

PLDevelopments

**FROM THE LEADING BRANDS
OF ALLERGY MEDICATION,
TWO NEW ITEMS!**

Allergy Eye Itch Relief

**1 drop
lasts
12
hours!**



**NOW AVAILABLE IN
ALLERGY SECTION**

- ◀ Proven and Trusted Prescription Strength Formula
- ◀ Powerful 12 Hour Relief
- lasts 12 hours with just ONE drop
(most leading OTC brands last 4-6 hours)
- ◀ All-day or all-night solution to irritated, itchy eyes (no need to carry your eye drops wherever you go)
- ◀ Fast acting to relieve itchy, watery eyes

**ZYRTEC® is the #1
Brand in Allergy \$274M
Brand with over 16.8M
units sold***

**CLARITIN® is the #2
Brand in Allergy \$157M
Brand with over 12.3M
units sold***



*Ref: IRI F/D/Mx 52 week data ending March 2009

