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### Roche Laboratories Introduces New Relief For Allergy Sufferers

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NUTLEY, N.J., Nov. 13, 1995 - U.S. allergy sufferers can breathe a sigh of relief these days with the introduction of Nasarel(TM) (flunisolide), a new intranasal steroid solution for the treatment of perennial and seasonal allergic rhinitis which was recently cleared for marketing by the U.S. Food and Drug Administration (FDA). Roche Laboratories introduced Nasarel(TM) September 20.

Nasarel delivers proven efficacy for the symptoms of seasonal/ perennial allergic rhinitis.

Some 50 million Americans suffer from an allergic disease. Allergic rhinitis affects about 22 million people in the U.S. with symptoms ranging from runny, itchy and stuffy nose to postnasal drip and sneezing.

"Seasonal and perennial allergic rhinitis are extremely common problems in the U.S. and patients who have tried Nasarel have had success with this new formulation," said Eli Meltzer, M.D., Clinical Professor of Pediatrics at University of California San Diego and Chief of the Division of Allergy and Immunology at Children's Hospital, San Diego. "Nasarel is an effective drug and is comparable in efficacy to other leading intranasal steroids. It also provides patients with dosing flexibility," said Dr. Meltzer.

Nasarel(TM) is an aqueous-based, fragrance-free reformulation of Nasalide(R) (flunisolide). Nasarel produces a well-tolerated topical therapeutic effect and demonstrates significantly less nasal burning, stinging and 25% less systemic absorption when compared to Nasalide. Nasarel can be safely administered to adults and children six years of age and older.

#### Dosing

The initial dosage recommendation for adults is 2 sprays/nostril twice a day and, with improvement, this can be reduced to even a maintenance dose of 1 spray/nostril once a day. For children 6-14 years, the dose is 2 sprays/nostril BID. For adults, maximum total daily doses should not exceed 8 sprays in each nostril per day (400 mg/day). Nasarel is a non-aerosol solution supplied in an unbreakable bottle and requires no shaking.

#### Side Effects

The most common adverse events reported in patients receiving Nasarel were transient aftertaste (17%) and transient stinging/burning (13%).

#### About Roche Laboratories

Roche Laboratories is the pharmaceutical sales and marketing division of Hoffmann-La Roche Inc. One of the world's leading research-intensive health care companies Roche has discovered, developed and introduced numerous important prescription pharmaceuticals. The company is also a major provider of diagnostic products and services, as well as vitamins, premixes, and other products for human and animal nutrition and health.

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