

*Non-Drowsy*  
***Claritin***<sup>®</sup>



## Dear Bayer Teams

**You're about to embark on a scientific storytelling exercise with HCPs. You've got a job to do, and it's not going to be easy. HCPs are set in their ways, the majority you're trying to engage with have been practising medicine for most of their lives!**

Your challenge here is to change their perception of what makes a GOOD antihistamine, change their habitual behavior and demonstrate Claritin's key non-drowsy point of difference (PoD) as the most important consideration factor.

Thankfully, in this document, you'll find your scientific toolkit! It's a comprehensive set of resources, materials, and guidelines to support your journey to an effective communication strategy and your execution activities. It will help you communicate your messages clearly, consistently and compellingly.

We've given you a dynamic and evolutionary narrative, developed over time to adapt to changing HCP communication needs that's also future-proofed and moulded to the latest emerging platforms!



# How to Navigate this Toolkit

It is easy to navigate to the different sections of this toolkit.

For the best experience, please download this PDF file and open it in Adobe Acrobat.

Click on the **titles** at the top of any page to go to the start of that section.



There are also **green buttons on the Contents page (p04)**, the **Module Card Directory (p27)** and on the subsequent **Module Cards (p28-36)** to take you direct to those pages.

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# Key Consumer Learnings

What we've learned



Living with allergies often feels like living in a fog, but it's difficult to tell how much of it's the allergies Vs. the onset of drowsiness due to medication side effects

**"Non-drowsy"** is marketing jargon that makes consumers tune out (it's more of a functional attribute).

The emotional benefit consumers are looking for is about **(proven) focus & productivity**

**Serious allergy sufferers require serious medicine.** Brands that are more **science based**, are considered to be more of a **serious medicine**




What does this mean?



Patients don't need to trade their symptoms for drowsiness  
True, full relief, means having both

We need to make sure our non-drowsy promise resonates with our audiences

We need a campaign that oozes with a scientific look and feel that translates into Claritin's Visual Brand Language (VBL)



# Introducing Our **Non-Drowsy** Point of Difference


## Defining the Problem

Allergic rhinitis (AR) affects up to 40% of the world's population.

Causing fatigue and adversely affecting patient's sleep quality, mood, productivity and daily activities, Allergic rhinitis symptoms can significantly impact a patient's quality of life.

Yet the sedative side effects of competitor antihistamines can cause drowsiness, somnolence, impair performance, negatively impact productivity, and interfere with daily life in the same way that AR can.

**With Claritin, patients don't need to trade fatigue for drowsiness**



**80%**  
of patients report  
feeling tired due to  
allergy symptoms

## Challenging HCP Habituality

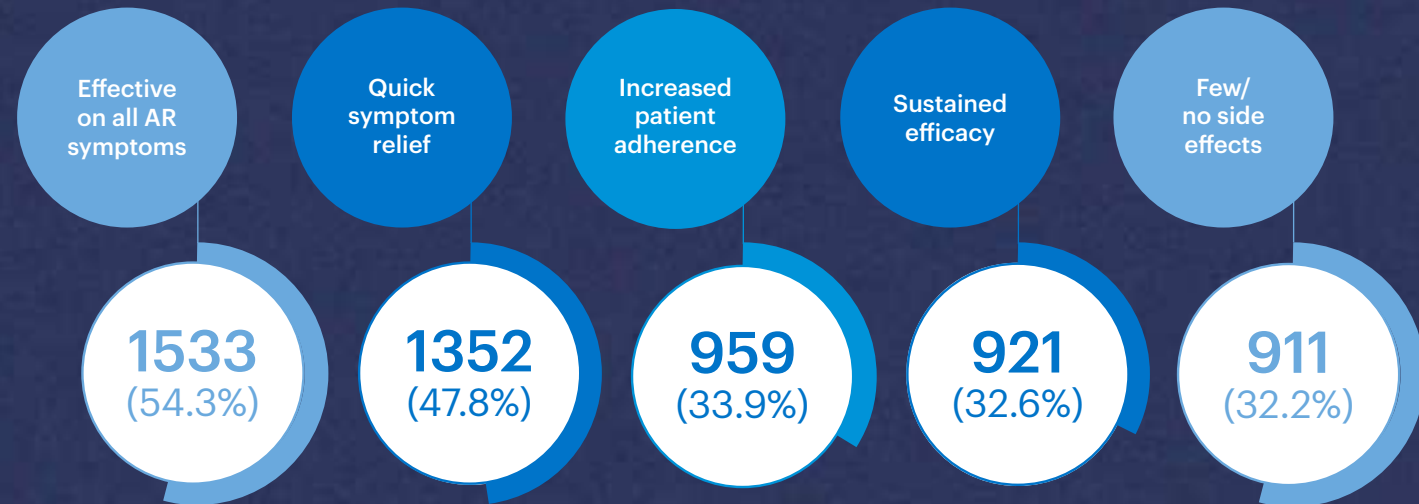
Healthcare practitioners (HCPs) have lost sight of the drowsiness impact caused by allergy medication to their patients.

By recommending Zyrtec ahead of Claritin, HCPs are selecting antihistamine treatments based on a habitual perception of efficacy (speed of relief and improved quality of life), ahead of a lack in somnolence .

Claritin must challenge existing HCP recommendations by demonstrating how the drowsiness associated with competitor antihistamines impacts patient quality of life.

## HCP Drivers For Selecting Antihistamines

### Main prescription drivers



Physicians' prescribing behaviour and clinical practice patterns for allergic rhinitis management in Italy | Clinical and Molecular Allergy | Full Text [biomedcentral.com](https://doi.org/10.1186/s12931-017-0488-8)

# Patient Consideration

**4 out of 5**  
allergy patients  
feel tired during  
allergy season

Daytime sleepiness  
caused by allergic  
rhinitis negatively  
impacts quality of life

Patients rate the ability  
to stay alert and focused  
as one of the most  
important attributes  
of allergy medication

Just under  
**90%**  
of patients believe their  
productivity is affected  
by their allergy symptoms











**67%**  
of allergy sufferers rate  
non-drowsiness as a very  
important feature of their  
allergy medication

# Patient Consideration

Based on label warnings and precautions, in comparison to Claritin, Zyrtec can promote somnolence, decrease motivation and impair cognitive performance.

Win HCP recommendation toward Claritin by magnifying PoD



 <b>WARNINGS/PRECAUTIONS*</b>	<b>Claritin</b> Claritin® 10mg	 Cetirizine 10mg
 May cause somnolence at the recommended dose	Not on label	
 May increase drowsiness/effect of sedatives, tranquilizers, alcohol		
 Use caution when driving		
 Use caution when operating machinery		

\*Based on selected attributes of US OTC Drug Facts labels – when used as directed.

## Bringing the Non-Drowsy Story to Life

HCPs perceive Zyrtec and other competitors to possess more potent, efficacious antihistamine molecules. We need to motivate HCPs to think Claritin first for its key differentiated benefits; non-drowsiness and the associated benefits towards a patients quality of life.

*Non-Drowsy*  
**Claritin**<sup>®</sup>

Vs.

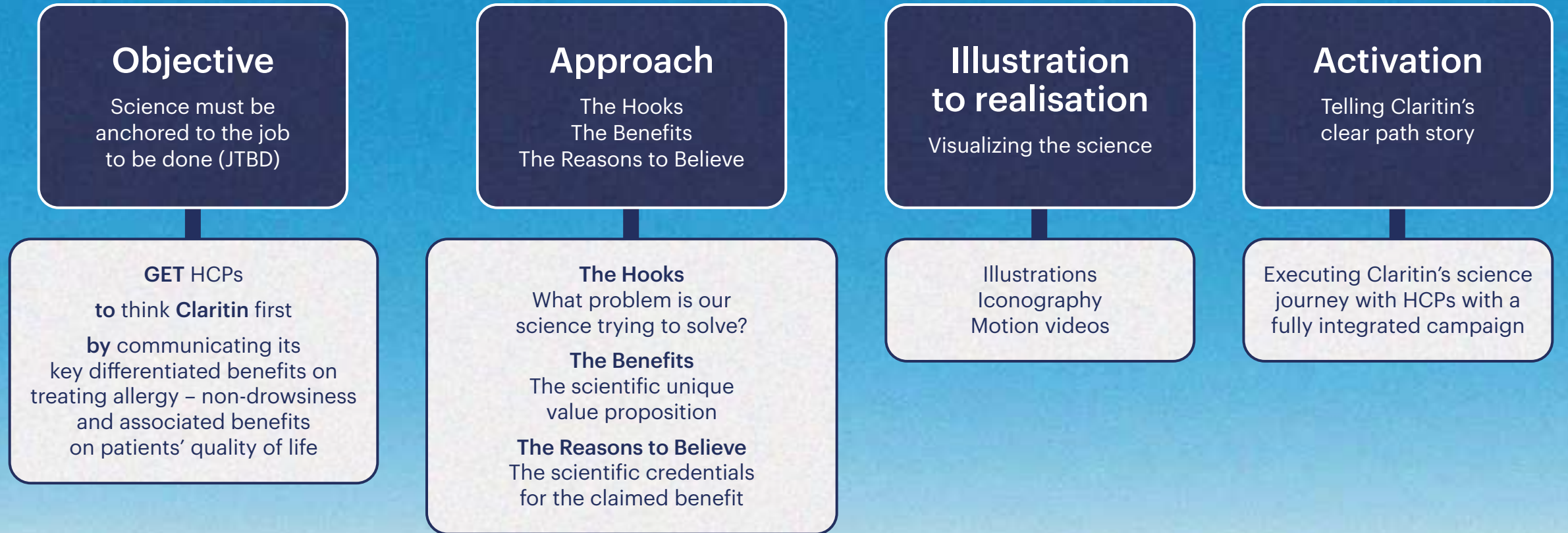


We need to communicate a scientific story that **brings Claritin's non-drowsy PoD to life.**

We want HCPs to **consider patients' lifestyles** and the potential **impact on day-to-day activities.** Positioning Claritin ahead of it's competitors, front of mind of HCPs, so that patients don't need to trade symptom relief with somnolent side effects.

# Strategic Foundation: Our Communication Pillars

# Four Key Principles for Scientific Activation



# Objective

## INSIGHT

Patient

I want to be able to fully experience life, but allergies and sometimes even the medications to address them dull my life and drag me down.

HCP

I'm looking for a simple and effective treatment for my allergy patients, but each solution comes with its own burden.

## JOB TO BE DONE

Get HCPs to think Claritin first

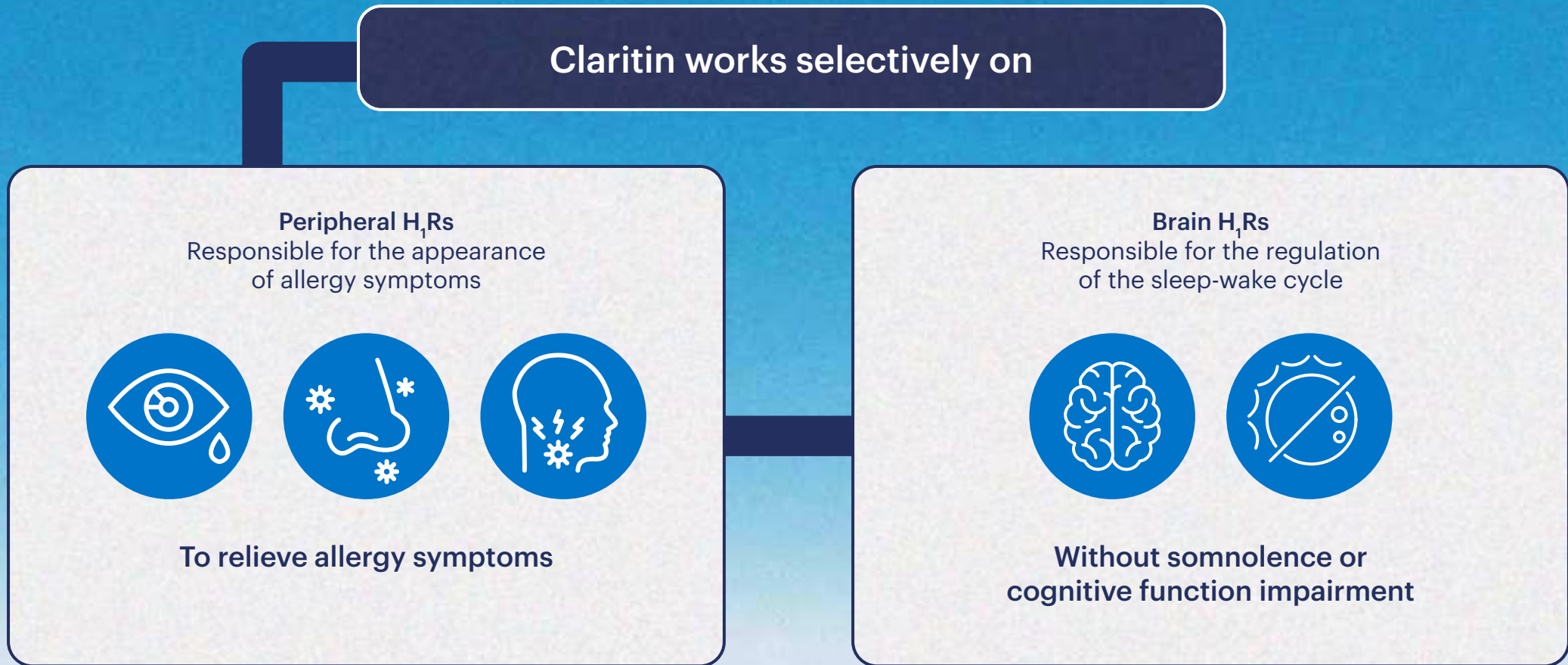
By communicating its key differentiated benefits on treating allergy: its non-drowsiness and associated benefits on patients' quality of life.

## SINGLE TAKEAWAY

It's not true allergy relief if you are simply trading symptoms for somnolence.

# Approach

## The Scientific Concept The Clear Path to Non-Drowsy Allergy Relief



## Influencing HCPs

**We've set our objectives, we've defined the problem and we know our audience.**

Now after careful planning, it's time to implement our communications strategy to effectively influence HCPs attitudes and actions.

We do this with compelling and concise messages that highlight the benefits and positive outcomes of adopting our desired behavior. Our **Hook > Benefit > Reason to Believe** approach resonates with HCPs and addresses their motivations and concerns. It's clever in its use of persuasive techniques and scientific storytelling, including science and emotional appeal to engage through multiple touchpoints.



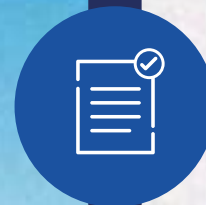
### Our Hooks

Leading with the problem. The problem our science is trying to solve Allergic rhinitis symptoms can significantly impact patient quality of life, yet the effects of sedative antihistamines can interfere with life in the same way AR can.



### Our Benefits

Explaining the benefit. How Claritin makes a difference® to a patient's life Claritin offers a clear path to non-drowsy allergy relief



### Our Reasons to Believe

Bringing our science to life. Reinforcing our claims with science-backed evidence. Our scientific credentials for the claimed benefit

## Influencing HCPs

The Hooks describe the patient need that Claritin can fulfil. Intended to be engaging and surprising, the Hooks grab the attention of the HCP from the beginning of Claritin's narrative.

The Hooks also serve to facilitate the link between the job to be done and the scientific narrative.

You know your audience, use that knowledge to develop content based on their needs/Hooks.



### Our Hooks

Allergy symptoms can cause fatigue and adversely affect patient's sleep quality, mood, productivity and daily activities.

Yet the sedative side effects of some antihistamines can cause drowsiness, interfering with daily life.

## Influencing HCPs

**The Benefit is the unique value proposition that delivers against the Claritin challenge. The medical benefit that solves a patient's need.**

Claritin provides relief without drowsiness, helping to maintain a patient's quality of life.



### **Our Benefits**

Claritin clears allergy symptoms without the drowsiness associated with some other allergy medication to enable patients to make the most of their day.

## Influencing HCPs

**Changing HCP behavior is a complex process, it takes time and multiple touchpoints to achieve significant results.**

It's important to note that beliefs are deeply personal and can be influenced by a multitude of factors unique to each individual.

In order for our campaign to be effective, we need HCPs to believe the information we're presenting to them.



### **Our Reasons to Believe**

Using strong and informative visuals that tell the story of our science-backed claims, we'll use Claritin's® main PoD areas to drive behavior change, including:

- Selective MoA
- Maintain cognition
- Enable productivity
- Improve QoL



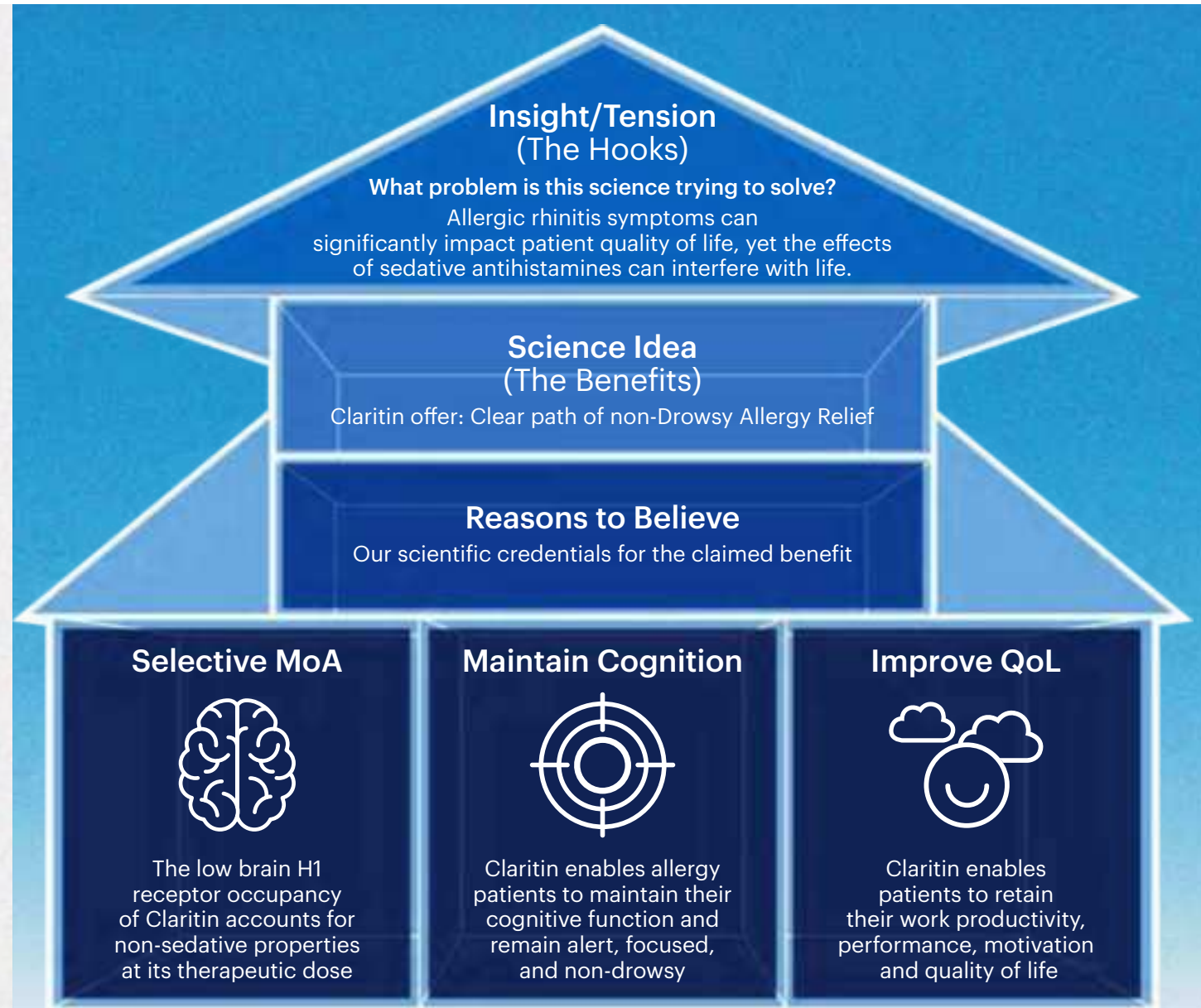
# Housing Our Content

# The House of Content

In our House of Content, you'll find four areas where we house our Key Claims. Our Key Claims help us to convey information in a clear and precise manner.

Each Key Claim comes with one or more supporting modules. Essential information that's bolstering, that prioritizes our most critical points, encouraging healthcare professionals to make informed decisions.

These supporting modules embody the narrative of each key claim, breaking down information into digestible chunks to reduce the cognitive load on healthcare professionals. In high-stress and time-sensitive situations, this clarity and ease of understanding is paramount. Perhaps most importantly it helps to ensure what we're saying is remembered.



# The Content Claims



## Selective MoA

Working on **peripheral H1 receptors** to provide **allergy symptom relief without drowsiness**

Due to the **molecule size** and **lipophobicity** of Claritin®, it has a selective mechanism with **low blood-brain permeability**

**Less than 20%** penetration to the brain is considered to be non-sedating, **Claritin® only occupies up to 13.8% of brain receptors**



## Maintain Cognition

Claritin® is proven to have **no significant impact on sleepiness** compared to placebo

Claritin® is proven to have **no significant impact on mood** compared to placebo

Claritin® is proven to have **no significant impact on concentration** compared to placebo

Claritin® is proven to have **no significant impact on working memory** compared to placebo

Patients who choose Claritin® for allergy symptom relief **report less sedation than those taking Cetirizine**



## Improve QoL

Claritin® is shown to provide **24 relief of allergy symptoms** and **improve overall quality of life**

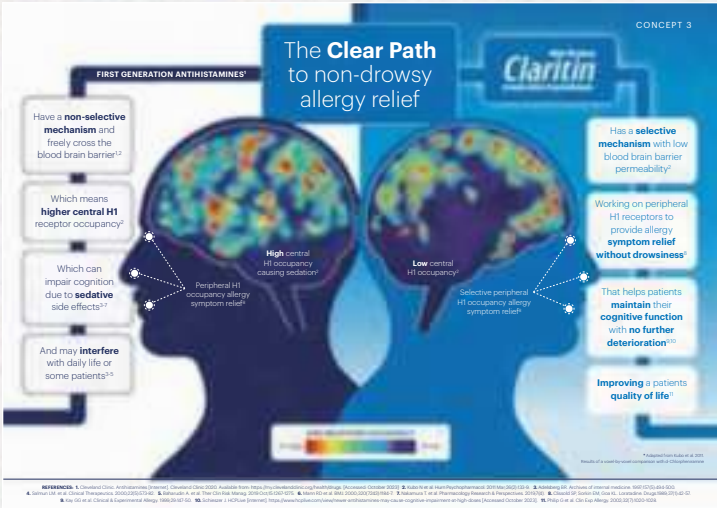
Claritin® has **no significant effects on psychometric performance**

Claritin® has **no significant impact on the ability to drive or operate machines**

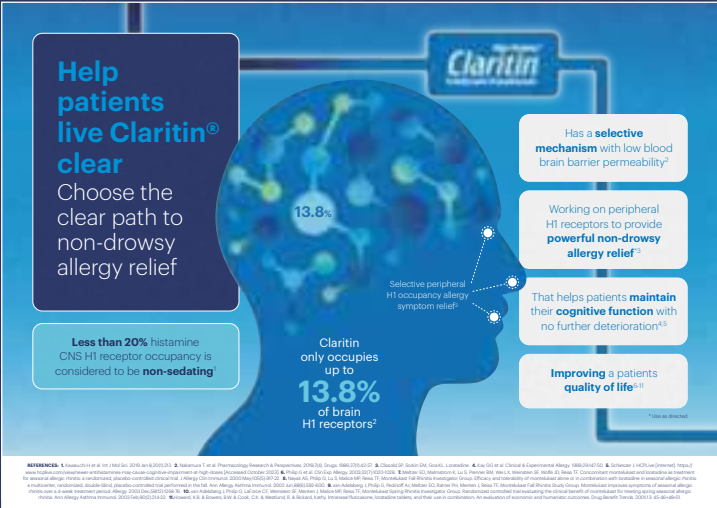
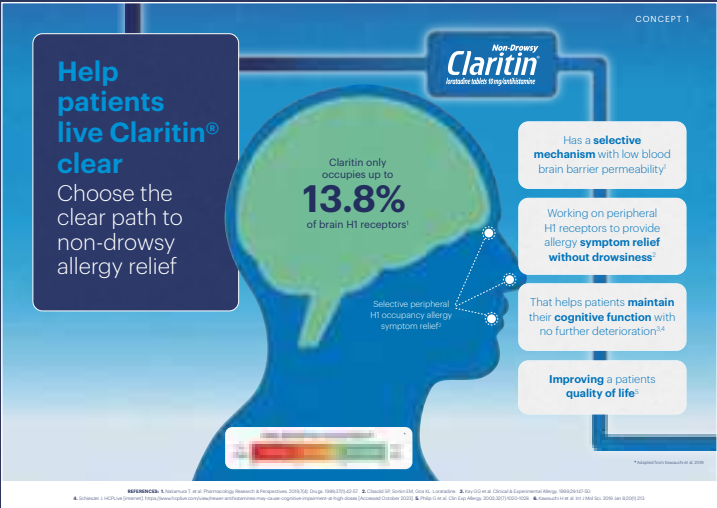
# Key Visual and Content Modules

# Key Visuals Direction Tested

## Phase 1



## Phase 2



**Key Learnings**

HCPs suggest that the comparison between selective and non-selective is not informative. They recommend keeping communication focused on the selectivity of Claritin's® MoA. HCPs requested a simplified visual that was more telegraphic.

# Winning Key Visual

**Help patients live Claritin® clear**  
Choose the clear path to non-drowsy allergy relief

Has a **selective mechanism** with low blood brain barrier permeability<sup>2</sup>

Working on peripheral H1 receptors to provide **powerful non-drowsy allergy relief**<sup>3</sup>

That helps patients **maintain their cognitive function** with no further deterioration<sup>4,5</sup>

**Improving a patients quality of life**<sup>6-11</sup>

Less than **20%** histamine CNS H1 receptor occupancy is considered to be **non-sedating**<sup>1</sup>

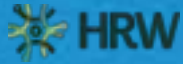
Claritin only occupies up to **13.8%** of brain H1 receptors<sup>2</sup>

Selective peripheral H1 occupancy allergy symptom relief<sup>3</sup>

\* Use as directed

**REFERENCES:** 1. Kawauchi H et al. Int J Mol Sci. 2019 Jan 8;20(1):213. 2. Nakamura T, et al. Pharmacology Research & Perspectives. 2019;7(4). Drugs. 1989;37(1):42-57. 3. Clissold SP, Sorkin EM, Goa KL. Loratadine. 4. Kay GG et al. Clinical & Experimental Allergy. 1999;29:147-50. 5. Schieszer J. HCPLive [internet]. <https://www.hcplive.com/view/newer-antihistamines-may-cause-cognitive-impairment-at-high-doses> [Accessed October 2023]. 6. Philip G et al. Clin Exp Allergy. 2002;32(7):1020-1028. 7. Meltzer EO, Malmstrom K, Lu S, Prenner BM, Wei LX, Weinstein SF, Wolfe JD, Reiss TF. Concomitant montelukast and loratadine as treatment for seasonal allergic rhinitis: a randomized, placebo-controlled clinical trial. J Allergy Clin Immunol. 2000 May;105(5):917-22. 8. Nayak AS, Philip G, Lu S, Malice MP, Reiss TF, Montelukast Fall Rhinitis Investigator Group. Efficacy and tolerability of montelukast alone or in combination with loratadine in seasonal allergic rhinitis: a multicenter, randomized, double-blind, placebo-controlled trial performed in the fall. Ann Allergy Asthma Immunol. 2002 Jun;88(6):592-600. 9. van Adelsberg J, Philip G, Pedinoff AJ, Meltzer EO, Ratner PH, Menten J, Reiss TF, Montelukast Fall Rhinitis Study Group. Montelukast improves symptoms of seasonal allergic rhinitis over a 4-week treatment period. Allergy. 2003 Dec;58(12):1268-76. 10. van Adelsberg J, Philip G, LaForce CF, Weinstein SF, Menten J, Malice MP, Reiss TF, Montelukast Spring Rhinitis Investigator Group. Randomized controlled trial evaluating the clinical benefit of montelukast for treating spring seasonal allergic rhinitis. Ann Allergy Asthma Immunol. 2003 Feb;90(2):214-22. 11. Howard, K.B. & Bowers, B.W. & Cook, C.K. & Westlund, R. & Rickard, Kathy. Intranasal fluticasone, loratadine tablets, and their use in combination: An evaluation of economic and humanistic outcomes. Drug Benefit Trends. 2001;13: 45-46+48+51.

# Concept Overview



Original concept tested in Phase 1



**Key:**

- Mean = 5 or above
- Mean = 3.6-4.9
- Mean = 3.6 or lower
- ↑ Score difference = 0.4 or above

Mean score on a scale of 1-7, where 1 = not at all & 7 = extremely

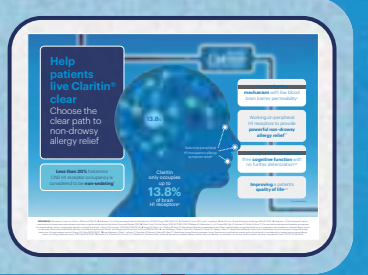
**Attention**

**Message**

**Persuasion**

**Concept 1**  
(5.3 overall mean)

**Concept 2**  
(5.5 overall mean)



<u>Challenge thinking</u>	2.4	<span style="color: red;">●</span>	3.9	<span style="color: orange;">●</span> ↑
<u>Unique and differentiating</u>	5.6	<span style="color: green;">●</span> ↑	5.2	<span style="color: green;">●</span>
<u>Easy to understand</u>	6.0	<span style="color: green;">●</span>	6.4	<span style="color: green;">●</span> ↑
<u>Tangible / digestible</u>	6.1	<span style="color: green;">●</span>	6.0	<span style="color: green;">●</span>
<u>Credibility</u>	6.8	<span style="color: green;">●</span> ↑	6.1	<span style="color: green;">●</span>
<u>Motivating</u>	4.6	<span style="color: orange;">●</span>	5.0	<span style="color: green;">●</span> ↑
<u>Resonating</u>	5.4	<span style="color: green;">●</span>	5.6	<span style="color: green;">●</span>
<u>Positive impact on Claritin</u>	5.4	<span style="color: green;">●</span>	5.4	<span style="color: green;">●</span>

Stoplight assignment is based on the mean score for each metric, as rated by HCPs

**Patients suffering from allergic rhinitis** shouldn't have to trade the symptom foggiest with a side effect of fatigue<sup>1</sup> associated with some antihistamines<sup>2</sup>

With **4 out of 5 patients** saying they frequently or sometimes feel tired during allergy season<sup>3</sup>

**Recommend Claritin**, to provide non-drowsy allergy relief<sup>4</sup>

**Non-Drowsy Claritin**  
levocetirizine hydrochloride

1. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 2. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 3. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 4. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14.

**Less than 20%** histamine H1 receptor occupancy is considered to be **non-sedating**

Antihistamines with higher blood-brain barrier permeability produce more sedation because they interact with more central H1 receptors<sup>1,2</sup>

Due to the size and lipophilicity of Claritin, its ability to cross the blood-brain barrier to enter the central nervous system is low<sup>3</sup>

13.8%  
Sedation, drowsiness and impaired alertness<sup>4</sup>

Claritin only occupies up to **13.8%** of brain H1 receptors<sup>5</sup>

**Choose Claritin** when patients need a treatment that doesn't bind to CNS H1 receptors at clinically significant levels<sup>2,5</sup>

**Non-Drowsy Claritin**  
levocetirizine hydrochloride

1. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 2. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 3. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 4. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 5. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14.

At its therapeutic dose, **Claritin has no significant impact on...**

**Non-Drowsy Claritin**  
levocetirizine hydrochloride

**WARNINGS/PRECAUTIONS\***

May cause somnolence at the recommended dose	<b>Claritin</b>	<b>Zirtec</b>	<b>Xyzal</b>	<b>Allegra</b>
	Low dose (10 mg daily)	Low dose (5 mg daily)	Low dose (1 mg daily)	Low dose (150 mg daily)
	▲	▲	▲	▲

\*See package insert for full prescribing information.

compared to placebo<sup>1,2</sup>

1. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 2. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14.

When 1 in 5 of allergy sufferers switch their medication due to unwanted side effects<sup>1</sup>, knowing Claritin shows no evidence of CNS depressant effects at its recommended dose, you can be confident your patients are on the right path to allergy relief<sup>2</sup>

**The impact of antihistamines\***

**Claritin has no significant impact** on sleepiness, mood, concentration and working memory compared to placebo<sup>3</sup>

**Non-Drowsy Claritin**  
levocetirizine hydrochloride

1. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 2. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 3. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14.

Did you know that on average more than **6/10** of allergy sufferers rate **non-drowsiness** as a very important feature of their allergy medication?<sup>1</sup>

**Incidence of drowsiness and sedation\***

**Patients who choose Claritin** for allergy symptom relief are **3.5 times less likely** to report sedation than those taking cetirizine<sup>2</sup>

**Non-Drowsy Claritin**  
levocetirizine hydrochloride

1. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14. 2. American Academy of Allergy, Asthma & Immunology. Allergic Rhinitis and Its Impact on Asthma. J Allergy Clin Immunol. 2010;126(5):S5-S14.

**Cognition**



**Patients suffering from allergic rhinitis**  
shouldn't have to trade the symptom fogginess<sup>1</sup> with a side effect of grogginess, associated with some antihistamines<sup>1-5</sup>

**Non-Drowsy<sup>®</sup>**  
**Claritin<sup>®</sup>**  
loratadine tablets 10 mg/antihistamine

With  
**4 out of 5 patients**  
saying they frequently or sometimes **feel tired** during allergy season<sup>6</sup>

**Recommend Claritin,**  
to provide non-drowsy allergy relief<sup>7</sup>

\*Use as directed

**References:** 1. Adelsberg BR. Sedation and performance issues in the treatment of allergic conditions. Arch Intern Med. 1997 Mar 10;157(5):494-500. 2. Salmun LM, Gates D, Scharf M, Greiding L, Ramon F, Heithoff K. Loratadine versus cetirizine: Assessment of somnolence and motivation during the workday. Clin Ther. 2000 May;22(5):573-82. 3. Baharudin A, Abdul Latiff AH, Woo K, Yap FB, Tang IP, Leong KF, Chin WS, Wang Y. Using patient profiles to guide the choice of antihistamines in the primary care setting in Malaysia: Expert consensus and recommendations. Ther Clin Risk Manag. 2019 Oct 31;15:1267-1275. 4. Mann RD, Pearce GL, Dunn N, Shakir S. Sedation with "non-sedating" antihistamines: Four prescription-event monitoring studies in general practice. BMJ. 2000;320(7243):1184-7. Available from: <https://www.bmj.com/content/320/7243/1184> [Accessed: October 2023]. 5. Nakamura T, Hiraoka K, Harada R, Matsuzawa T, Ishikawa Y, Funaki Y, et al. Brain histamine H1 receptor occupancy after oral administration of desloratadine and loratadine. Pharmacol Res Perspect. 2019;7(4). Available from: <https://bpspubs.onlinelibrary.wiley.com/doi/10.1002/prp2.499> [Accessed: October 2023]. 6. Allergies in America<sup>®</sup>: A Landmark Survey of Nasal Allergy Sufferers – Adult executive summary. World Allergy Organization. 2006. Allergies in America<sup>®</sup>: A landmark survey of nasal allergy sufferers. 7. Clissold SP, Sorkin EM, Goa KL. Loratadine. A preliminary review of its pharmacodynamic properties and therapeutic efficacy. Drugs. 1989 Jan;37(1):42-57.

Problem

Selective MoA

Cognition  
1 2 3

QoL  
1 2 3 4

**Less than 20%** histamine CNS H1 receptor occupancy is considered to be **non-sedating**<sup>1</sup>

Antihistamines with **higher blood-brain barrier** permeability produce more sedation because they interact with more central H1 receptors<sup>2,3</sup>

**Claritin**  
loratadine tablets 10 mg/antihistamine

Due to the size and lipophobicity of Claritin, its ability to cross the blood-brain barrier to enter the central nervous system is **low**<sup>4</sup>

**Choose Claritin when patients need a treatment that doesn't bind to CNS H1 receptors at clinically significant levels**<sup>2-5</sup>

Claritin only occupies up to **13.8%** of brain H1 receptors<sup>6</sup>

Selective peripheral H1 occupancy allergy symptom relief<sup>4</sup>

References: 1. Kawauchi H et al. Int J Mol Sci. 2019 Jan 8;20(1):213. 3. Clissold SP, Sorkin EM, Goa KL. Loratadine. 2. Church MK et al. a GA(2)LEN position paper. Allergy. 2010;65(4):459-66.]. 3. Nakamura T et al. Pharmacol Res Perspect. 2019;7(4). 4. Clissold SP et al. Drugs. 1989 Jan;37(1):42-57. 5. Kapoor Y et al. Bioorganic Chemistry. 2019 Oct;103351. 6. Nakamura T et al. Pharmacol Res Perspect. 2019;7(4).

Problem

Selective MoA

Cognition  
1 2 3

QOL  
1 2 3 4

**Non-Drowsy**  
**Claritin**<sup>®</sup>  
loratadine tablets 10 mg/antihistamine

At its therapeutic dose,  
**Claritin has no significant impact on...**

**compared to placebo<sup>4,5</sup>**

! WARNINGS/PRECAUTIONS*	Claritin	Zyrtec <sup>®</sup>	Xyzal <sup>®</sup>	Allegra <sup>®</sup>
May cause somnolence at the recommended dose	No label warnings or precautions	!	!	No label warnings or precautions

\*Based on selected attributes of US OTC Drug Facts labels – when used as directed.

**References:** 1. Adelsberg BR. Sedation and performance issues in the treatment of allergic conditions. Arch Intern Med. 1997 Mar 10;157(5):494-500. 2. Salmun LM, Gates D, Scharf M, Greiding L, Ramon F, Heithoff K. Loratadine versus cetirizine: Assessment of somnolence and motivation during the workday. Clin Ther. 2000 May;22(5):573-82. 3. Baharudin A, Abdul Latiff AH, Woo K, Yap FB, Tang IP, Leong KF, Chin WS, Wang Y. Using patient profiles to guide the choice of antihistamines in the primary care setting in Malaysia: Expert consensus and recommendations. Ther Clin Risk Manag. 2019 Oct 31;15:1267-1275. 4. Nakamura T, Hiraoka K, Harada R, Matsuzawa T, Ishikawa Y, Funaki Y, et al. Brain histamine H1 receptor occupancy after oral administration of desloratadine and loratadine. Pharmacol Res Perspect. 2019;7(4). Available from: <https://bpspubs.onlinelibrary.wiley.com/doi/10.1002/prp2.499> [Accessed: October 2023]. 5. Kay GC, Harris AG. Loratadine: A non-sedating antihistamine. Review of its effects on cognition, psychomotor performance, mood and sedation. Clin Exp Allergy. 1999;29(3): 147-50.

Problem

Selective MoA

Cognition

1 2 3

QoL

1 2 3 4

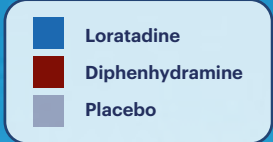
Problem

Selective MoA

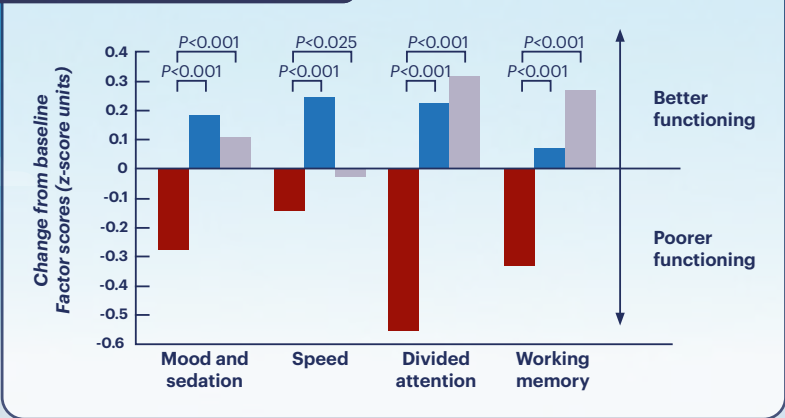
Cognition  
1 2 3

QoL  
1 2 3 4

When **1 in 5** of allergy sufferers switch their medication due to unwanted side effects<sup>1</sup>, knowing **Claritin** shows **no evidence of CNS depressant effects** at its recommended dose, you can be confident your patients are on the **right path** to allergy relief<sup>2,3</sup>



The impact of antihistamines\*



Claritin has **no significant impact** on sleepiness, mood, concentration and working memory compared to placebo<sup>3</sup>

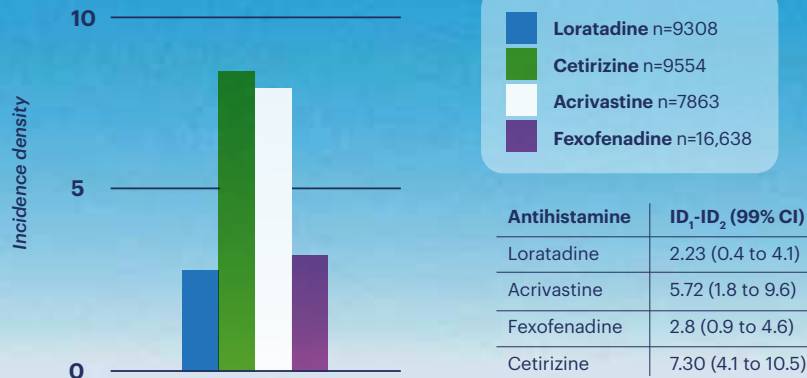
\*Adapted from Kay 1999

References: 1. Allergies in America™: A Landmark Survey of Nasal Allergy Sufferers – Adult executive summary, World Allergy Organization, 2006. Allergies in America™: A landmark survey of nasal allergy sufferers. 2. Hindmarch I. CNS effects of antihistamines: Is there a third generation of non-sedative drugs? Clin Exp All Rev 2002;2: 26-31. 3. Kay GG, Harris AG. Loratadine: A non-sedating antihistamine. Review of its effects on cognition, psychomotor performance, mood and sedation. Clin Exp Allergy, 1999;29(3): 147-50.

Did you know that on average more than **6/10** of allergy sufferers rate non-drowsiness as a **very important feature** of their allergy medication?<sup>1</sup>



**Incidences of drowsiness and sedation\***



\*Adapted from Mann et al. 2000

Patients who choose Claritin for allergy symptom relief are

**3.5 times less likely**

to report sedation than those taking Cetirizine<sup>2</sup>

Problem

Selective MoA

Cognition



QoL



References: 1. Long AA. Findings from a 1000-patient internet-based survey assessing the impact of morning symptoms on individuals with allergic rhinitis. Clin Ther. 2007; 29(2): 342-351. 2. Mann RD, Pearce GL, Dunn N, Shakir S. Sedation with "non-sedating" antihistamines: Four prescription-event monitoring studies in general practice. BMJ. 2000;320(7243):1184-7. Available from: <https://www.bmj.com/content/320/7243/1184> [Accessed: October 2023].

**Recommending an antihistamine?**  
Experts rate their top three deciding factors as:<sup>1</sup>

- efficacy and safety
- lack of sedation
- lack of psychomotor impairment

Remember that patients prefer a treatment that's **effective** and puts **them** in charge<sup>2</sup>

**With no undesirable side effects**

**That's non-sedating**

**Allowing them to wake up with their symptoms under control**

**Non-Drowsy Claritin**  
loratadine tablets 10 mg/antihistamine

Providing **24h relief,** Claritin helps to **improve** a patient's overall **quality of life**<sup>3-10</sup>

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

**References:** 1. Recto MT, Gabriel MT, Kulthanan K, Tantipikorn P, Aw DC, Lee TH, et al. Selecting optimal second-generation antihistamines for allergic rhinitis and urticaria in Asia. Clin Mol Allergy. 2017 Nov; 15:19. Available from: <https://clinicalmolecularallergy.biomedcentral.com/articles/10.1186/s12948-017-0074-3> [Accessed: October 2023]. 2. Valovirta E, Ryan D. Patient adherence to allergic rhinitis treatment: results from patient surveys. Medscape J Med. 2008;10(10): 247. Available from: [https://www.researchgate.net/publication/23680578\\_Patient\\_Adherence\\_to\\_Allergic\\_Rhinitis\\_Treatment\\_Results\\_From\\_Patient\\_Surveys](https://www.researchgate.net/publication/23680578_Patient_Adherence_to_Allergic_Rhinitis_Treatment_Results_From_Patient_Surveys) [Accessed October 2023]. 3. Barenholtz HA, McLeod DC. Loratadine: A non-sedating antihistamine with once-daily dosing. DICP. 1989 Jun;23(6):445-50. doi: 10.1177/106002808902300601. PMID: 2525847. 4. Philip G, Malmstrom K, Hampel FC, Weinstein SF, LaForce CF, Ratner PH. Montelukast for treating seasonal allergic rhinitis: A randomized, double-blind, placebo-controlled trial performed in the spring. Clin Exp Allergy. 2002 Jul;32(7):1020-8. 5. Sidhu G, Akhondi H, Loratadine [Internet]. InStatPearls [Internet]. StatPearls Publishing; 2022. Available from: [https://www.ncbi.nlm.nih.gov/books/NBK542278/#\\_NBK542278\\_pubdet](https://www.ncbi.nlm.nih.gov/books/NBK542278/#_NBK542278_pubdet) [Accessed October 2023]. 6. Meltzer EO, Malmstrom K, Lu S, Prenner BM, Wei LX, Weinstein SF, Wolfe JD, Reiss TF. Concomitant montelukast and loratadine as treatment for seasonal allergic rhinitis: a randomized, placebo-controlled clinical trial. J Allergy Clin Immunol. 2000 May;105(5):917-22. 7. Nayak AS, Philip G, Lu S, Malice MP, Reiss TF. Montelukast Fall Rhinitis Investigator Group. Efficacy and tolerability of montelukast alone or in combination with loratadine in seasonal allergic rhinitis: a multicenter, randomized, double-blind, placebo-controlled trial performed in the fall. Ann Allergy Asthma Immunol. 2002 Jun;88(6):592-600. 8. van Adelsberg J, Philip G, Pedinoff AJ, Meltzer EO, Ratner PH, Menten J, Reiss TF. Montelukast Fall Rhinitis Study Group. Montelukast improves symptoms of seasonal allergic rhinitis over a 4-week treatment period. Allergy. 2003 Dec;58(12):1268-76. 9. van Adelsberg J, Philip G, LaForce CF, Weinstein SF, Menten J, Malice MP, Reiss TF. Montelukast Spring Rhinitis Investigator Group. Randomized controlled trial evaluating the clinical benefit of montelukast for treating spring seasonal allergic rhinitis. Ann Allergy Asthma Immunol. 2003 Feb;90(2):214-22. 10. Howard, K.B. & Bowers, B.W. & Cook, C.K. & Westlund, R. & Rickard, Kathy. Intranasal fluticasone, loratadine tablets, and their use in combination: An evaluation of economic and humanistic outcomes. Drug Benefit Trends. 2001;13: 45-46+48+51.

Problem

Selective MoA

Cognition  
1 2 3

QoL  
1 2 3 4

Problem

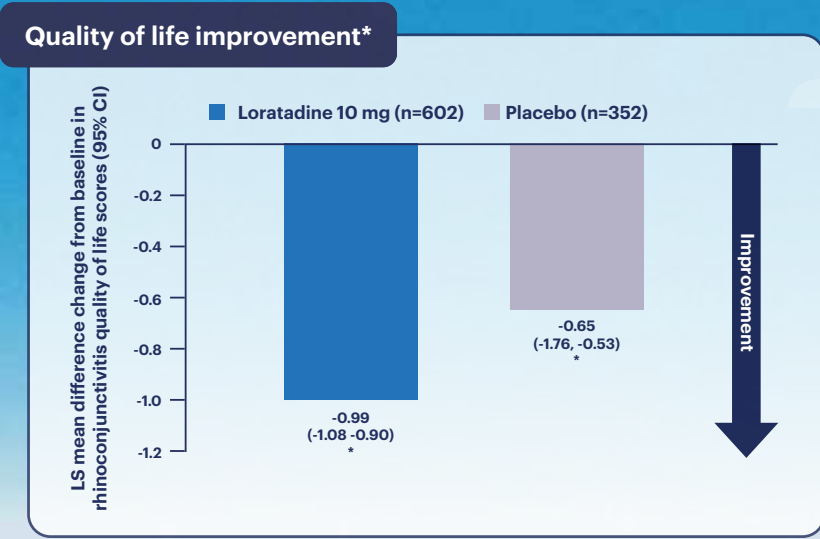
Selective MoA

Cognition  
1 2 3

QoL  
1 2 3 4

Allergic rhinitis affects **over 400 million people worldwide**, negatively impacting worker productivity<sup>1</sup>

It's reported to impact the lives of around **40% of adults worldwide<sup>1</sup>**



When it comes to allergic rhinitis, **Claritin is the clear choice to improve patients' quality of life<sup>2-7</sup>**

\*Adapted from Philip et al. 2002

References: 1. Nur Husna SM, Tan HTT, Md Shukri N, Mohd Ashari NS, Wong KK. Allergic Rhinitis: A clinical and pathophysiological overview. Front Med (Lausanne). 2022 Apr;9. Available from https://www.frontiersin.org/articles/10.3389/fmed.2022.874114/full [Accessed: October 2023]. 2. Philip G, Malmstrom K, Hampel FC, Weinstein SF, LaForce CF, Ratner PH. Montelukast for treating seasonal allergic rhinitis: A randomized, double-blind, placebo-controlled trial performed in the spring. Clin Exp Allergy. 2002 Jul;32(7):1020-8. 3. Meltzer EO, Malmstrom K, Lu S, Premer BM, Wei LX, Weinstein SF, Wolfe JD, Reiss TF. Concomitant montelukast and loratadine as treatment for seasonal allergic rhinitis: a randomized, placebo-controlled clinical trial. J Allergy Clin Immunol. 2000 May;105(5):917-22. 4. Nayak AS, Philip G, Lu S, Malice MP, Reiss TF; Montelukast Fall Rhinitis Investigator Group. Efficacy and tolerability of montelukast alone or in combination with loratadine in seasonal allergic rhinitis: a multicenter, randomized, double-blind, placebo-controlled trial performed in the fall. Ann Allergy Asthma Immunol. 2002 Jun;88(6):592-600. 5. van Adelsberg J, Philip G, Pedinoff AJ, Meltzer EO, Ratner PH, Menten J, Reiss TF; Montelukast Fall Rhinitis Study Group. Montelukast improves symptoms of seasonal allergic rhinitis over a 4-week treatment period. Allergy. 2003 Dec;58(12):1268-76. 6. van Adelsberg J, Philip G, LaForce CF, Weinstein SF, Menten J, Malice MP, Reiss TF; Montelukast Spring Rhinitis Investigator Group. Randomized controlled trial evaluating the clinical benefit of montelukast for treating spring seasonal allergic rhinitis. Ann Allergy Asthma Immunol. 2003 Feb;90(2):214-22. 7. Howard, K.B. & Bowers, B.W. & Cook, C.K. & Westlund, R. & Rickard, Kathy. Intranasal fluticasone, loratadine tablets, and their use in combination: An evaluation of economic and humanistic outcomes. Drug Benefit Trends. 2001;13: 45-46-48-51.



Problem

Selective MoA

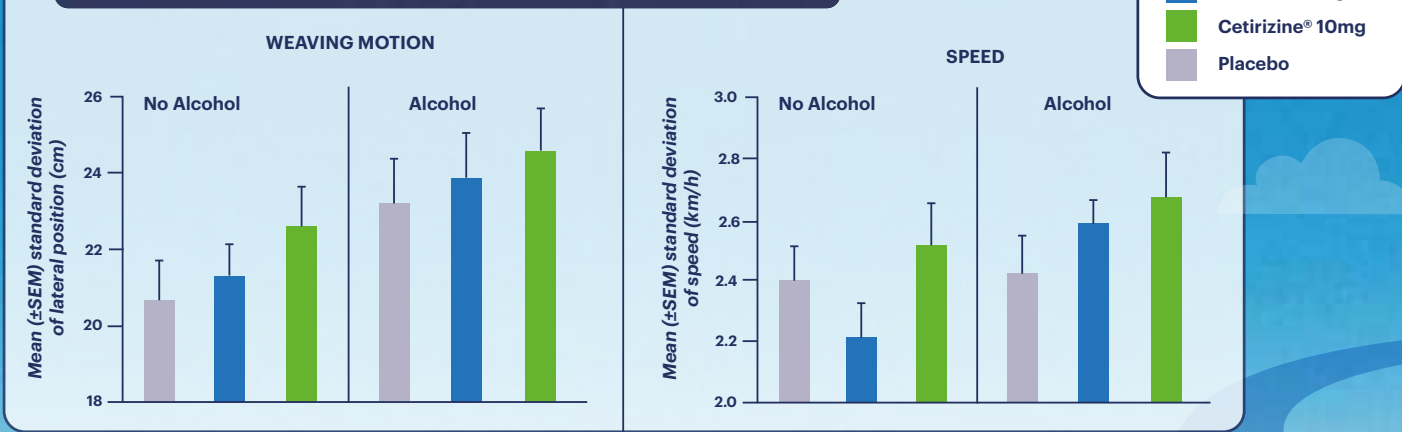
Cognition  
1 2 3

QoL  
1 2 3 4

When your patients are suffering from allergic rhinitis, **antihistamines shouldn't interfere** with their daily life or activities that require full alertness<sup>1</sup>



Claritin's impact on driving and psychometric performance\*<sup>2</sup>



\*Adapted from Ramaekers et al, 1992

WARNINGS/PRECAUTIONS*	Claritin	Zyrtec®
Use caution when driving	No label warnings or precautions	

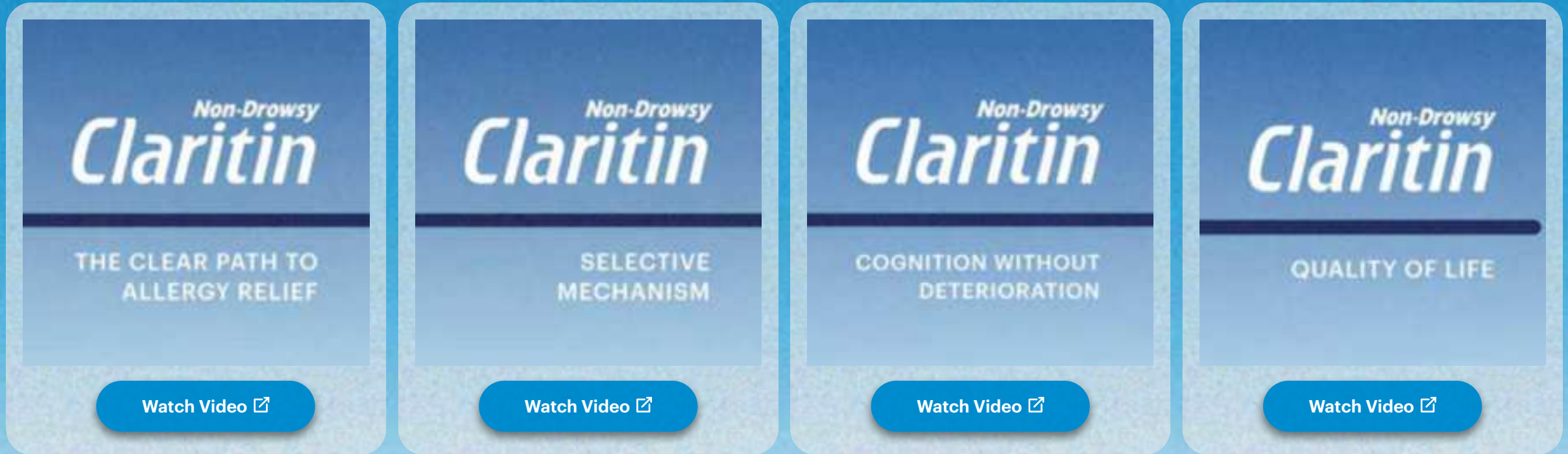
\*Based on selected attributes of US OTC Drug Facts labels - when used as directed.

Claritin® has no significant impact on the ability to drive<sup>2</sup>

Claritin® has no significant effects on psychometric performance<sup>2</sup>

References: 1. Adelsberg BR. Sedation and performance issues in the treatment of allergic conditions. Arch Intern Med. 1997 Mar 10;157(5):494-500. 2. Ramaekers JG, Uitenwijk MM, O'Hanlon JF. Effects of loratadine and cetirizine on actual driving and psychometric test performance, and EEG during driving. Eur J Clin Pharmacol. 1992;42(4):363-9. doi: 10.1007/BF00280119. PMID: 1355427.

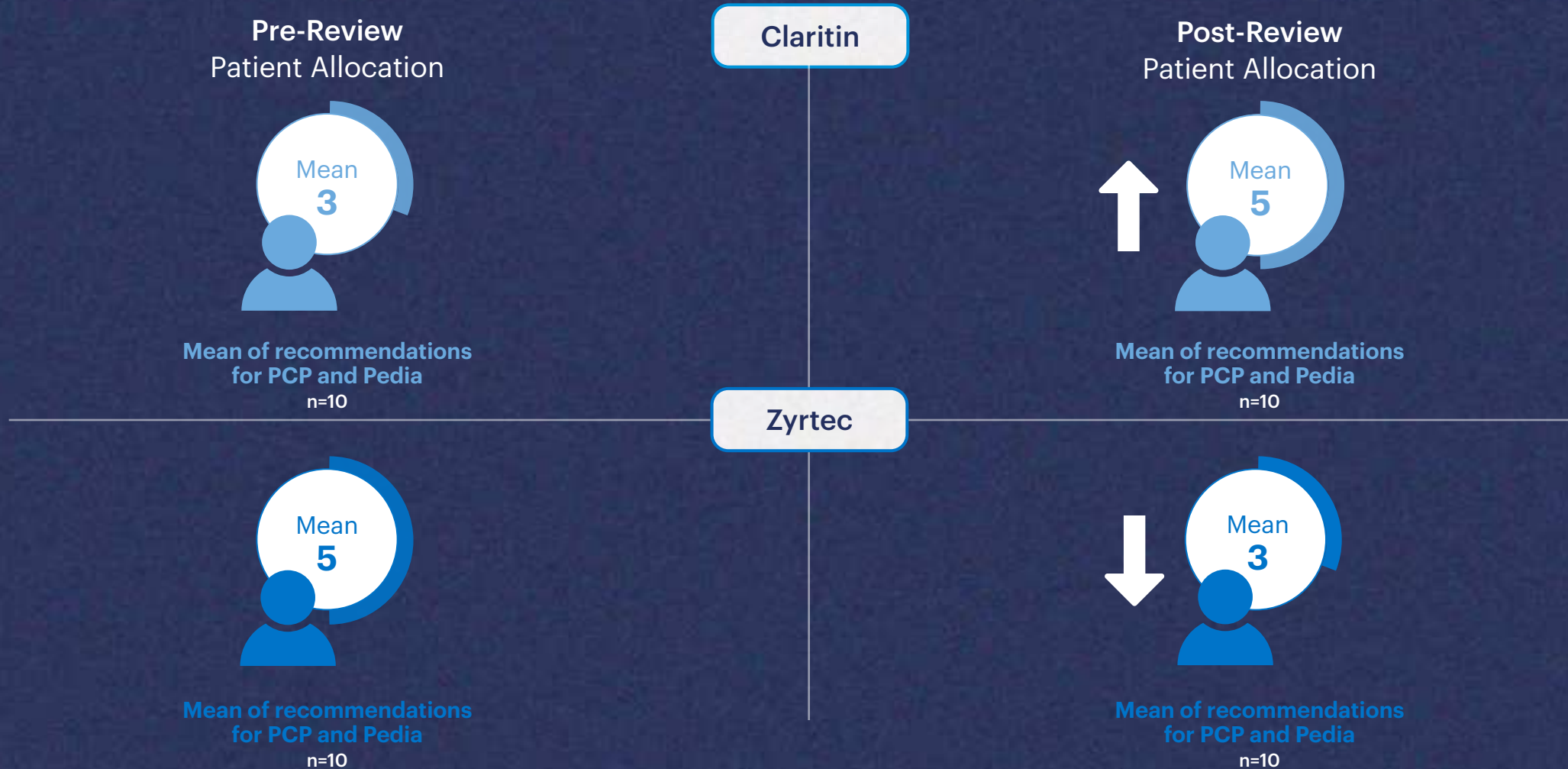
# Animated Videos



The image displays four video thumbnails arranged horizontally. Each thumbnail features the 'Non-Drowsy Claritin' logo at the top, a horizontal line, and a specific benefit below. Below each thumbnail is a blue button with the text 'Watch Video' and an external link icon.

- Thumbnail 1:** THE CLEAR PATH TO ALLERGY RELIEF
- Thumbnail 2:** SELECTIVE MECHANISM
- Thumbnail 3:** COGNITION WITHOUT DETERIORATION
- Thumbnail 4:** QUALITY OF LIFE

# Materials largely improve Claritin's allocation score, indicating potential for higher future share at the expense of Zyrtec





# Visualization and Activation

# Illustration to Realisation

Design concepts that bring Claritin's scientific story to life



### Illustrations

Help tell Claritin's story by transforming complex medical information into visual images that can be understood at a glance, with a range of audiences.



### Motion Reels

Highly creative, accessible, digestible content in a format that encourages engagement across multi-channel platforms.



### Iconography

Clear and simple, crafted to communicate the efficacy and benefit of the product, as well as appearing trustworthy.

**Design**  
communicates the problem and impact visually

**Colour**  
symbolises serenity and calming

**Blue**  
loans a HCP/scientific feel

**Patients**  
at centre of designs represent authenticity and human connection

**The Clear Path**  
represents unhindered allergy relief

# Illustrations

Car

Aeroplane

Excavator

Steering Wheel

Brain Maze

Clouds



Head

Head with Molecule Brain

Head with Brain Maze



Grain Texture Background



Grain Texture Light



Grain Texture Dark

# Icons



Job to be done



Irritated eyes



Single takeaway



Illustration



Differentiating



Hook



Drowsiness



Somnolence



Education



Motion reels



Motivating



Benefits



Persuasion



Allergens



Lightbulb



Iconography



Day and night



Reasons to believe



Cognition



Brain



Car



Message



Target



Warning



Sore throat



Insight



Machinery



Impactful



Quality of life

# Motion Reels

## The Clear Path to Allergy Relief

1 **Non-Drowsy Claritin**  
THE CLEAR PATH TO ALLERGY RELIEF

2 Antihistamines that block H1 receptors centrally can have sedative effects

3 They can have higher blood-brain barrier permeability producing more sedation

4 Less than 20% histamine (H1) receptor occupancy is considered to be non-sedating

5 Claritin works on peripheral H1 receptors to provide powerful allergy symptom relief without drowsiness

6 Claritin is proven to have no significant impact on SLEEPINESS when compared to placebo

7 Claritin is proven to have no significant impact on MOOD when compared to placebo

8 Claritin is proven to have no significant impact on CONCENTRATION when compared to placebo

9 Claritin is proven to have no significant impact on WORKING MEMORY when compared to placebo

10 and has no significant effects on the ability to drive

11 **Recommend Claritin**

	Claritin	Claritin	Claritin
Less central H1 receptor occupancy	▲	▲	▲
Less blood-brain barrier permeability	▲	▲	▲
Less sedation	▲	▲	▲

12 **Claritin, the clear path to allergy relief**  
**Non-Drowsy Claritin**  
levocetirizine dihydrochloride

# Motion Reels

## Selective Mechanism

1 **Non-Drowsy Claritin**  
SELECTIVE MECHANISM

2 Peripheral H1 receptors are found outside the central nervous system

3 Antihistamines target H1 receptors, blocking the action of histamine

4 This action can alleviate the symptoms of allergies

5 Histamine H1 receptors in the central nervous system (CNS) can be found within the brain

6 They play a role in promoting wakefulness

7 Antihistamines that block H1 receptors centrally can have sedative effects

8 They can have higher blood brain barrier permeability producing more sedation

9 Less than 20% histamine CNS H1 receptor occupancy is considered to be non-sedating

10 Claritin has a selective mechanism with low blood brain barrier permeability

11 Working on peripheral H1 receptors to provide powerful allergy symptom relief without drowsiness

12 **Claritin, the clear path to allergy relief**  
**Non Drowsy Claritin**  
Fexofenadine HCl 180 mg/120 mg/60 mg

# Motion Reels

## Cognition

1. **Non-Drowsy Claritin**  
COGNITION WITHOUT DETERIORATION

2. Do your patients need a non-sedating antihistamine...

3. ...that has no significant impact on cognition?

4. Claritin is proven to have no significant impact on **SLEEPINESS** when compared to placebo

5. Claritin is proven to have no significant impact on **MOOD** when compared to placebo

6. Claritin is proven to have no significant impact on **CONCENTRATION** when compared to placebo

7. Claritin is proven to have no significant impact on **WORKING MEMORY** when compared to placebo

8. Claritin, the clear path to allergy relief  
**Non-Drowsy Claritin**  
10 mg tablets, 1 mg syrup

# Motion Reels

## Quality of Life

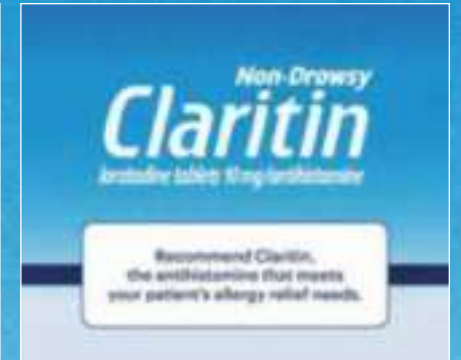


# Activation

As a local market team, you will utilize the toolkit to engage with HCPs by constructing a scientific narrative that positions Claritin's non-drowsy benefit front of mind for HCP consideration.

Claritin's scientific journey should be activated throughout to form part of the holistic communication approach.

You will develop content using this toolkit to suit your geographical audience needs.



# Thank you

For more information, please reach out to:

- Cheryl Thomas – Global Brand Director
- Mohamed Atef – Global Medical Marketing
- Samantha Taylor – Global Science Communication
- Mitul Patel – Global Medical

[Click here to  
access your local  
market asset library](#)

Please note that content in the global toolkit is globally reviewed by medical experts. Final local LMR approval is mandatory prior the use of the content within this toolkit.