



FINALLY – PRESCRIPTION STRENGTH ANTIHISTAMINE EYE DROPS AVAILABLE IN YOUR BRAND!

EYE ITCH RELIEF DROPS

NOW OTC!

- ▲ Compare to the Rx to OTC Brand Zaditor® from Novartis®
- ▲ Proven and Trusted Prescription Formula
- ▲ Now available over-the-counter
- ▲ 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, itch eyes (no need to carry your eye drops wherever you go)
- ▲ Fast Acting
- ▲ Safe for Children 3 Years and Older (most leading OTC brands are safe for 6 years and older)
- ▲ Zero Rebound Redness*
- ▲ **A new addition to the \$893.6 Million Eye-Care Market which has already grown this year 5.8%****
- ▲ **Eye-Allergy Segment has grown 12.3%****

*Eye Itch Relief (ketotifen) does not contain vasoconstrictors (constricts blood vessels).
**Source: IRI, 7/15/07 52wk Retail Dollar Sales F/D/Mx (excl. Wal-Mart, Clubs)

