** since pollen is airborne. Couch tents are fun!
- **Clear the air.** Keep windows shut and use an air filter to keep pollens from entering the home
- **Vacuum frequently to reduce dust.** Using a vacuum with a high-efficiency particulate air (HEPA) filter can help reduce allergens

- **Keep caregivers in the know** by telling teachers, school nurses, and other caregivers about your child's allergies and the medications they are taking
- **Make a plan!** Show kids the items and places that can trigger allergies (like the park), and create a plan to avoid or reduce common allergy culprits

**If you need additional information about allergy management, talk to your doctor.**



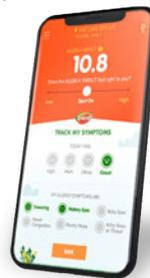
## READ ABOUT ALLIE AND HER DAY WITHOUT ALLERGIES!

Look below for an educational storybook you can read aloud to help your child understand some simple ways to get relief.

### ZYRTEC® ALLERGYCAST®\*\* APP

Keep track of allergy symptoms, gain helpful tips, and learn more about allergies with this informative app.

DOWNLOAD THE APP TODAY!



Visit these websites to learn more



ZYRTEC.COM



BENADRYL.COM

Follow us here!



\*Standard data rates apply.

†Available for iPhone® and Android™.

The third party trademarks used herein are registered trademarks of their respective owners.



# A CHOO!

## DO YOU HAVE ALLERGIES TOO?



For ages  
4 and up

A read-aloud book to help young children learn about allergies, and the simple ways to help make their sneezing, runny nose, and itchy, watery eyes go away!

oh, are you like me?  
Do you sneeze around trees?  
Do your eyes get really itchy  
around the pillows on your bed?

I have allergies to trees, grass,  
pillows, and even fluffy, my cat!



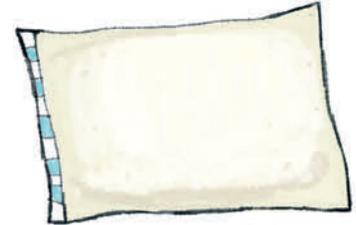
tree pollen



grass pollen



pet fur



dust

My doctor showed Mommy and me simple things to do to help me feel better.



So, I can still play with fluffy and go outside without feeling yucky.



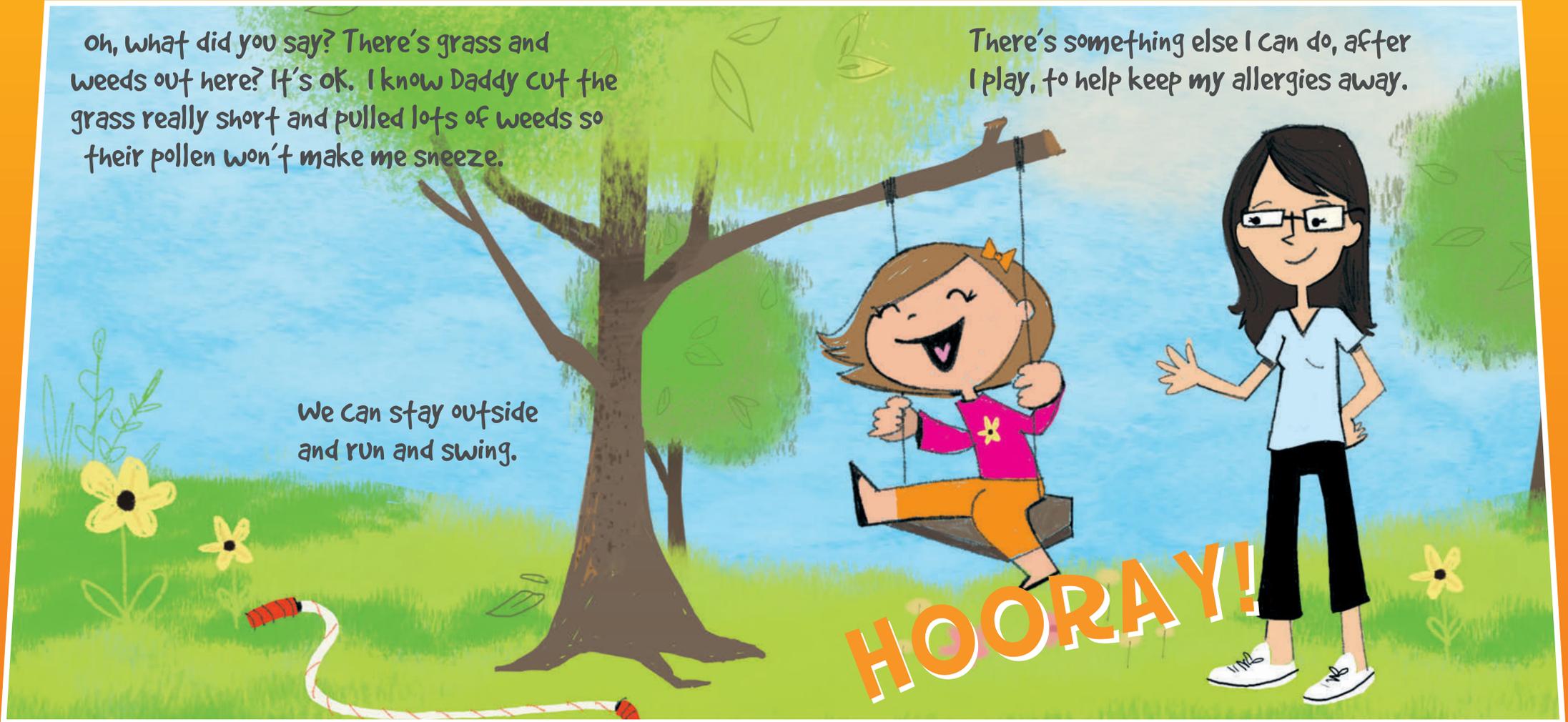
Come on, let's go outside and play!

Oh, what did you say? There's grass and weeds out here? It's ok. I know Daddy cut the grass really short and pulled lots of weeds so their pollen won't make me sneeze.

There's something else I can do, after I play, to help keep my allergies away.

We can stay outside and run and swing.

**HOORAY!**



# WASH UP!



Taking a bath right after I play  
can help wash the pollen away.

Sometimes, Fluffy gets a bath  
too, to wash and brush away pollen  
that can stick to her fur!



After bath time, it's time for dinner  
and then my most favorite time of all...

Quiet time with Daddy!  
We have lots of fun playing with  
all of my puzzles and toys.

I keep my toys and stuffed  
animals in plastic bins so  
they don't get too dusty.



Mommy always vacuums the rug  
because dust can hide in there, too.

**VROOM!  
VROOM!**

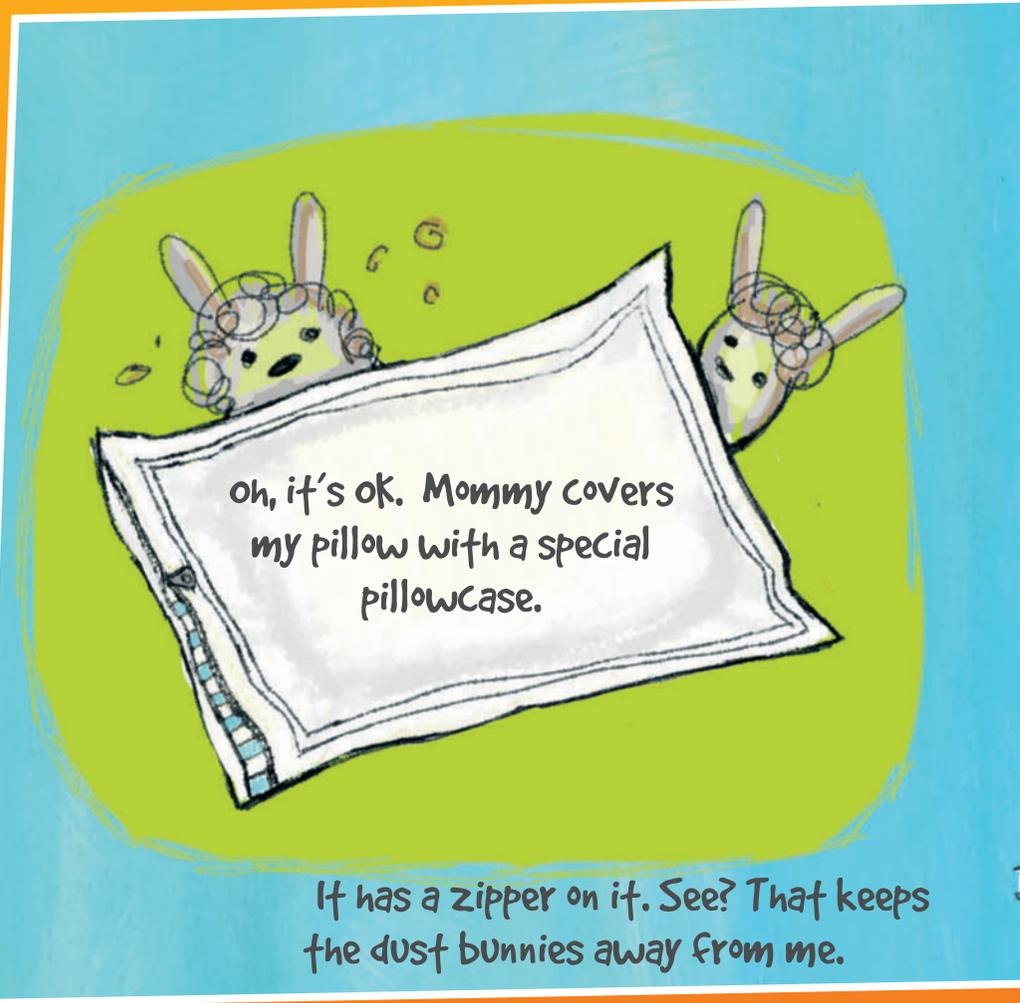


Wow, it's almost bedtime! Time to brush my teeth and get ready for bed.



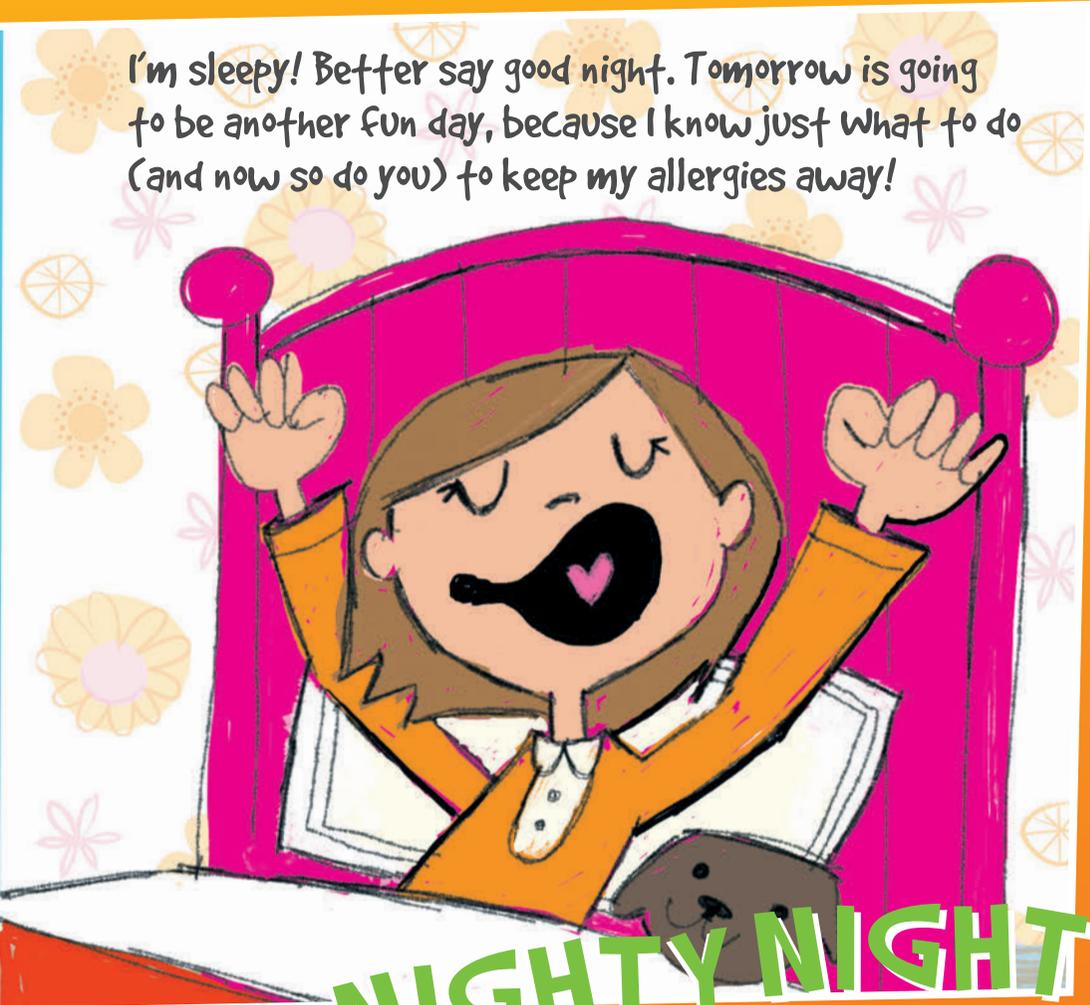
I snuggle up to my pillow and Mommy reads to me. What's that... I told you my eyes get itchy and watery around my pillow?





oh, it's ok. Mommy covers  
my pillow with a special  
pillowcase.

It has a zipper on it. See? That keeps  
the dust bunnies away from me.



I'm sleepy! Better say good night. Tomorrow is going  
to be another fun day, because I know just what to do  
(and now so do you) to keep my allergies away!

**NIGHTY NIGHT.**

**Command Marketing Innovations  
Garfield, NJ  
January 2020  
Job #78873**