



Managing Hay Fever and Allergies



VIATRIS

Allergic Rhinitis (AR) simply means “inflammation of the nose” ¹

What triggers AR? ¹

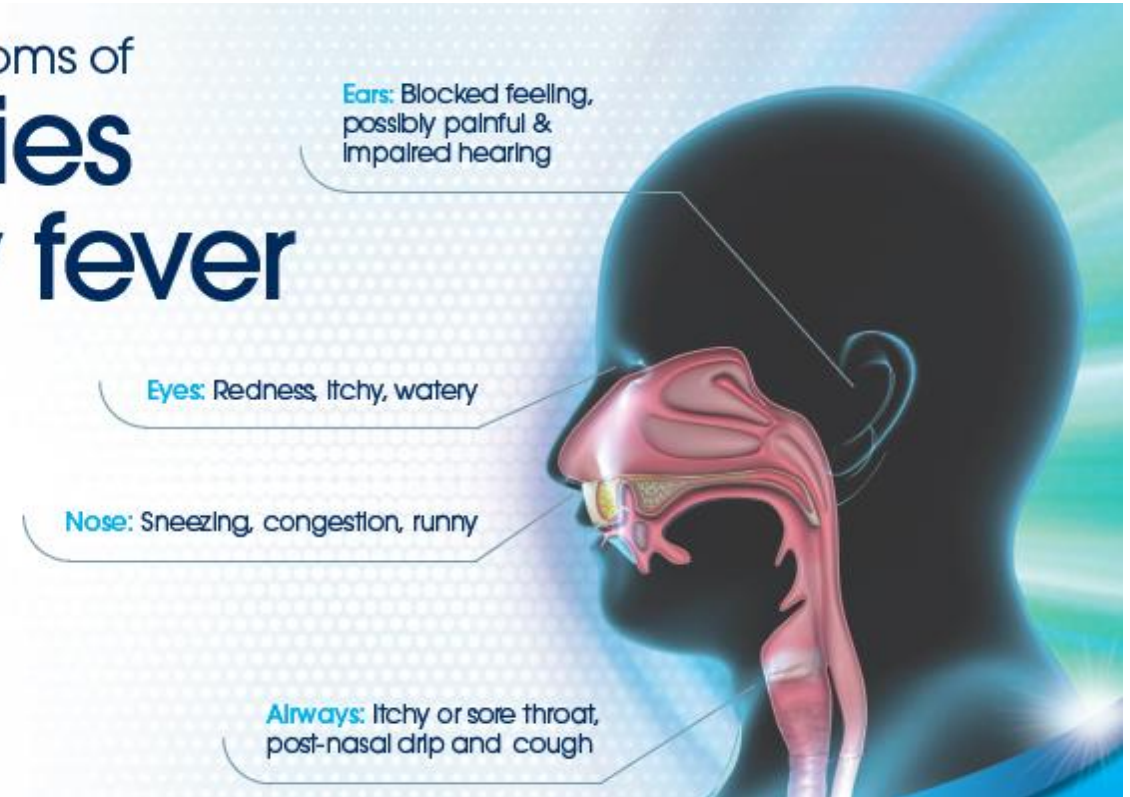
AR occurs when an allergen is inhaled by someone with a sensitive immune system

Common triggers are: ¹

- ✓ House dust mites
- ✓ Pollens (grass, tree or weed)
- ✓ Animal dander
- ✓ Mould spores

Resulting in the following signs and symptoms ¹

Signs & symptoms of **allergies & hay fever**



The impact of allergic rhinitis or hay fever on New Zealanders

In New Zealand, allergic rhinitis (AR) or hay fever is the most common allergic disorder. ^{1,2}

Approximately 20% of New Zealanders suffer from rhinitis. Of these, about one third develops problems before the age of 10. ³

AR has a significant impact on: ¹⁻³

- ✓ sleep
- ✓ concentration
- ✓ learning
- ✓ daily function

Allergic rhinitis can affect childhood behaviour and development. ^{1,2}



How do you diagnose allergic rhinitis to help your customer choose the right therapy?

Mild Allergy Symptoms ^{1,2}

- ✓ Does your customer suffer from **intermittent** signs and symptoms
 - ✓ That is, does your customer have symptoms **less than** 4 days per week or 4 weeks at a time
- ✓ Symptoms include:
 - ✓ Sneezing, itchy, runny nose
 - ✓ Itchy throat
 - ✓ Watery, itchy, red eyes
- ✓ Does your customer have:
 - ✓ Normal sleep
 - ✓ No impairment of daily activities
 - ✓ Normal work /school performance

Moderate to Severe Allergy Symptoms ^{1,2}

- ✓ Does your customer suffer from **persistent** signs and symptoms
 - ✓ That is, does your customer have symptoms **greater than** 4 days per week or 4 weeks at a time
- ✓ Symptoms include:
 - ✓ Sneezing, itchy, runny nose
 - ✓ Itchy throat
 - ✓ Watery, itchy, red eyes
- ✓ Does your customer have:
 - ✓ Abnormal sleep
 - ✓ Impairment of daily activities
 - ✓ Abnormal work/school performance

RAZENE®, is New Zealand's #1 selling antihistamine tablet by volume ⁴

RAZENE® TABLETS ARE FOR THE RELIEF OF: ⁵

- ✓ Seasonal allergic rhinitis (hay fever)
- ✓ Year-round allergic rhinitis
- ✓ Insect bites
- ✓ Allergic conjunctivitis or red, itchy, watery eyes
- ✓ Urticaria of allergic origin or hives (a skin rash)

- ✓ RAZENE® contains the antihistamine cetirizine
- ✓ **Fast-acting**
- ✓ **Long-lasting** – once-a day dose lasts up to **24-hours**
- ✓ Relieves **nasal, eye and skin** allergic symptoms
- ✓ Able to be used by anyone **over 2 years of age**
- ✓ **Non-drowsy**
- ✓ **Only available from pharmacies**
- ✓ Available in packs of 30s and 90s



Razene®

DYMISTA® is a unique combination nasal spray containing fluticasone (a corticosteroid) & azelastine (an antihistamine) ⁶

Dymista® is effective for: ⁶

Year round and seasonal allergies

Hay fever

Pet allergens and dust mites

Sneezing & nasal congestion

Runny, itchy or blocked nose

Red, watery or itchy eyes

DYMISTA® starts working from 5 minutes ⁷



FLIXONASE® starts to work in 2-4 hours ⁸



DYMISTA® is for anyone over the age of 12 suffering from moderate to severe allergy and hay fever symptoms. ⁶
DYMISTA® should not be used for longer than 6 months except on the advice of a healthcare professional.



RAZENE® & DYMISTA® ingredients, dosage & symptom relief ^{5,6}

Razene®

Ingredient	Dose	Nasal symptom relief	Eye symptom relief	For the treatment of:
Cetirizine hydrochloride 10 milligrams	6 years and older - 1 tablet daily 2-6 years - ½ tablet daily	<ul style="list-style-type: none"> • Sneezing • Runny nose • Blocked nose • Post-nasal drip • Itchy nose 	<ul style="list-style-type: none"> • Itching • Redness • Watering 	Allergic rhinitis
Azelastine hydrochloride 137 micrograms & Fluticasone propionate 50 micrograms	From 12 years old 1 spray per nostril twice a day	<ul style="list-style-type: none"> • Sneezing • Runny nose • Blocked nose • Itchy nose 	<ul style="list-style-type: none"> • Itchy • Redness • Watering 	Moderate to severe allergic rhinitis

Dymista®

Help your customers

Great customer questions

*How is your
current allergy
product working?*

*What symptoms
are you
experiencing?*

*How do your
allergies affect
you?*

Make a recommendation based on their answers.
Consider recommending an alternative if they're not getting satisfactory relief.

Questions

1. Which statements are true about Allergic Rhinitis (AR) in New Zealand?

- a) AR or hay fever is the most common allergic disorder
- b) Can affect childhood behaviour and development
- c) AR has a significant impact on sleep, concentration, learning and daily function
- d) All of the above

2. What are the signs and symptoms of AR?

- a) Blocked, congested nose
- b) Red, watery, itchy eyes
- c) Blocked and painful ears
- d) All of the above

3. RAZENE[®] is a antihistamine tablet which:

- a) Works fast and lasts for 24-hour
- b) Only available from pharmacies
- c) Relieves nasal and eye symptoms
- d) All of the above

4. RAZENE[®] tablets are for the relief of:

- a) Allergic rhinitis, insect bites & allergic skin rashes e.g. hives
- b) Headache relief
- c) Hay fever relief only
- d) All of the above

5. What is DYMISTA[®]?

- a) A unique combination nasal spray containing fluticasone (a corticosteroid) & azelastine (an antihistamine)
- b) A fast acting reliever of allergic rhinitis providing relief from 5 minutes
- c) Suitable for anyone over the age of 12 suffering from moderate to severe allergy and hay fever symptoms
- d) All of the above

6. Which statements are true about dosing?

- a) DYMISTA[®] can be used by adults and adolescents from 12 years and older
- b) DYMISTA[®] requires one spray in each nostril twice daily (morning and evening).
- c) RAZENE[®] dosing is 1 tablet , once daily from 12 years and children from 2-6 years can only use a ½ tablet daily
- d) All of the above

References:

1. ASCIA – Australasian Society of Clinical Immunology and Allergy . Allergic Rhinitis Clinical Update. December 2017. [Accessed May 2020] Available at: https://www.allergy.org.au/images/stories/pospapers/ar/ASCIA_HP_Clinical_Update_Allergic_Rhinitis_2017_v2.pdf.
2. BPJ.2009;24;14-23. [Accessed May 2020]. Available at: https://bpac.org.nz/BPJ/2009/November/docs/bpj24_hayfever_pages14-23.
3. Allergy New Zealand. 2010. [Accessed May 2020]. Available at: <http://www.allergy.org.nz/A-Z+Allergies/allergic+rhinitis+hay+fever.html>
4. Source: IRI Aztec National Pharmacy Antihistamine tablet sales MAT 19/04/20. (NB: excludes unavailable Chemist Warehouse sales data).
5. Razene Data Sheet. Date of most recent amendment Oct 2019. [Accessed May 2020]. Available at: <https://www.medsafe.govt.nz/profs/Datasheet/r/razenetab.pdf>.
6. Dymista Data Sheet. Date of most recent amendment Dec 2018. [Accessed May 2020]. Available at: <https://www.medsafe.govt.nz/Profs/Datasheet/d/dymistaspray.pdf>.
7. Bousquet J. et al. J Allergy Clin Immunol. 2018;6(5):1726-32.
8. Flixonase Data Sheet. Date of most recent amendment Mar 2019. [Accessed May 2020]. Available at: <https://www.medsafe.govt.nz/profs/datasheet/f/Flixonase24hournaspray.pdf>.

DYMISTA® (azelastine hydrochloride 137micrograms and fluticasone propionate 50micrograms per spray). Pharmacy Only Medicine. Indications: For the symptomatic treatment of moderate to severe allergic rhinitis and rhino-conjunctivitis. Contraindications: Hypersensitivity to the active ingredients or any of the excipients. Precautions: Recent injury or surgery to nose or infections, sores or ulcers in your nose, are or may become pregnant, are breast-feeding, currently taking another steroid, suffer from nosebleeds, have eye pain or visual disturbances. Interactions: Central nervous system depressants, cytochrome P450 inhibitors, ketoconazole, ritonavir or cimetidine. Adverse Effects: Headache, visual disturbances, dysgeusia, epistaxis, somnolence, may cause drowsiness (avoid alcohol and driving). Dosage & Administration: 12 years and older: One spray in each nostril twice daily (morning & evening). Before recommending please refer to the full datasheet available from www.medsafe.govt.nz. Dymista® is a registered trademark of Viatris Ltd. Viatris Ltd., Auckland.

Razene® is a Pharmacy Only Medicine used for the relief of seasonal (hay fever) and perennial allergic rhinitis; and the treatment of allergic conjunctivitis, insect bites and uncomplicated skin manifestations of chronic idiopathic urticaria (hives). Each tablet contains cetirizine hydrochloride 10 milligrams. Do not use in: children less than two years of age; patients with an allergy to cetirizine hydrochloride, hydroxyzine, any piperazine derivatives or any of the ingredients; and patients with end stage renal impairment (<10 mL/min creatinine clearance). The recommended initial dose for adults and children aged 6-12 years is 5 to 10 milligrams daily. In adults, this may be increased to a maximum of 20 milligrams daily if required. Lower doses are recommended in patients with renal impairment. The recommended dose for children aged 2-6 years is 5 milligrams daily. Caution is recommended in patients with epilepsy, renal dysfunction, and when used concomitantly with alcohol or ritonavir. Safety in pregnancy (B2) and breastfeeding has not been established. Possible side effects include somnolence, fatigue, dizziness, headache, dry mouth, paradoxical CNS stimulation, eye accommodation disorder, pharyngitis, rhinitis, micturition difficulty, nausea, abdominal pain, diarrhoea, abnormal hepatic function, and rebound pruritus. For further information, please review the datasheet available at www.medsafe.govt.nz. Razene® is a registered trademark of Viatris Ltd. Viatris Ltd., Auckland.

FLIXONASE® is the registered trademark of the GSK group of companies or its licensor. Auckland, New Zealand.