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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91165912
Party	Plaintiff Wyeth Wyeth Five Giralda Farms Madison, NJ 07940 UNITED STATES
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Signature	/be/
Date	09/21/2006
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6. *Tools for surviving allergy season: How to conquer your allergies – from choosing the right over-the-counter or prescription medicine to decontaminating your home*, San Luis Obispo Tribune, May 4, 2006.
7. *Pills and sprays: Allergic to confusion? We sniff out your hay fever treatment options*, The Kansas City Star, April 13, 2006.
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46. *Personal Business; As Drug Benefits Fall, Workers Need a Strategy*, The New York Times, October 5, 2003.
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62. *FDA Grants Over-the-Counter Status to Allergy Drug Claritin*, The Record, November 28, 2002.
63. *Claritin To Sell Over The Counter*, The New York Times, November 28, 2002.

Opposer further gives notice, pursuant to Rule 2.120(j) of the Trademark Rules of Practice, that Opposer offers into evidence the following deposition transcript excerpts, the exhibit numbers for which correspond to the attachments hereto. Certain exhibits from those depositions also appear below, following the excerpts.

64. Excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka, as follows:
 - pages 1 through 4
 - page 5, lines 9 through 13
 - page 6, line 21 through page 12, line 8
 - page 14, line 3 through page 16, line 16
 - *page 25, line 2 through page 35, line 18
 - page 36, line 12 through page 37, line 2
 - *page 40, line 20 through page 52, line 23

pages 68 through 69

errata sheet and correspondence

65. Excerpts from the transcript of the May 10, 2005 deposition of Ronald Belmonte, as follows:

pages 1 through 4

page 6, lines 22 through 24

page 8, line 2 through page 16, line 4

page 16, lines 14 through 19

page 19, line 19 through page 20, line 12

page 27, line 11 through page 28, line 7

page 30, line 14 through page 32, line 3

*page 33, line 7 through page 43, line 24

page 44, line 14 through page 49, line 20

page 54, lines 5 through 11

page 75, line 20 through page 79, line 14

page 81, line 6 through page 84, line 16

pages 90 through 91

errata sheet and associated correspondence

66. Excerpts from the transcript of the May 10, 2005 deposition of David Van Howe, as follows:

page 1 through page 4

page 5, lines 7 through 11

page 7, line 1 through page 10, line 22

page 12, line 9 through page 13, line 12

page 15, lines 20 through 24

page 20, line 2 through page 30, line 1

page 31, line 24 through page 42, line 9

page 44, line 11 through page 45, line 14

page 46, line 13 through page 47, line 4

page 50, lines 3 through 16

page 57, line 11 through page 60

errata sheet and associated correspondence

67. Excerpts from the transcript of the May 10, 2005 deposition of Mark DeFilippo, as follows:

pages 1 through page 4

page 5, line 10 through page 8, line 6

page 9, line 2 through page 29, line 14

*page 30, line 15 through page 36, line 19

*page 42, line 14 through page 49

(The excerpts indicated with a “*”, as well as the deposition exhibits so indicated below, were designated as CONFIDENTIAL pursuant to the stipulation and protective order entered in this action and are filed under seal.)

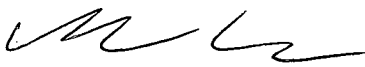
68. The document numbered Wyeth Exhibit 4 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
69. The document numbered Wyeth Exhibit 5 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
70. The document numbered Wyeth Exhibit 6 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
71. The document numbered Wyeth Exhibit 7 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.

72. The document numbered Wyeth Exhibit 8 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
73. The document numbered Wyeth Exhibit 9 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
74. The document numbered Wyeth Exhibit 10 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
75. The document numbered Wyeth Exhibit 11 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
76. The document numbered Wyeth Exhibit 12 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
77. *The document numbered Wyeth Exhibit 13 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Richard Rinka.
78. The document numbered Wyeth Exhibit 14 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Ronald Belmonte.
79. The document numbered Wyeth Exhibit 15 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Ronald Belmonte.
80. The document numbered Wyeth Exhibit 21 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Ronald Belmonte.
81. The document numbered Wyeth Exhibit 22 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Ronald Belmonte.
82. *The document numbered Wyeth Exhibit 23 referenced in the aforementioned excerpts from the transcript of the May 10, 2005 deposition of Mark DeFilippo.

Respectfully submitted,

Date: September 21, 2006

DORSEY & WHITNEY LLP

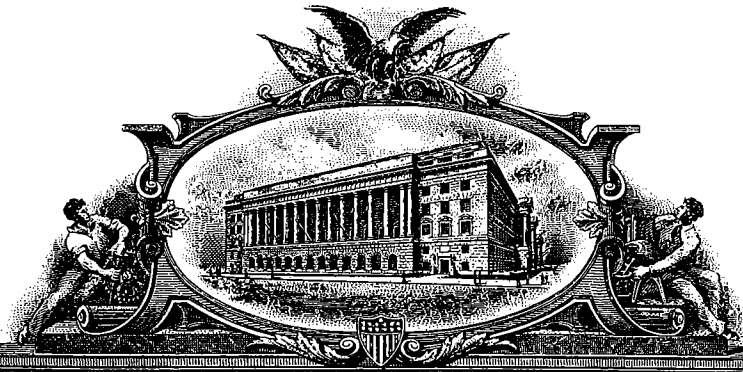
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Attorneys for Opposer
Wyeth

EXHIBIT 1

7027432



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

August 25, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,835,071 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *April 20, 2004*

SAID RECORDS SHOW TITLE TO BE IN:

WYETH
A DE CORP

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office




M. K. CARTER
Certifying Officer

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 2,835,071

Registered Apr. 20, 2004

**TRADEMARK
PRINCIPAL REGISTER**

ALAVERT

WYETH (DELAWARE CORPORATION)
FIVE GIRALDA FARMS
TRADEMARK DEPARTMENT
MADISON, NJ 07940

MINE PREPARATIONS, IN CLASS 5 (U.S. CLS. 6,
18, 44, 46, 51 AND 52).

FIRST USE 12-20-2002; IN COMMERCE 12-20-2002.

SN 76-367,070, FILED 2-5-2002.

FOR: PHARMACEUTICAL PREPARATIONS,
NAMELY ALLERGY RELIEF AND ANTIHISTA-

JEFF DEFORD, EXAMINING ATTORNEY

EXHIBIT 2

8/18/06 Ft. Worth Star-Telegram A2
2006 WLNR 14311127

Fort Worth Star-Telegram (Fort Worth)
Copyright 2006 Fort Worth Star-Telegram

August 18, 2006

Section: A

Allergic to confusion?
Sniff out these hay fever treatment options

The Kansas City Star

Allergy sufferers who hate the haze of hay fever are finding the pharmacy foggy, too.

Brand names, generics, "branded generics." Prescription vs. over-the-counter vs. behind-the-counter.

A survey by the Asthma and Allergy Foundation of America found that 42 percent of allergy patients were confounded by the array of prescription medications available. And 60 percent were "very interested" in finding a new prescription.

Pharmacists and doctors say patients can't be blamed for their befuddlement, but they can become better informed.

Something crucial to learn: active ingredients. Knowing active ingredients -- not just brand names -- will help you distinguish brands and use generics.

For instance, if Claritin doesn't relieve your allergy symptoms, chances are neither will Alavert. The active ingredient in both is loratadine.

Spend time with this chart to get familiar with some of the most widely used medications.

Medication Active ingredient Typical adult dosage Prescription/ over-the-counter
Drowsy/ nondrowsy Generic

ALLEGRA

fexofenadine

180 mg pill once a day

prescription only

nondrowsy

available

ALLEGRA-D

fexofenadine,

pseudoephedrine

pill with 60 mg fexofenadine, 120 mg pseudoephedrine

twice a day

prescription only

nondrowsy

not available

ZYRTEC

cetirizine

10 mg pill once a day

prescription only

can cause

drowsiness

not available

CLARITIN

loratadine

10 mg pill once a day

over the counter

nondrowsy

available,

including Alavert

CLARITIN-D

loratadine,

pseudoephedrine

pill with 5 mg loratadine,

120 mg pseudoephedrine

twice a day

over the counter

nondrowsy

available

CLARINEX

desloratadine

5 mg pill once a day

prescription

nondrowsy

not available

FLONASE

fluticasone

two sprays each nostril,

twice a day

prescription

nondrowsy

available

NASONEX

mometasone

two sprays each nostril,

once a day

prescription

nondrowsy

not available

NASACORT

triamcinolone

two sprays each nostril,

once a day

prescription

nondrowsy

not available

----- INDEX REFERENCES -----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Drugs (1DR89); Healthcare (1HE06); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Consumer Products & Services (1CO62); Over-the-Counter Drugs (1OV18); Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Prescription Drugs (1PR52))

Language: EN

OTHER INDEXING: (ALLEGRA; ALLERGY FOUNDATION; ASTHMA; CLARINEX; CLARITIN; FLONASE; NASACORT; NASONEX; ZYRTEC) (Alavert; Allergic; Pharmacists; Sniff; Spend) (us; usa; na; us.tx; us.tx.frtwrt)

KEYWORDS: (CT/ebf.bus.new.pdt); (CT/ebf.bus.new); (CT/ebf.bus); (CT/ebf.eco.oth.adr); (CT/ebf.eco.oth); (CT/ebf.eco); (CT/ebf); (NT/Economy_US); (NT/New_Products); (SU/front)

EDITION: Tarrant

Word Count: 375
8/18/06 FTWTHST A2

EXHIBIT 3

5/23/06 Merced Sun-Star (CA) D01
2006 WLNR 8820369

Merced Sun-Star, The (CA)
Copyright 2006 The Merced Sun-Star

May 23, 2006

Section: life

Spring into allergy season

Dhyana Levey DLEVEY@MERCEDSUN-STAR.COM

With a sniff, Fran Peraino of Merced reached for a box of allergy medicine at Rite Aid on Friday afternoon.

Merced pharmacy is selling two to three times the usual amount of allergy medicine

"I'm just having the stuffy head and sinus pressure," she said. "It seems to be worse this year. I don't know why.."

She's not alone.

Down the street at Merced Community Pharmacy, owner and pharmacist Paula Le said she is seeing two to three times the usual amount of people coming in for allergy medicine.

But allergy season hasn't gotten worse -- it's just going on for longer, said Angel Waldron, spokeswoman for the Asthma and Allergy Foundation of America.

"Temperatures were higher than normal this year across the whole country," she said. "We've had a milder winter so trees are pollinating earlier."

So instead of two months of suffering, people are feeling symptoms for about four or five.

"When you are dealing with it for weeks upon weeks, it seems to be worse than usual," Waldron said.

This is sending people with runny noses, watery eyes, coughs and itchy throats running for doctors' offices and drug stores.

"I see people with allergy problems every day," said Dr. Brian Sugimoto, a physician at Mercy Medical Center Merced. "And I'm surrounded with people with allergy problems at home. It's the environment. ... Something came into bloom."

Trees are the main culprit, Waldron said. Tree pollen spores are so lightweight they can travel up to 500 miles.

"Even in an area not as green as others, spores drift there so easily," she said.

The San Joaquin Valley is known for its pollution problems. People have speculated that this is a reason for bad allergies here. But Anthony Presto, public education representative for the San Joaquin Valley Air Pollution Control District, said he hasn't seen a connection between the two.

Waldron agreed.

"Smog is an irritant more than an allergen," she said. "It's problematic for someone with asthma but it's in a different class. Pollution doesn't factor into it."

The Asthma and Allergy Foundation recently released a study of the 2006 top 100 spring allergy capitals of the United States. No Merced County cities were big enough to be considered for the list. But Sacramento ranked No. 8, Modesto ranked No. 30 and Fresno was No. 90.

Hartford, Conn. took the No. 1 spot as the worse place for spring allergies this year.

The study was based on a city's pollen score, the average amount of medicine used per patient and the amount of certified allergists in the area.

People should see a doctor when over-the-counter allergy medicine isn't helping or if its side effects are unbearable, Sugimoto said.

Some products such as Benadryl make people too sleepy to function.

"I usually recommend Claritin -- it doesn't make you sleepy," Le, the pharmacist, said. "Then take Benadryl at night."

Popular products Claritin and Alavert contain Lortadine as a main ingredient.

"Lortadine is low in sedation," Sugimoto said.

If people aren't sure why they are having allergy-like symptoms, it's a good idea to check with a physician before taking medication, he said.

Even with testing, it can be hard to figure out what exactly someone is allergic to.

"When you walk outside and start sneezing, it can be any number of thousands of things," Sugimoto said.

Although over-the-counter medicine can be sufficient, people with severe allergic reactions have to seek other alternatives. Some patients need a higher dosage, some use prescription nasal spray and some even have to get shots.

"Allergies are a disease without a cure," Waldron said. "But you can have a management plan."

Reporter Dhyana Levey can be reached at 385-2472 or dlevey@mercedsun-star.com.

---- INDEX REFERENCES ----

COMPANY: MERCY MEDICAL CENTER; RITE AID CORP

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Drugs (1DR89); Healthcare (1HE06); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (ALLERGY FOUNDATION; ASTHMA; LORTADINE; MERCED COMMUNITY PHARMACY; MERCY MEDICAL CENTER; MODESTO; RITE AID; SMOG) (Angel Waldron; Anthony Presto; Brian Sugimoto; Fran Peraino; Le; Merced; Paula Le; Popular; Reporter Dhyana Levey; Sugimoto; Temperatures; Waldron)

Word Count: 733

5/23/06 MERCEDSUN D01

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EXHIBIT 4

5/22/06 Crain's N.Y. Bus. 43
2006 WLNR 9083410

Crain's New York Business
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May 22, 2006

Volume 22; Issue 21

Section: Business Lives

What's the best allergy treatment?

For relief, use versions of nondrowsy antihistamines like Claritin and Alavert, as well as generic loratadine, which are combined with decongestants. They are about the same strength as prescription drugs like Zyrtec and Allegra. The latest studies show that prescription steroid-based nasal sprays like Flonase are more effective than antihistamines at relieving symptoms, but I recommend using both. Don't stop treatment as soon as trees leaf out. Ease off by taking pills every other day.

--dr. michael stewart Professor and chairman of ENT health at New York-Presbyterian Hospital/Weill Cornell

---- INDEX REFERENCES ----

INDUSTRY: (Healthcare (1HE06); Drugs (1DR89); Respiratory Drugs (1RE83); Infectious Diseases (1IN99); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

Language: EN

OTHER INDEXING: (CLARITIN; DR MICHAEL; ENT; FLONASE; PRESBYTERIAN HOSPITAL; ZYRTEC) (Ease)

KEYWORDS: expert opinions (Economy, Business and Finance); (Financial and Business Services)

Word Count: 119
5/22/06 CRNYBUS 43

END OF DOCUMENT

EXHIBIT 5

5/16/06 Cin. Post B5
2006 WLNR 8544636

Cincinnati Post (KY)
Copyright 2006 The Cincinnati Post

May 16, 2006

Section: Living

NEW PROBLEMS WITH ALLERGY TO DOGS

Q: I have been aware of my allergy to dogs for 17 years now and while I am allergic to them, I have been able to successfully live with them up until now. In the past as long as I washed my hands and forearms after petting and/or playing with the dogs prior to touching my eyes I was fine.

My family recently adopted a second dog (a Newfoundland), and any time I come in contact with this big goofy dog's saliva I break out in hives. As I am sure you can understand this is no way to live, so I was wondering if you might be able to make a recommendation as to how I could control or prevent the hives that are apparently being caused by the dogs saliva or what I could do other than getting rid of the dog.

I thank you in advance for your time and assistance. Your compassion and knowledge is truly appreciated.

I look forward to hearing from you in the very near future!

A: Two-thirds of the population in the United States owns at least one dog or cat. Pets provide unconditional love and support for their owners.

Asking pet owners who are allergic to their pets to get rid of them is usually unsuccessful. My approach is to advise pet owners to create a clean room in their bedroom and main activity room. This would involve keeping pets out of these rooms at all times.

Furthermore, you should place a good HEPA filter in these rooms (I recommend Austin -- see www.stopallergy.com) .

You should vacuum using a good vacuum cleaner twice a week or better yet replace carpet from these rooms with tile or hardwood if possible.

Protective bedding encasements should be placed over the pillows, mattress and box-springs (stretch knit -- they are comfortable, breathable and impermeable to pet allergens). Washing bedding and clothes in hot temperatures or using special surfactant detergents that denature allergens is recommended.

Washing the pets once or twice a week with water or grooming them with special anti-allergen pet shampoo or lotion can reduce allergen levels, but if you don't do this regularly it doesn't help that much.

To prevent hives that occur with direct contact to the dog, a preventative antihistamine may be indicated like over the counter loratidine (also known as Claritin or Alavert).

I hope this is helpful. Good luck!

NetWellness, a collaboration of the University of Cincinnati, Ohio State University and Case Western Reserve University, is a consumer health information Web site. You can ask your questions through the site, www.netwellness.org.

Today's response is from Dr. Jonathan Bernstein, Professor of Clinical Medicine, Division of Immunology and Allergy, of the University of Cincinnati College of Medicine's Department of Internal Medicine.

----- INDEX REFERENCES -----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Clean Room (1CL84); Pharmaceuticals & Biotechnology (1PH13); Semiconductor Chip Manufacturing (1SE11); Electronics (1EL16); Semiconductor (1SE88); Healthcare (1HE06); Drugs (1DR89); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Semiconductor Manufacturing Equipment (1SE85); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73); Ohio (1OH35))

Language: EN

OTHER INDEXING: (COLLEGE OF MEDICINE; DEPARTMENT OF INTERNAL; HEPA; OHIO STATE UNIVERSITY; RESERVE UNIVERSITY; UNIVERSITY OF CINCINNATI) (Allergy; Jonathan Bernstein; NetWellness; Protective)

EDITION: Cincinnati

Word Count: 539
5/16/06 CINPOST B5

END OF DOCUMENT

EXHIBIT 6

5/4/06 San Luis Obispo Trib. (Pg. Unavail. Online)
2006 WLNR 7607122

Tribune (San Luis Obispo, CA)
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May 4, 2006

Tools for surviving allergy season
How to conquer your allergies -- from choosing the right over-the-counter or
prescription medicine to decontaminating your home

By Mariecar Mendoza, The Tribune

mmendoza@thetribunenews.com

The sneezing, itchy throat and red, watery eyes signal it -- it's high season for allergies.

"Just seeing those green hills is an indication that the allergy season is here," said Dr. Richard Hendricks of the Ear, Nose and Throat Medical Clinic in Templeton. "We're right on the cusp of seeing lots and lots of pollen, and as soon as the rain stops, I'm sure people will feel it."

The best way to reduce your suffering is to avoid the cause.

"The allergy is the only disease that cures itself by elimination," Hendricks said. "If you're not around what triggers your allergy, you won't react."

But since grasses and trees are the most common allergens on the Central Coast, there's little escape.

Local allergists advise people to educate themselves and treat symptoms with the appropriate medicine.

Antihistamines

"With over-the-counter medicines, people need to be aware that there are two classes of antihistamines," Hendricks said.

The older antihistamines such as Benadryl and Chlor-Trimetron work, but can make you sleepy. Too much can make you as dangerous behind the wheel as a drunken driver, said Hendricks, who advises people taking those medications not to drive or be around machinery.

The newer antihistamine is Loratadine, a non-sedative drug can be found in over-the-counter brands such as Alavert and Claritin.

Nasal sprays

For allergy sufferers whose symptoms are centralized in the nose, Hendricks suggests nasal sprays.

"Some people feel comfortable using saline sprays like Nasocrom because they are

safe to use for an extended amount of time and they work," he said. "The only downfall is you have to use it about five to six times a day for it to be really effective."

Saline sprays are simply a mixture of salt and water and work to keep nasal tissue moist to relieve irritation and help drain thick or dried mucus.

Decongestant nasal sprays are another option. Among the top picks of Dr. William J. Watson of Central Coast Ear, Nose and Throat in San Luis Obispo are Nasonex and Flonase.

But he and Hendicks also warn of overusing decongestant sprays.

"Nose sprays that are decongestants have two effects," Hendricks said. "They shrink the lining of the nose, which is what you want. But there's also a chemical factor, and after awhile you do become physically addicted to the spray."

To avoid dependency, simply follow the label instructions, which usually suggest using the spray no longer than three days.

A third option is nasal steroids, which Dr. Janet Kershaw-McLennan of Atascadero often prescribes to her patients.

"Nasal steroids are prescription-only and target inflammation; they're not like decongestants," she said. "It's a safe medicine that people can use all year."

Further options

Though questions remain about the effectiveness of vacuums and air purifiers with HEPA-filters or allergy-free sheets and pillows available at many local retailers, doctors say they may be worth a try.

If nothing seems to help, however, more drastic measures may be needed.

"If you have to take antihistamines too often with a nasal spray and you're having to increase your doses, allergy testing and possible allergy shots may be the way to go," Watson said.

And since allergies can lead to chronic conditions such as asthma, experts suggest people suffering from an extended case of the sneezing and wheezing seek medical advice.

When to worry?

"Everybody's different, so it's hard to generalize, but if it's more than a week or two and you're not responding to medication, it may be more serious," Kershaw-McLennan said.

"If it's at the point where you have to stay home, you're missing work or school -- that's a red flag."

10 Tips to Ease Your Allergy Symptoms

. Keep windows closed at night to prevent pollens or molds from drifting into the home.

. Use an air conditioner and dehumidifier to keep air clean, cool and dry.

- . Keep car windows closed.
- . Check the pollen count in your area by visiting Web sites such as the National Allergy Bureau at www.aaaai.org/nab/index.cfm.
- . Minimize outdoor activity on days when the pollen count or humidity is reported to be high or on windy days when mold and pollen are blown about.
- . Take a shower after spending time outdoors to remove pollen and mold that may be on your skin and hair.
- . Take vacations to a more pollen-free area, such as the beach.
- . Use a paper mask when mowing or raking, which stirs up pollens and molds.
- . Avoid hanging sheets or clothing out to dry, because pollen and molds collect on them.
- . Take medications as prescribed in the recommended dosage. Do not take more medication to alleviate severe symptoms.

Source: The American Academy of Allergy, Asthma and Immunology

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Drugs (1DR89); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Consumer Products & Services (1CO62); Over-the-Counter Drugs (1OV18); Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Prescription Drugs (1PR52); Cough & Cold Remedies (1CO34))

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KEYWORDS: (NT/NEC); (NT/Sports)

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EXHIBIT 7

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April 13, 2006

Section: E

pills and sprays: Allergic to confusion?
We sniff out your hay fever treatment options

By EDWARD M. EVELD, The Kansas City Star

Allergy sufferers who hate the haze of hay fever are finding it foggy at the pharmacy, too.

The brand names, the generics, the "branded generics." Prescription versus over-the-counter versus behind-the-counter.

A survey by the Asthma and Allergy Foundation of America found that 42 percent of allergy patients were confounded by the array of prescription allergy medications available. And 60 percent were "very interested" in finding a new prescription.

"People get confused about what they're taking and why," said pharmacist John Schafer, owner of Stark pharmacies in the Kansas City area.

Pharmacists and doctors say patients can't be blamed for their befuddlement, but they can become better informed. About 50 million Americans have allergies.

Something crucial to learn: active ingredients. Knowing active ingredients -- not just brand names -- will help you distinguish brands and use generics.

For instance, if Claritin doesn't relieve your allergy symptoms, chances are neither will **Alavert**. The active ingredient in both is loratadine. (Claritin was the original brand name before generic versions were available. **Alavert** came to market as a branded generic. Got it?)

Spend time with the chart to get familiar with some of the most widely prescribed and used allergy medications.

ALLEGRA

Active ingredient: fexofenadine

Typical adult dosage: 180 mg pill once a day

Prescription/over-the-counter: prescription only

Drowsy/nondrowsy: nondrowsy

Generic: available

ALLEGRA-D

Active ingredients: fexofenadine, pseudoephedrine

Typical adult dosage: pill with 60 mg fexofenadine, 120 mg pseudoephedrine twice a day

Prescription/over-the-counter: prescription only

Drowsy/nondrowsy: nondrowsy

Generic: not available

ZYRTEC

Active ingredient: cetirizine

Typical adult dosage: 10 mg pill once a day

Prescription/over-the-counter: prescription only

Drowsy/nondrowsy: can cause drowsiness

Generic: not available

CLARITIN

Active ingredient: loratadine

Typical adult dosage: 10 mg pill once a day

Prescription/over-the-counter: over-the-counter

Drowsy/nondrowsy: nondrowsy

Generic: available, including Alavert

CLARITIN-D

Active ingredients: loratadine, pseudoephedrine

Typical adult dosage: pill with 5 mg loratadine, 120 mg pseudoephedrine twice a day

Prescription/over-the-counter: over-the-counter

Drowsy/nondrowsy: nondrowsy

Generic: available

CLARINEX

Active ingredient: desloratadine

Typical adult dosage: 5 mg pill once a day

Prescription/over-the-counter: prescription

Drowsy/nondrowsy: nondrowsy

Generic: not available

FLONASE

Active ingredient: fluticasone

Typical adult dosage: two sprays each nostril, twice a day

Prescription/over-the-counter: prescription

Drowsy/nondrowsy: nondrowsy

Generic: available

NASONEX

Active ingredient: mometasone

Typical adult dosage: two sprays each nostril, once a day

Prescription/over-the-counter: prescription

Drowsy/nondrowsy: nondrowsy

Generic: not available

NASACORT

Active ingredient: triamcinolone

Typical adult dosage: two sprays each nostril, once a day

Prescription/over-the-counter: prescription

Drowsy/nondrowsy: nondrowsy

Generic: not available

Sources: Pharmacist John Schafer of Stark pharmacies, pharmacist Shawna Williamson at North Oak Pharmacy in Kansas City and Nabih Abdou, allergist at St. Luke's Hospital and clinical professor of medicine at the University of Missouri-Kansas City.

Allergy strategies

Here are several suggestions for allergy sufferers as they arm themselves against the spring allergy season. They were gathered from interviews with local pharmacists John Schafer and Shawna Williamson and allergist Nabih Abdou.

Whether allergy medications make you drowsy isn't cut-and-dried. Most of the popular brands are nondrowsy for most people. Zyrtec can be sedating, but some patients find that the drowsiness subsides after they take it for a while, Schafer said.

Some patients take allergy medications only in reaction to flaring symptoms. But the best strategy for many of the medications is to take them consistently through the allergy season. Some nasal sprays should be started weeks before the season starts. Patients should talk to their doctors and pharmacists for the best dose and timing strategies for them.

Allergy sufferers sometimes confuse antihistamines and decongestants. Antihistamines are used to block histamines, the chemicals released by the body's immune cells that cause nearby tissues to swell and inflame. Decongestants are used against nasal congestion. Some patients benefit from both.

Pseudoephedrine is a decongestant added to some antihistamine medications. That's the "D" in Allegra-D and Claritin-D. But remember that pills containing pseudoephedrine are kept behind the counter at the pharmacy. Because of laws against methamphetamine, customers must show ID and sign for the purchase. Speak to your doctor before beginning any allergy medication with a decongestant, especially if you have high blood pressure.

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

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EXHIBIT 8

3/27/06 Newsweek 61
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March 27, 2006

Section: Tip Sheet

Health: Something To Sneeze At

By Joan Raymond

This month, Tracy Oerter begins her annual battle with hay fever. Since she's allergic to trees, grass and weeds, there's no escape. Her throat tickles, her nose trickles. She rubs her itchy eyes. The 35-year-old hospital administrator from Milwaukee saw a doctor who prescribed a medication. But Oerter still spends most mornings fighting off sneezing fits. "Sometimes," she says, "I want to rip off my face. "

Across the nation, 40 million other drippy noses are suffering from allergies. Most are caused by pollens in the air, along with indoor mold, mites, dust, roaches, pet dander and even ladybugs. An overactive immune system thinks they're dangerous and fights with gobs of chemicals called histamines and the antibody IgE. Until now, doctors battled back mostly with drugs. But 90 percent of patients say they are dissatisfied because their medications aren't effective or have side effects, according to a study last month titled "Allergies in America" endorsed by the American College of Allergy, Asthma & Immunology. Experts aren't surprised. "We have a lot of good drugs, but they aren't good enough," says allergist William Storms of the University of Colorado Health Sciences Center.

Fortunately, researchers are brewing up alternatives. One option, sublingual immuno-therapy, involves potent allergy drops placed under the tongue and swallowed. It's been approved in Europe, can be done at home and may be coming here. Scientists are also looking at a genetically engineered med that uses synthetic DNA molecules to stimulate the body's normal immune response while suppressing the allergy immune response. And some doctors are pumping carbon dioxide into the nose. Trials show it can reduce symptoms for 24 hours.

That's good news, but not if you're trying to stop allergies before lunch. For now, try an antihistamine (for the runny nose, itchy eyes and sneezing) and a decongestant (to ease stuffiness) or a combo product. Since the antihistamine Claritin went over-the-counter in 2002 (a month's supply costs \$30), many insurers require you try an OTC before they'll pay for a prescription. (Loratadine products--Claritin, Alavert and store brands--don't make you drowsy.) All antihistamines work on the same allergy pathway, but there are potency differences when comparing loratadine with prescription meds Zyrtec (cetirizine) and Allegra (fexofenadine), says Dr. Richard Weber at the National Jewish Medical and Research Center in Denver. "But for many, one is as good as another," he says. As for decongestants,

research at the University of Chicago shows that Sudafed 24 (pseudoephedrine) is as effective as a pricier prescription drug, Singulair (montelukast sodium), in reducing nasal congestion and other symptoms. Merck, Singulair's manufacturer, sponsored the study and is referring questions to lead author Dr. Fuad Baroody. "We were very surprised," he says.

Still stuffy? A review of studies by the Agency for Healthcare Research and Quality shows that prescription nasal steroids are consistently more effective than antihistamines. Popular brands include Flonase (fluticasone propionate) and Nasonex (mometasone), among others. The drugs run about \$90 a month, and side effects range from headache to nosebleed. You can avoid the latter by using the right hand to spray in the left nostril and vice versa, which keeps the drug away from the septum. If you fail meds, you could be a candidate for immunotherapy (allergy shots). It's a time-consuming process in which allergens are injected under the skin in increasing doses weekly for several months, and repeated monthly for three to five years. A few doctors are using a more aggressive approach called Rush Immunotherapy, which reduces a patient's time commitment: many injections over a period of days, followed by monthly shots. It has a higher risk of side effects like chest tightening and hives. But in a study published in the Annals of Allergy, Asthma and Immunology, most experienced no significant problems. Ah ... relief at last.

----- INDEX REFERENCES -----

COMPANY: MERCK AND CO INC

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Drugs (1DR89); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Cough & Cold Remedies (1CO34); Prescription Drugs (1PR52))

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Strong medicine. (over the counter medicine)

Gorin, Amy

Byline: Gorin, Amy

Strong Medicine

Pharmacy fatigue? Here are the best Over-the-counter cures to heal what ails you

Your sprint to the finish line wasn't fueled by personal-record ambitions or competitive fire. Instead, it was last night's curry chicken. Your next event: a dash to the drugstore. But once you're there, confusion postpones relief. You reach for the pink stuff. Wait. What about the pill you saw on TV? Or could an antacid do the trick?

It's difficult to choose these days. According to the Consumer Healthcare Products Association, more than 100,000 over-the-counter products are sold in the United States. Whether it's a case of GI distress, a throbbing headache, or a runny nose, runners want fast fixes that won't slow them down. With the help of several physicians and pharmacists, we compiled a list of the best runner-friendly over-the-counter products. Because runners have no time for sickness.

Your nose is more congested than a marathon starting line

Treat stuffiness with a nasal spray containing oxymetazoline. "It acts immediately, so you could use it just before you run," says Michigan-based pharmacist and runner Christie Verran. Don't use for more than five days, or the drug can cause "rebound congestion"--overuse can make the inside of your nose swell, blocking the nasal passage.

Your Fix: Several nasal sprays contain oxymetazoline, including Afrin, Zicam, and generic brands.

Extra Tip: Breathe Right nasal strips can provide relief while you sleep or run. The strips lift the sides of your nose to improve your ability to breathe.

You have a full-blown cold--sneezing, coughing, runny nose

A Detroit Medical Center study found that zinc lozenges cut the common cold's duration by more than three days. Participants took one lozenge containing 12.8 milligrams of zinc acetate every two to three hours while awake.

Your Fix: Lozenges containing zinc acetate, such as Quantum Thera Zinc.

Extra Tip: For the fastest recovery possible, Lewis Maharam, M.D., medical director for the New York City Marathon, recommends avoiding common cold relievers such as Sudafed. "You'll get over a cold faster by letting your body fight it off," he says. Coughing, for example, helps your body clear itself of germs.

Your cold's going for an endurance record

A never-ending winter cold may be allergies in disguise. Spending more time inside can increase your exposure to mold and dust. David Bernstein, M.D., an allergy expert at the University of Cincinnati, recommends a daily dosage of loratadine, a long-acting, non-sedating antihistamine. "The drug is most effective when it's built up in your system over time," he says.

your Fix: Claritin 24 hour Allergy, **Alavert**, and the generic versions of these brands contain slow-release loratadine, which keeps the drug in your bloodstream for 24 hours.

Extra Tip: Claritin Reditabs provide a fast fix: They begin working in 15 minutes.

Your feet itch and burn

Athlete's foot is a fungal infection that thrives in moist areas such as locker-room showers and wet running socks. Use a treatment with terbinafine or butenafine, which kill the fungus faster than other remedies, says Steve Pray, Ph.D., professor of nonprescription drugs at Southwestern Oklahoma State University.

your Fix: Lamisil AT, which contains terbinafine, Lotrimin Ultra, which contains butenafine, or generic versions of these brands.

Extra Tip: Change out of wet socks, wear flip-flops in locker rooms, and dry your feet last when towel drying off.

Montezuma takes his revenge during your runs

Stomach woes can interfere with a run for a variety of reasons, including excessive hydration. "When you drink too much water, it moves through the GI tract without being absorbed, and that causes diarrhea," says James Glazer, M.D., professor of sports medicine at the University of Vermont School of Medicine. So limit fluid intake to less than 16 ounces an hour before a run. Also, avoid foods high in protein, fat, or fiber, which are slow to digest. Dr. Glazer cautions against making a habit of taking anti-diarrhea meds that contain loperamide, such as Imodium A-D, before a run. Loperamide can mask symptoms of dehydration, and taken on a regular basis, it could cause constipation or damage to your GI lining.

Your Fix: Bismuth subsalicylate, which is gentler on the stomach. It's found in Pepto-Bismol and generic brands.

Extra Tip: Meet with a sports nutritionist. Tweaking your diet will likely decrease your need for pit stops.

Your head's pounding before you start pounding the pavement

For headaches, take acetaminophen rather than nonsteroidal anti-inflammatory

drugs (NSAIDs) before a run. NSAIDs decrease blood flow to the kidneys, which regulate salt levels. If you also overhydrate, this heightens your risk of developing hyponatremia, a low concentration of sodium in the blood that can lead to coma, seizures, and in rare cases, death, says Dr. Maharam. Save the anti-inflammatories to soothe your postrun aches and pains.

Your Fix: Tylenol 8 Hour Extended Relief and generic brands that contain 650 milligrams of acetaminophen.

Extra Tip: Get a massage. University of Miami researchers found that two weekly 30-minute massages decreased headache pain in migraine sufferers.

There's a bonfire in your chest

For fast heartburn relief, pick liquid formulas over chewables. "The liquid works instantaneously," says Paul Doering, M.S., of the Department of Pharmacy Practice at the University of Florida. "The tablet has a 10- to 15-minute delay because it has to disintegrate."

Your Fix: Mylanta, Maalox, and several generic brands offer liquid antacids.

Extra Tip: Lay off the caffeine--it relaxes the muscle that keeps food and acid in your stomach.

Germ Warfare

Arm yourself with these tools to stay out of the doctor's office and on the roads.

Disinfectant sprays or wipes. Wipe down your workspace daily. A University of Arizona study found that the average desk houses up to 400 times more germs than a toilet seat.

Vitamin E. An Oregon State University study found that ultramarathoners who took 400 IU of the vitamin didn't suffer the immune system breakdown usually caused by extreme exercise.

Humidifier. "A humidifier keeps the nose from getting irritated and makes the resistance barrier between you and the germs stronger," says James Glazer, M.D., of the University of Vermont.

Hand sanitizer. Active ingredient ethyl alcohol is an antiseptic that kills germs without water.

---- INDEX REFERENCES ----

COMPANY: DETROIT MEDICAL CENTER

NEWS SUBJECT: (Health & Family (1HE30))

INDUSTRY: (Gastroenterology (1GA59); Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Healthcare Services (1HE13); Healthcare (1HE06); Antacids (1AN37); Consumer Products & Services (1CO62); Fungal (1FU80); Over-the-Counter Drugs (1OV18); Analgesics (1AN10); Pain Management (1PA72); Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Respiratory & Pulmonary (1RE29))

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Section: Travel

HEALTHY TRAVELER

Pay attention to ills that may be lurking at your destination
Kathleen Doheny
Special to The Times

DENGUE fever has plunged Singapore into a health crisis, and public health officials worldwide are worried that avian flu will trigger a human influenza pandemic.

Those developments reaffirm a basic travel truism: No one is truly prepared for a trip until he or she knows what diseases or conditions lurk at the destination -- whether it's New England or Indonesia -- and how to minimize the risk.

Here, some risks you should know about now and what to do to boost the odds of staying healthy while traveling.

For The Record

Los Angeles Times Tuesday October 18, 2005 Home Edition Main News Part A Page 2 National Desk 2 inches; 104 words Type of Material: Correction

CDC flu guidelines -- The Oct. 9 Healthy Traveler column reported that travelers should avoid eating poultry in areas where avian flu is found. The federal Centers for Disease Control and Prevention says influenza viruses are destroyed by heat and advises people to cook poultry and poultry products, such as eggs, thoroughly before eating. In the same column, "all babies" were included in CDC recommendations for people who should get flu shots. The CDC advises the shots for babies 6 to 23 months old, babies 6 months and older with chronic heart or lung conditions and children older than 23 months with health problems.

For The Record

Los Angeles Times Sunday October 23, 2005 Home Edition Travel Part L Page 3 Features Desk 3 inches; 115 words Type of Material: Correction

CDC flu guidelines -- The Oct. 9 Healthy Traveler column ("Pay Attention to Ills That May be Lurking at Your Destination") reported that travelers should avoid eating poultry in areas where avian flu is found. The federal Centers for Disease Control and Prevention says influenza viruses are destroyed by heat and advises people to cook poultry and poultry products, such as eggs, thoroughly before

eating. In the same column, "all babies" were included in CDC recommendations for people who should get flu shots. The CDC advises the shots for babies 6 to 23 months old, babies 6 months and older with chronic heart or lung conditions and children older than 23 months with health problems.

Dengue fever: In Singapore, the Ministry of Health reported an average of 204 dengue fever cases a week in the first half of 2005.

The most current statistics available show that more than 8,850 cases, with eight deaths, have been reported.

Dengue, spread by the bite of infected Aedes mosquitoes, is most common in tropical and subtropical areas. Those 15 to 24 years old are most susceptible.

After a three- to 14-day incubation, an infected person is likely to have a high fever, severe headache and joint and muscle pain. A rash typically surfaces about five days after the fever and can spread from the torso to the extremities and the face, according to the federal Centers for Disease Control and Prevention in Atlanta.

The severity of the disease varies greatly, and there is no treatment. Sometimes it goes away on its own, and sometimes it is severe enough to be fatal. A rare form, called hemorrhagic, is severe.

"There is no medication for dengue," says Dr. Gerald Brennock, a Mission Viejo internist who specializes in travel medicine. Nor is there a vaccine.

"The only protection is good insect repellent," Brennock says. He recommends using 20% DEET repellents.

Wearing long-sleeved clothing also can help.

Bird flu: Avian influenza, or H5N1, is prevalent in Indonesia and other destinations. From January 2004 until Sept. 22, 115 human cases of bird flu had been reported (91 in Vietnam, 17 in Thailand, four in Cambodia and three in Indonesia), according to the CDC; 59 have died.

Most of the cases are thought to have been caused by direct contact between humans and infected poultry. Travelers are advised to avoid eating or having any other contact with any poultry or poultry products, as well as surfaces contaminated by the birds.

Although a vaccine is under study, it's not yet available.

In people, bird flu symptoms resemble those typical of influenza, including fever, sore throat and cough. They can include eye infections, pneumonia or respiratory diseases.

Research suggests that some medications approved for human flu virus might work in preventing bird flu. Brennock says that for the last two years he has been giving Tamiflu (oseltamavir) to his patients headed to China and other outbreak areas and advises them to take it if bird flu breaks out at their destination.

Tamiflu may not be readily available overseas, the State Department says. Americans interested in having it for their trip should consult a doctor in the U.S. before departure.

Influenza: Get a flu shot before you travel, Brennock advises adult travelers. It might prevent you from being detained if, for instance, you travel to areas where severe acute respiratory syndrome, or SARS, might strike.

"If you develop influenza in China -- because it is indistinguishable from SARS, they would detain you," Brennock says.

He recommends a flu shot for adult travelers, especially if their destination is China, Thailand or Vietnam.

He also recommends it if you are traveling to South America, "where they have [the] flu all year long," he says.

(The CDC recommends flu shots for those 65 and older, those who live in nursing homes, children 6 months and older with chronic heart or lung conditions, all babies, and others with health problems.)

Influenza symptoms include fever, headache, fatigue, dry cough, sore throat and muscle aches.

In the United States, flu season peaks from late December through March; up to 20% of the population is expected to get it each year.

Symptoms usually occur two days after exposure to the virus, which is spread when an infected person sneezes or coughs and sends virus-filled droplets into the air.

Experts advise that you consider yourself contagious for at least five days after developing symptoms.

Allergies: Fall foliage tours can be less than beautiful if you're prone to fall allergies.

The good news? "If you are headed to Vermont, the ragweed is gone by October," says Dr. Jonathan Corren, a West Los Angeles allergist and immunologist and associate clinical professor of medicine at the UCLA David Geffen School of Medicine. But elm trees may be pollinating, and outdoor mold can be at high levels, at least until the first frost, he says.

What should you take: "I tell patients to take non-sedating antihistamines so they don't fall asleep in the middle of dinner." Two good over-the-counter choices include Claritin and Alavert (loratadine).

"They are reasonably effective non-sedating antihistamines," he says.

If you're under an allergist's care, take the medications your doctor prescribes.

To find out if pollen and mold levels will be high at your destination, check the National Allergy Bureau information at www.aaaai.org/nab. Click on "Pollen & Mold Count" on the left-side menu, and you can search by destination.

Healthy Traveler appears every other week. Kathleen Doheny can be reached at kathleendoheny@earthlink.net.

---- INDEX REFERENCES ----

COMPANY: CONSTRUCTION SÀRL; SOUTH AFRICAN REVENUE SERVICE

NEWS SUBJECT: (Health & Family (1HE30); Government (1GO80); Health & Safety (1HE24))

INDUSTRY: (Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Infectious Diseases (1IN99); Travel Health & Medicine (1TR84); Viral (1VI15); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Respiratory Drugs (1RE83); Influenza (1IN29); Healthcare Practice Specialties (1HE49); Respiratory & Pulmonary (1RE29))

REGION: (China (1CH15); North America (1NO39); Far East (1FA27); Indonesia (1IN16); Eastern Asia (1EA61); Thailand (1TH74); Indo China (1IN61); California (1CA98); Southeast Asia (1SO64); Americas (1AM92); Vietnam (1VI02); Asia (1AS61); USA (1US73); Singapore (1SI94))

Language: EN

OTHER INDEXING: (CDC; DENGUE; FEDERAL CENTERS FOR DISEASE CONTROL; HEALTHY TRAVELER; MINISTRY OF HEALTH; MISSION VIEJO; NATIONAL ALLERGY BUREAU; SARS; STATE DEPARTMENT; UCLA DAVID GEFEN SCHOOL OF MEDICINE) (Brennock; Click; Gerald Brennock; HEALTHY TRAVELER; Jonathan Corren; Kathleen Doheny; Pay Attention; Research; Tamiflu; Wearing)

KEYWORDS: AVIAN FLU; INFLUENZA; ALLERGIES; DENGUE FEVER

EDITION: Home Edition

Word Count: 1396
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EXHIBIT 11

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ALLNEWS

9/26/05 Wausau Daily Herald (Wis.) 3
2005 WLNR 16277857

Wausau Daily Herald
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September 26, 2005

Section: Local

Medicines can provide relief for allergy sufferers

Amy Olson

By Amy Olson

Wausau Daily Herald aolson@wdhprint.com

For Taran Shepard, the time between mid-August and the end of September can be pure torture.

A 21-year-old psychology student at the University of Wisconsin-Stevens Point, Shepard suffers from seasonal allergies, and she said this has been the worst year she's ever experienced.

Shepard said she has been sneezing and suffering from congestion, sinus headaches, a sore throat and lack of sleep, all because of seasonal allergies.

"I've always said I'd rather be sick," Shepard said.

Late summer and early fall tend to be peak times for those with seasonal allergies to suffer from runny noses, watery eyes and itchy throats.

Dr. Bruce Homa, a family physician at Ministry Medical Group, said it has been a bad year, noting dry years tend to produce more pollen.

Right now, the big culprits are ragweed and a mold called alternaria, said Dr. Laura Dziadzio, a pediatric allergist with the Marshfield Clinic Wausau Center.

Levels of ragweed tend to peak in mid-August and level off after the first frost, meaning people allergic to that type of pollen could get a reprieve with the first cold snap. Those who are allergic to alternaria might have to wait for the first snowfall to kill the mold.

Trying to avoid triggers is a good first step, but it's not always practical.

"I'm not a big fan of locking yourself in the house," Dziadzio said.

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9/26/05 BSX-WAUSAU 3

For most people, taking an over-the-counter allergy medication alleviates symptoms, and it's a good first step for people to try, Homa said.

So how do people know which medication to take?

What to try first

Determining which over-the-counter medications work best is a matter of trial and error, Homa said.

Some of the oldest, most effective medications are antihistamines such as Benedryl, which work by blocking a chemical called histamine that the body releases in response to an allergen such as ragweed or grass pollen. Though the drug provides relief for many people, it can make people drowsy and typically works for four to six hours.

Newer over-the-counter antihistamines such as Claritin and **Alavert** seem to work better than other products and do not produce the drowsiness associated with some antihistamines, said Dave Klieforth, a pharmacist at Sniteman's Pharmacy in Neillsville.

The drowsiness associated with older antihistamines can be especially troublesome for anyone who uses sleep aids or anti-depressants, which also can cause drowsiness, Klieforth said.

Some brands are available with a decongestant. That can help relieve symptoms such as runny noses or stuffy sinuses, but Klieforth said people with hypertension might want to avoid those products because decongestants can raise blood pressure. If you have questions or concerns about drug interactions, it's best to check with a doctor or pharmacist for advice.

See a doctor

Those who don't find relief can turn to prescription medications. Dziadzio said there are a range of medications from prescription antihistamines such as Allegra to nasal steroids such as Flonase that can help control symptoms.

Dziadzio said patients who have questions should contact their regular doctors. Those who suffer from year-round allergies or experience frequent sinus infections or allergy-induced asthma can be referred to allergists to help manage their conditions, she said.

Shepard said she initially did not renew her prescriptions this year, but finally broke down and went to the doctor, who sent her home with Allegra and a nasal steroid called Rhinocort.

Shepard said she thinks the worst of her symptoms are over, but she came down with a cold and the flu because her immune system had spent so much time battling the allergies.

"Hopefully next year won't be so bad," she said.

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On the Web

To track pollen counts, log on to the National Allergy Bureau at www.aaaai.org/nab/index.cfm?p=pollen or check Surveillance Data Inc.'s site, pollen.com.

---- INDEX REFERENCES ----

COMPANY: SURVEILLANCE DATA INC

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Wellness (1HE60); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Drugs (1DR89); Respiratory Drugs (1RE83); Infectious Diseases (1IN99); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

Language: EN

OTHER INDEXING: (BENEDRYL; CLARITIN; MARSHFIELD CLINIC WAUSAU CENTER; MINISTRY MEDICAL GROUP; NATIONAL ALLERGY BUREAU; SURVEILLANCE DATA INC; UNIVERSITY OF WISCONSIN STEVENS POINT; WAUSAU DAILY HERALD) (Alavert; Amy Olson; Bruce Homa; Dave Klieforth; Determining; Dziadzio; Homa; Klieforth; Laura Dziadzio; Medicines; Shepard; Taran Shepard)

Word Count: 777
9/26/05 BSX-WAUSAU 3

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EXHIBIT 12

Citation Search Result Rank(R) 6 of 234 Database
9/19/05 CONVSTNWS 85 ALLNEWS

9/19/05 Convenience Store News 85
2005 WLNR 16027663

Convenience Store News
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Business Media

September 19, 2005

Volume 41; Issue 12

Health and beauty care: the third most profitable category in the c-store channel! According to the NACS SOI report Health and Beauty Care ranks third in c-store profitability.
Advertorial

Wyeth Consumer Healthcare has a prescription for not only category optimization, but a wellness plan to put the c-store channel ahead of the curve--which includes stocking productive products in the top-ranking cough and cold segment. (Cough and cold was recognized as the second-largest HBC segment behind analgesics in the National Association of Convenience Stores State of the Industry Report.)

"Methamphetamine legislation is affecting the cough and cold category due to pseudoephedrine (PSE) restrictions," said Keith Wypyszynski, Senior Vice President of Trade Development for Wyeth. Some states are confining PSE products to the pharmacy counter only, he added, which obviously is not an option for the convenience channel.

"Currently, as of September 2005, 45 of 50 states have liquid and Liquid Gel exemptions. States where liquids and Liquid Gels are restricted, at this time, include: Delaware, Iowa, Indiana, Nebraska and North Dakota," Wypyszynski explained. And that means a majority of c-stores can still compete in the category with the Advil Cold & Sinus Liquid line--particularly Liqui-Gels, a top seller from Wyeth.

"We're recommending that those c-store retailers currently carrying the Advil Cold & Sinus 20-count caplets, put Advil Cold & Sinus 16-count Liquid-gels in their place. We are also recommending Liquid PSE products such as Robitussin CF and Dimetapp Elixir " Wypyszynski said.

This could prove very timely for c-store retailers looking to seize new profit opportunities. The 2005 cough-and-cold season is expected to be up, incidence-wise, between 30 and 40 percent, according to Surveillance Data Inc.

"And when consumers are sick, their shopping trips are incidence-driven; their cough or cold is the number-one reason for venturing out to a store, and they

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want it to be convenient to get in and out," Wypyszynski said. "If the category is merchandised properly, convenience stores can fill a great majority of that need."

That is also where Wyeth comes in. Beyond the company's leading brand opportunities, it is also equipped to help convenience stores "really optimize category space and get new products in distribution as fast as possible," said Gary Wittenberg, Senior Manager for Convenience Stores at Wyeth.

How is this achieved? "By communicating our c-store specific IRI data, as well as our category development resources, which includes assisting in planning and making sure space is proportionate to sales," Wittenberg explained.

It's clear that what's good for c-store retailers is a deeper focus on HBC. "We know c-stores could optimize opportunities within HBC," Wypyszynski said. "Especially with margins shrinking in other categories, HBC is a great profit center and a way to make up some margin and increase traffic," Wittenberg added.

Industry data backs Wyeth up. According to a new survey from consulting firm Bain & Co., 72 percent of consumers surveyed do not purchase health and beauty products from convenience stores--and yet, nearly 80 percent said they would be willing to. What's more, health and beauty care is actually the third-most profitable category for the convenience channel, as reported in the most recent NACS SOI report.

Innovative product introductions and outstanding promotional programs are the ingredients for success.

As an industry leader, Wyeth Consumer Healthcare offers to all retailers an opportunity to participate in a variety of marketing and business development programs for its leading national brands, including Advil(R), Centrum(R), Alavert(R), Dimetapp(R), Robitussin(R), ChapStick(R) and many others.

These promotions range from advertising programs, displays, and other consumer-directed promotional activities all designed with the needs of you and your customers in mind.

To discover how these programs can help support your sales throughout the year, contact your Wyeth Consumer Healthcare Sales Representative, your wholesaler, or write to: Consumer Trade Relations, Wyeth, 5 Giralda Farms, Madison, NJ 07940.

---- INDEX REFERENCES ----

COMPANY: PUBLIC SERVICE ELECTRIC AND GAS CO; WYETH; SURVEILLANCE DATA INC; BAIN AND CO INC

NEWS SUBJECT: (Corporate Financial Data (1X059); Health & Family (1HE30); Major Corporations (1MA93))

INDUSTRY: (Retail (1RE82); Infectious Diseases (1IN99); Pharmaceuticals &

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Biotechnology (1PH13); Retailers (1RE64); Manufacturing (1MA74); Consumer Products & Services (1CO62); Food & Beverage Distribution & Services (1FO39); Personal Care & Beauty Aids (1PE87); Convenience Stores (1CO89); Respiratory & Pulmonary (1RE29); Cough & Cold Remedies (1CO34))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (ADVIL; ADVIL COLD SINUS; ADVIL COLD SINUS LIQUID; BAIN CO; CF; CONVENIENCE STORES; HBC; LIQUID PSE; NACS; NACS SOI; NATIONAL ASSOCIATION OF CONVENIENCE STORES STATE; PSE; ROBITUSSIN; SOI; SURVEILLANCE DATA INC; WYETH; WYETH CONSUMER HEALTHCARE) (Centrum(R), Alavert; Dimetapp; Dimetapp Elixir; Gary Wittenberg; Health; Innovative; Keith Wypyszynski; Methamphetamine; Wittenberg; Wypyszynski) (All government; All market information; New laws; Trends) (North America (NOAX); United States (USA))

COMPANY TERMS: WYETH CONSUMER HEALTHCARE

PRODUCT: Pharmaceutical preparations; Cold, cough and congestion preparations; Convenience food stores - retail283400; 283431; 541049

Word Count: 802
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EXHIBIT 13

Citation
6/13/05 STEVENSPTJ A1

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Rank(R) 15 of 234

Database
ALLNEWS

6/13/05 Stevens Point J. A1
2005 WLNR 9409049

Stevens Point Journal
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June 13, 2005

Section: Local

Allergy season picks up

Andrew Dowd (spj)

Summer storms send pollen into the air

by andrew dowd

Journal staff

Eyes itchier than an old wool sweater, a runny nose and a head that feels like a floating balloon all inform allergy sufferers that the pollen and mold season is upon us.

Recent storm activity and high winds are expected to cause allergy sufferers some problems as mold spores and pollen spread through the air.

Preceding a storm, updrafts send mold spores up into the air, which explains why people with allergies can experience symptoms before and after rain comes.

Dr. Al Neuhoff, a family practitioner with Point Family Practice, 3301 Stanley St., said spring and fall are usually the worst allergy times of year.

He noticed that for the past month, patients have consistently been coming in with complaints of allergy problems.

Avoiding allergens like pollen and mold is the best treatment, but Neuhoff said it can be difficult as the weather gets warmer and people don't want to keep their windows closed.

The tree pollen season is coming to a close, but those allergic to mold spores and grass will begin to feel a little worse.

"With these days of high humidity, we'll have more mold spores kicking up," said Dr. Steve Kagen, allergy and asthma specialist and founder of the Kagen Allergy Clinic in Appleton.

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Allergy seasons

Though people may only be susceptible to certain allergens and experience symptoms during part of the year due to their immune system, allergens always are present.

"The allergy season never really ends," said Dr. Steve Kagen, founder of the Kagen Allergy Clinic in Appleton.

Peak seasons for main allergens:

Tree pollen: Begins first week in April, peaks early to mid-May and declines in June.

Grass: Begins May 5 to May 10 and declines in mid-July.

Mold: Starts appearing in abundance after significant rains in spring and summer, at its highest in August through October.

Ragweed: Pollinates around Aug. 15 and ends with second hard frost in late fall or winter.

Indoor: Allergies to dust mites, pet hair and Asian lady beetles flare up after the cold weather takes care of many outdoor allergens and people stay indoors more often.

Modes of allergy treatment

* Avoidance: Try and keep away from allergens you are susceptible to by closing windows to keep spores and pollen out of your home

* Medication: Either over-the-counter drugs like loratadine (sold as Claritin or **Alavert**) or Benadryl and prescription antihistamines

* Allergy injections: Prescription medication shots taken on a regular basis for severe allergy cases

Different categories of allergies

* Hay fever: also known as allergic rhinitis, affects the nose and sinuses

* Asthma: affecting the chest and respiratory system

* Food allergies: causes digestive problems and stomach aches

* Hives: raised, itchy red welts on the skin's surface often due to reactions to food or medicine

* Anaphylaxis: when insect stings or other allergens affect the entire body

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As of this week, Kagen said this year has been an average allergy season, especially when compared to last year, which showed a 40 percent increase in pollen counts over an average year.

Allergy symptoms often appear to be colds, but Kagen said people will know if they are allergic to something they will have runny noses and sinus problems for more than a week in addition to itchy eyes and skin.

"If you have an allergy, you don't have to suffer," he said. "Allergies can get better with an accurate diagnosis."

Testing and an exact diagnoses from a detailed medical history and either skin or blood tests should be done before any medication is taken or prescribed, Kagen said.

Aside from breathing in pollen, Kagen warns allergy sufferers that certain foods related to grass and ragweed can trigger reactions.

"These are some of the relationships that patients need to be aware of," Kagen said.

People allergic to grass should avoid tomatoes, corn, onions, chives and other plants that grow like grass or contain similar proteins. The "cousins" of ragweed, including bananas, watermelons, cantaloupe and sunflower seeds, also should be avoided by those with allergies.

Eating the foods may cause wheezing, an itchy mouth and intestinal problems.

Before heading to an allergy specialist, a person can ask their family practitioner or regular doctor about allergy testing. Skin tests can be done at any age, Kagen said.

Medication has been improving in its power to treat symptoms, but the immune imbalance that causes allergy problems will remain, Kagen said.

"The cause of all allergy symptoms and asthma is an overactive immune system," Kagen said.

To treat an overactive immune system in people who experience severe allergic reactions, allergy injections are needed.

Beginning in young adulthood, allergies have become the No. 1 cause of absenteeism at school, and has been shown to affect concentration in the classroom.

"Treatment actually improves school performance," Neuhoff said.

Kagen has developed a program for Wisconsin schools called the Allergy Family Guide, which he hopes will be implemented in fifth-grade classes statewide.

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Between 23 percent and 30 percent of the population has the genetic predisposition to have allergic immune reactions to things they are exposed to, Kagen said.

"It's not a small number of people," he said.

Dowd can be reached at 345-2249 or adowdcwnews.net.

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Infectious Diseases (1IN99); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

Language: EN

OTHER INDEXING: (ALLERGY; ALLERGY FAMILY GUIDE; BENADRYL; KAGEN ALLERGY CLINIC) (Al Neuhoff; Anaphylaxis; Family Practice; Journal; Kagen; Neuhoff; Preceding; Recent; Steve Kagen)

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Search Result

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Database
ALLNEWS

5/21/05 Pantagraph (Bloomington Ill.) A1
2005 WLNR 8156497

Pantagraph (Bloomington, IL)

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May 21, 2005

Doctors: Allergies are worse this year

Paul Swiech

BLOOMINGTON -- Each May, Dr. Daniel Palmer is asked if the spring allergy season is worse than the previous year.

"This year, it actually has been worse," Palmer said Friday.

Dr. Anjuli Nayak agreed. "I think we're seeing more patients who are symptomatic this year than in past years."

It's not that pollen counts have been higher than usual every day.

"Pollen counts have been really high," but numbers are comparable to previous springs, said Nayak, a Normal allergist and medical researcher.

A difference this year is that trees and grasses began pollinating earlier, meaning people allergic to tree pollen, mold spores and grass pollen began experiencing itchy, watery eyes, persistent sneezing, and runny nose about a week earlier than usual, Nayak said.

The mild winter and early, warm spring have contributed to trees pollinating earlier, said Palmer, an allergist in Bloomington and Peoria.

Trees generally begin pollinating about April 7, Nayak said. This year, her office staff took its first pollen reading of the spring on March 31 and there already was tree pollen in the air, she said.

Warm weather exposed dead leaves and mulch, and mold spores multiplied. Spring breezes and mowing of lawns helped to spread the pollen and mold spores.

Grasses generally start pollinating in late May or early June. But last year, grasses began pollinating here on May 19. This year, grasses began pollinating on Sunday, Nayak said.

People allergic to tree pollen and mold spores may begin to experience a decrease in symptoms soon. But for people allergic to grass pollen, symptoms may get worse because grass pollen can be around until mid-summer.

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5/21/05 PNTGPH A1

The degree of each person's misery depends, in part, on their exposure to allergens. That's why the first thing that allergists suggest is to limit exposure.

Of course, no one wants to be inside all spring. So allergists compromise by suggesting things like working outside early in the morning before the wind picks up, carrying pollen and spores; closing windows and turning on the air conditioner on days when the pollen count is high; and trying an over-the-counter, non-sedating antihistamine, such as Claritin (generic name loratadine) and **Alavert**.

"If that doesn't provide enough relief, we (primary care physicians and allergists) have other things we can try," Palmer said.

----- Allergy tips

Allergic to tree and grass pollen and mold spores? Here's how to minimize your symptoms:

- Limit outdoor activity during peak pollen times - 10 a.m. to 4 p.m. If you must work outside, shower and change clothes immediately afterward. Or work outside early in the morning before the wind picks up.

- On warm days and nights when pollen counts are high, close the windows and turn on your air conditioner. Air conditioners with electrostatic filters pull pollen out of the air.

- Keep pets off furniture and out of the bedroom. Pollen can cling to dogs and cats that have been outside.

- Wash bedding in hot water weekly.

- If allergies bother you at night, close the windows and take a shower before bed to remove pollen from your skin and hair.

- Try an over-the-counter, non-sedating antihistamine, such as Claritin or **Alavert**.

- If an over-the-counter medicine doesn't work, see your primary care physician, who may prescribe a nasal spray or eye drops, or refer you to an allergist who would determine whether allergy injections are appropriate.

SOURCES: Drs. Anjuli Nayak and Daniel Palmer; American Academy of Allergy Asthma & Immunology (www.aaaai.org)

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Respiratory Drugs (1RE83); Allergy & Immunology (1AL96); Infectious Diseases (1IN99); Allergy Drugs (1AL35); Pharmaceuticals &

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5/21/05 PNTGPH A1

Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54);
Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05);
Respiratory & Pulmonary (1RE29); Allergy (1AL79))

Language: EN

OTHER INDEXING: (ALLERGY ASTHMA IMMUNOLOGY; AMERICAN ACADEMY; BLOOMINGTON;
POLLEN; SOURCES) (Allergy; Anjuli Nayak; Daniel Palmer; Doctors; Nayak; Palmer)

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EXHIBIT 15

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4/26/05 SDUT E1

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Rank(R) 25 of 234

Database
ALLNEWS

4/26/05 San Diego Union-Trib. E1
2005 WLNR 6623339

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April 26, 2005

Section: LIFESTYLE

SOMETHING TO SNIFF AT

After a wet winter, allergens are thriving and the allergic are suffering

R.J. Ignelzi, STAFF WRITER

Spring is in the air. But your watery eyes and itchy nose probably already told you that.

Although San Diego is finally drying out, local eyes and noses are flowing fast. Our wet winter has produced abundant, pollen-producing vegetation, along with a bumper crop of mold spores and dust mites. All of it adds up to an allergy season that's definitely something to sneeze at.

"The pollen is even higher than after the El Ni X o in 1998. It's the highest I've ever seen it here," says Dr. Gary Cohen, an allergist with offices around San Diego County. "And it may get worse before it gets better."

Rain or shine, there's not much allergy relief in sight for Southern California. Our big three allergens -- pollen, mold and dust mites -- cause problems all year long. When it rains, the pollen count is low, but mold and dust mites are at their worst. When the rain stops and the sun comes out, the mold problem is less, but the pollens come on like gangbusters.

One out of five Americans suffers from various allergies, according to the National Institute of Allergy and Infectious Diseases, a division of the National Institutes of Health. All that sniffing and sneezing accounts for 3.5 million lost workdays and 8.4 million doctors' office visits each year.

So how can something as teeny as pollen grains, mold spores or dust mites cause such huge problems for so many people? An allergy is an abnormal sensitivity to an ordinarily harmless substance. The average human body is not affected by pollen from cottonwood trees, for example. But if you're allergic to cottonwood pollen, your body releases a chemical called histamine, which causes blood vessels and tissues to swell, particularly those in the sinuses.

Anyone can get an allergy at any time in life. Genetics is a big factor. Environment is an even bigger one.

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4/26/05 SDUT E1

Although San Diego has a prolonged pollen season, we usually don't get intense pollen counts like in the Midwest or East because our weather isn't as extreme.

Normally, the San Diego area has seasonal pollens, with separate periods of trees, grass and weed pollens following one after the other. But this winter's abundant rainfall has shuffled the environmental deck. This year, we're seeing all the pollens simultaneously -- and in very high levels.

The conditions have been exacerbated by wild vegetation growing in the burned out areas of the 2003 fires.

"What was burned was replaced with lots of weeds and wild grasses which produce pollen," says Dr. Katharine Woessner, a Scripps Clinic allergist. "This year we're not only in for a very intense pollen season, but also a very long one."

Some of the most common tree allergens in the San Diego area include the eucalyptus, oak, cottonwood, pepper and mustard pollens. And almost all types of grasses and weeds will cause allergic reactions in some people.

Just don't blame the poor petunias. Contrary to popular belief, most ornamental flowers don't cause allergy problems. On the other hand, the desert wild flowers (which are mostly flowering weeds) can play havoc with our noses.

In San Diego County, year-round mold allergies are an even bigger problem than pollen for many people. And it doesn't just affect the folks in the damper beach communities. Although you can find mold (seen most often as mildew or fungus) indoors or outdoors, mold spores can travel 50 miles in the air. This winter's heavy rains caused roofs to leak, along with other residential water damage, which combined with warm temperatures makes fertile ground for a mold fest.

Mold isn't just an indoor problem. A large number of mold allergy problems result from outdoor ground molds, common in watered grass.

"People who live on golf courses that get watered every day often can have terrible allergies," says Dr. John Pauls, an allergist with Sharp Community Medical Group. "They blame it on the pollen, but actually it's because of the ground mold."

Even if you're one of the fortunate ones whose nose and throat aren't bothered by San Diego's seasonal plants or fungal spores, you may still have to deal with sensitivities to disgusting dust mites.

"San Diego is dust-mite heaven," Pauls says.

Dust mites live in carpet, upholstery, mattresses, pillows and plush-textured things like stuffed animals. They feed on shedded human skin cells. It's not the little critter we're allergic to, but its excrement. And, with the thousands of dust mites in the average home, there's a lot of it everywhere.

"Each year a mattress ages, it adds two pounds in dust-mite fecal matter,"

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4/26/05 SDUT E1

Woessner says. "Because you sleep in the middle of it, there's often chronic inflammation of the nose and eyes."

No matter if you're sensitive to pollens, dust mites or mold spores, the allergic reaction will be about the same -- runny or stuffy nose, sneezing, teary eyes and headaches.

You can be allergic to just one of the allergens -- only pollen, for example -- or the entire slew of irritants. Although skin and blood tests by an allergist can determine exactly what you're allergic to, you can get a pretty good idea of what's causing the problem by noting when the symptoms occur.

If your allergies are worse when you are outdoors, chances are you're sensitive to pollens. If your head is stuffed up or you're sneezing during damp or rainy weather, mold may be the problem. And if you feel your worst in the middle of the night or first thing in the morning, blame it on the dust mites.

Can't figure out if it's a cold or allergies? Time will tell.

"A cold and allergies have many of the same symptoms -- congestion, sneezing, runny nose. The difference is a cold lasts for about five to seven days," says allergist Cohen. "Symptoms lasting a lot longer than that mean you probably have allergies."

Putting the squeeze on the sneeze inducers

Although there's no simple cure for allergies, knowing how to minimize exposure to allergens can lessen the sneezes and wheezes.

To help relieve allergy problems caused by pollen:

[] Try to schedule your outdoor activities when the air is relatively free of pollen -- before 8 a.m. when the sun isn't high or hot enough to dry pollen-bearing anthers. Pollen counts at ground level generally peak between 8 a.m. and noon as pollen starts to rise, and again between 5 and 9 p.m. as the air cools and the pollen falls.

[] If you're allergic to grass, it's best to keep your lawn well-trimmed because high grass produces more pollen. Better yet, get the neighbor's kid (or your own) to do the job for you.

[] If you must mow the grass yourself, wear a paper dust mask.

[] Shower soon after coming in from outdoors to wash off pollen that sticks to skin and clothing. Encourage family members, especially children who have been playing in the yard, to do the same.

[] Wash your hair before you go to bed at night, since hair collects a lot of pollen during the day. When you go to bed, you rub it into your pillow and it then goes into your nose.

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[] If you have a pet going in and out of the house, it's bringing pollen indoors on its fur. Have somebody who is not pollen-sensitive brush Fluffy or Fido outdoors before allowing the pet inside.

[] If you still seem to be sensitive to your pet, try to restrict it to rooms without carpet and upholstered furniture.

[] Don't hang your laundered sheets outside to dry. Although it may make them smell fresh, they'll be loaded with pollen.

To help relieve allergy problems caused by mold:

[] Use a dehumidifier or a portable air cleaner at least in the bedroom. For best results, let it run 24/7.

[] Installing carpeting over concrete slab can trap moisture and mold. If you have severe mold-spore allergies, replace carpets covering concrete with a hard flooring surface such as stone or hardwood.

[] Mold is usually prevalent where there is moisture in the house, especially the bathroom and kitchen. To kill mold spores, clean washable surfaces with one part household bleach to 20 parts hot water.

To help relieve allergy problems caused by dust mites:

[] Replace the kids' plush-pile stuffed animals with allergen-free stuffed toys. If they refuse to give up their favorite teddy bear, put it in the freezer overnight once a week to kill the nasty little bugs.

[] Wash all bedding weekly in hot water (at least 130 degrees).

[] Remove deep-pile carpeting at least from the bedroom.

[] Remove heavy drapery at least from the bedroom and replace with blinds or shutters.

[] Use zippered, allergen-proof coverings for your mattresses, pillows and box springs.

[] Store books and magazines (a breeding ground for both dust mites and mold spores) in enclosed bookcases or sealed boxes.

To help relieve all kinds of allergy problems:

[] Replace your furnace and air-conditioning filters regularly.

[] Vacuum at least weekly, more often if you have pets. During allergy season, use a new vacuum cleaner bag each time.

[] Keep your house windows closed. Use your air conditioner if you have one. On mild days, only run the fan, not the cooling or heating unit.

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4/26/05 SDUT E1

[] Keep your car windows closed and use air conditioning with the vent set on "recirculate."

[] Use portable air purifiers in the rooms you live in most -- bedrooms and family rooms. Allergists recommend ones with a HEPA (high efficiency particulate air) filter for the most effective removal of allergens.

[] Have your house vents and air ducts professionally cleaned once a year to get out built-up pollen, dust-mite debris and mold.

[] Avoid tobacco smoke, automobile exhaust, hair spray, perfumes and insecticide sprays. These products can enhance allergy symptoms.

Attacking the allergens

Allergy sufferers can help alleviate the woes of the nose by avoiding allergens or attacking the symptoms with medication or shots. Fortunately, today's sniffers have more medicine options than ever before.

OVER-THE-COUNTER MEDICATIONS

What they are: Antihistamine and decongestant pills and decongestant nasal sprays. Some products combine both antihistamines and decongestants.

Recommended for: Patients with mild allergies lasting only a day or two at a time, and only several times a year.

Advantages: Inexpensive and readily available at drugstores and supermarkets.

Disadvantages: Antihistamines cause drowsiness, and decongestants can elevate blood pressure. Usually need to take the medication every six hours. Nasal decongestant sprays should not be used more than three days in a month because they can cause severe rebound congestion.

Comments: One medication without these side effects is loratadine (sold as Claritin and **Alavert**), formerly a popular prescription allergy medication that's now available over the counter.

PRESCRIPTION ALLERGY PILLS

What they are: Antihistamines include Allegra, Clarinex and Zyrtec.

Recommended for: Someone with more persistent allergies or someone who doesn't want sedation side effects.

Advantages: Not sedating and need to be taken only once a day. Usually more effective than over-the-counter medications.

Disadvantage: Expensive. Must see doctor for a prescription.

Comments: Although all of these drugs work by blocking histamines, some work

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better than others for some individuals. Allergists recommend patients try a medication for a month to decide if it's effective for them before switching to another.

PRESCRIPTION NASAL STEROID SPRAYS

What they are: Corticosteroid sprays include Flonase, Nasonex, Nasacort, Rhinocort and Vancenase.

Recommended for: Anyone with severe and long-term allergies.

Advantages: Suppress inflammation and other allergic symptoms where they start, in the nasal airways and throat. Not sedating.

Disadvantages: Need to be used every day and take about a week before beneficial effect is noticed. Can be drying to nasal area. Expensive.

Comments: For patients with year-round allergies, many allergists prescribe both allergy pills and nasal steroid sprays to be used together.

ALLERGY SHOTS (IMMUNOTHERAPY):

What they are: Allergens are injected into the arm, acting like an immunization, helping to build up tolerance to the allergen.

Recommended for: Patients with severe symptoms who have failed with medications or are not willing to use medications.

Advantages: Eventually ends or minimizes an allergy.

Disadvantages: Monthly shots. Expensive. It takes four to six months of allergy shots to see any benefit, and three to five years to end the allergy.

Comments: Before shots are administered, skin tests will be conducted to see exactly what patient is allergic to.

ALTERNATIVE MEDICINES

What they are: Acupuncture, Chinese herbs, stress-reduction techniques (meditation, hypnosis, deep breathing) and butterbur (a German plant with anti-inflammatory properties).

Recommended for: Allergy patients who don't want to take drugs or have sedating side effects.

Advantages: Few negative side effects for acupuncture and stress-reduction exercises. Butterbur is an all-natural supplement that was found to be as effective as Zyrtec in a Swiss study.

Disadvantages: Acupuncture and Chinese herbal consultations can be expensive. Some unrefined butterbur can be toxic to the liver. Limited clinical evidence

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of effectiveness of herbal supplements.

Comments: Be sure to get supplements and herbal medications from a reputable source. Ask your pharmacist or herbalist for recommendations, or consult the Arcana Pharmacy, an herbal pharmacy at Scripps Center for Integrative Medicine in La Jolla, www.arcanapharmacy.com or (858) 554-2033.

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Household Cleaning Products (1HO77); Ear, Nose & Throat (1EN56); Household (1HO53); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Consumer Products & Services (1CO62); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Cough & Cold Remedies (1CO34); Prescription Drugs (1PR52))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73); California (1CA98))

Language: EN

OTHER INDEXING: (ACUPUNCTURE; ALLERGY; ARCANA PHARMACY; EL NI; FIDO; NATIONAL INSTITUTE OF ALLERGY; NATIONAL INSTITUTES OF HEALTH; PATIENTS; PRESCRIPTION; REMOVE; SCRIPPS CENTER FOR INTEGRATIVE MEDICINE; SCRIPPS CLINIC; SHARP COMMUNITY MEDICAL GROUP) (Advantages; Cohen; Comments; Contrary; Disadvantages; Encourage; Environment; Gary Cohen; Genetics; Infectious Diseases; Installing; John Pauls; Katharine Woessner; Mold; Pauls; Store; Vancenase; Woessner; Zyrtec)

EDITION: 1,7

Word Count: 2654
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END OF DOCUMENT

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WY 00061

EXHIBIT 16

Citation	Search Result	Rank(R) 26 of 234	Database
4/24/05 POUGHKEEPSIEJ F08			ALLNEWS
4/24/05 Poughkeepsie J. F08			
2005 WLNR 6984471			

Poughkeepsie Journal
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April 24, 2005

Section: Families

Treating hives is easier than finding cause

Dr. Herschel R. Lessin

Question: My son is 1 1/2 and is suffering from some mysterious tiny red rashes. When it comes, he has lots of tiny red rashes on his face and almost the whole area of his back. It's very itchy in the beginning. But after about 20 minutes it stops bothering him. Those rashes last for less than 12 hours. He had them twice in this month. What can this be? Will it come back again?

Answer: The main problem when trying to diagnose rashes is that it is rather hard to do without actually seeing the rash itself. This is obviously hard for me trying to help you in a newspaper column, but it is often a problem in the office as well. It seems that by the time I actually get to see the patient, the rash is almost gone or has vanished completely. However, as in most of medicine, a lot can be deduced by listening to the patient's history.

The most important items in this history are the fact that the rash is itchy and that it comes and goes fairly quickly. That history is very suggestive of urticaria, better known as hives. Hives happen to nearly everyone at one time or another. The most common cause is an allergy to something. Unfortunately, unless the cause is obvious, it is usually almost impossible to figure out. Hives can be caused by allergy to nearly anything: viral infections, hot or cold temperatures, trauma to the skin, contact to an irritant. Even intense emotions can cause them.

Antihistamines usually best

The majority of patients with hives are affected only for a few days to a week. Most cases are "self-limiting." If the offending agent is known, it should be avoided. A few unfortunate patients will get chronic hives that can last many months. There is very little we can do for such patients except treat their symptoms. Allergy testing is almost never useful. In terms of treatment, the mainstay is antihistamines. The newer drugs such as loratadine (available without prescription. Claritin or **Alavert**) and cetirizine (sold as Zyrtec, requires a prescription) are favored because they are less likely to cause drowsiness and sedation. Most other over-the-counter antihistamines, such as

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diphenhydramine (Benadryl), work well, but often cause extreme sleepiness. Patients should take antihistamines until they are hive-free for a few days.

In its worst form, hives can be dangerous or even deadly. If there is any wheezing, difficulty breathing, lip swelling, nausea or feelings of weakness, you should call 911 immediately. Such symptoms are an emergency and should never be ignored. A rare form of allergic reaction that may look like hives is called Stevens-Johnson syndrome. It is often caused by medications. Once again, if there is any swelling of lips, mouth or vagina, this diagnosis must be considered, especially if the lesions become ulcerated. Immediate medical attention should be sought.

There is a form of hives somewhere between plain urticaria and Stevens-Johnson syndrome. This variant is known as erythema multiforme. The hives occur in great numbers all over the body and often have purplish discoloration at the center. There are often lesions that look like little "targets." There should not be any involvement of the mucous membranes of the mouth, eyes or vagina. While very frightening, this variant is usually just very annoying, as long as it doesn't progress to full blown Stevens-Johnson syndrome. The vast majority of patients have simple urticaria that can be treated with antihistamines.

A doctor's visit would be a good idea if the child is uncomfortable or displays any of the symptoms of the more serious illness I've discussed.

(Dr. Herschel R. Lessin is medical director of the Children's Medical Group, with offices in Poughkeepsie, Hopewell Junction, Fishkill, Rhinebeck, Modena and Newburgh. Send questions to oncall@childrensmedgroup.com or c/o Families, Poughkeepsie Journal, P.O. Box 1231, Poughkeepsie, NY 12602.)

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Respiratory Drugs (1RE83); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Allergy (1AL79))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); New York (1NE72))

Language: EN

OTHER INDEXING: (FISHKILL; MEDICAL GROUP; MODENA; POUGHKEEPSIE; RHINEBECK; STEVENS JOHNSON) (Answer; Claritin; Herschel R. Lessin; Hopewell Junction; Newburgh; P.O. Box; Send)

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EXHIBIT 17

Citation
4/24/05 WCHTEAG b1

Search Result

Rank(R) 27 of 234

Database
ALLNEWS

4/24/05 Wichita Eagle (Kan.) b1
2005 WLNR 6364778

Wichita Eagle (KS)
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April 24, 2005

Section: b

Pills clear allergies, wallets
Allergy sufferers are finding that the price -- and effectiveness -- of
medications are as varied as the pollen in the April breeze.

BY ANNIE CALOVICH, The Wichita Eagle

Tree- and grass-allergy seasons are colliding in the Wichita area, and people are going to the doctor in droves, looking for relief.

Tree- and grass-allergy seasons are colliding in the Wichita area, and people are going to the doctor in droves, looking for relief.

But often the prescription for drying up a runny nose and watery eyes only adds to the pain.

Since Claritin, a non-drowsy antihistamine, became available for sale over the counter, insurance companies have made it more expensive for patients to take prescription antihistamines that may work better for them. The cost difference can be as much as \$1.67 a day.

"If you need another agent and Claritin doesn't work, you have to pay," said Thomas Scott, an allergy doctor at the Wichita Clinic.

"The products are expensive."

The result: More patients are asking for samples, and people are popping the pills they can afford rather than the ones that work best for them.

"There is a difference," said Merle McFarland, a pharmacist who owns pharmacies in Wichita, Cheney and Kingman. Zyrtec, Clarinex and Allegra are three prescription medications that are similar to Claritin, Scott said.

"Basically they're in the same class of drugs," McFarland said. "They should operate similarly. But each drug is a little bit different in effect and side effect. Somebody may get along fine with one but not the other."

And people with chronic allergies often find that one drug works for a while

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4/24/05 WCHTEAG b1

then loses its effectiveness, McFarland said.

Some insurance companies have a tiered co-payment system under which consumers pay different amounts based on the medication that is prescribed. Since Claritin became available over the counter, many insurance companies have kicked up the co-payments or the percentage that customers have to pay for an alternative to Claritin. In some cases, consumers are left to foot 50 percent or more of a monthly \$70 cost.

"For the insurance companies it's a cost-saving move. They're trying to keep their costs down on some of these classes of drugs," McFarland said.

Charlene Bailey of the Kansas Insurance Commission said the agency hasn't received direct complaints about the insurance coverage of the drugs, but does hear people say things such as, "Now I can't even afford Claritin."

The costs of the different drugs do differ.

Alavert is a generic form of Claritin that is also available over the counter and is cheaper than Claritin. The dosage of this class of antihistamine generally is one 10-milligram pill a day. The costs of **Alavert**, Claritin and Zyrtec, a prescription antihistamine similar to Claritin, in packages of 30 pills of 10 milligrams at Walgreens.com, shows the difference per day:

- ** **Alavert**: \$18.99 (63 cents a day)
- ** Claritin: \$22.99 (77 cents a day)
- ** Zyrtec: \$69.99 (\$2.30 a day).

Alavert costs as little as 53 cents a pill on sale at Walgreens right now.

But allergy sufferers should know that antihistamines such as Claritin aren't even necessarily what will help them most, Scott says. In many cases a nasal spray containing a corticosteroid will be more effective, and an antihistamine may be added only as an adjunct.

But "people don't like to spray things up their nose," Scott said. "Corticosteroids work better. Antihistamines only go so far."

The insurance situation is worse for people with less-common conditions for which an antihistamine is the primary relief, such as hives, Scott said. The insurance companies won't pay any more for the drug these people need even if it will make a big difference in their symptoms.

One solution may be a doctor's recommendation that a patient take an antihistamine other than Claritin, McFarland said. Some plans will pay more of a prescription drug's cost if a doctor says it's necessary. A patient should contact the pharmacy, which will initiate a process to get authorization from the doctor, McFarland said.

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WY 00065

4/24/05 WCHTEAG b1

It's enough to make the pharmacist need an aspirin for the headache.

"We get a fair amount of them overridden," McFarland said. "It just takes a lot of time. There may be a higher co-pay than they had to pay" before Claritin became available over the counter, "but they're probably going to get the medicine if they truly need it."

Scott said that not all patients have that option, however. "I think, unfortunately, this is a checkbook society," he said. "They're taking what they can afford. They'd like caviar but they're eating sardines. It's a sad situation."

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Pharmaceuticals & Biotechnology (1PH13); Allergy Drugs (1AL35); I.T. Vertical Markets (1IT38); Internal Medicine (1IN54); I.T. in Insurance (1IT17); Allergy (1AL79); Insurance Software (1IN05); I.T. (1IT96); Infectious Diseases (1IN99); Pharmaceuticals Cost-Benefits (1PH30); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Respiratory Drugs (1RE83); Allergy & Immunology (1AL96); I.T. in Pharmaceuticals (1IT99); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Prescription Drugs (1PR52))

REGION: (North America (1NO39); Kansas (1KA13); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (Thomas Scott; Charlene Bailey) (KANSAS INSURANCE COMMISSION) (Alavert; Basically; Charlene Bailey; Cheney; Clarinex; Kingman; McFarland; Merle McFarland; Scott; Thomas Scott) (Wichita; Wichita; Wichita; us.ks.wichta; us.ks; us)

KEYWORDS: (CT/hea); (CT/wea); (NT/Health); (NT/Weather); (SU/weather); (SU/health)

EDITION: main

Word Count: 884

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END OF DOCUMENT

EXHIBIT 18

Citation
4/23/05 BSX-NWLEAD 1

Search Result

Rank(R) 28 of 234

Database
ALLNEWS

4/23/05 News-Leader (Springfield Mo.) 1
2005 WLNR 6493169

Springfield News-Leader
Copyright 2005 Springfield News Leader

April 23, 2005

Section: Main

Gesundheit!; Allergy facts and myths; Symptoms:

Amos Bridges, News-Leader

Warm temperatures, strong winds contribute to layer of green dust coating cars and other surfaces in Springfield.

Amos Bridges, News-Leader

For allergy sufferers, the pollen grains coating cars and patio furniture in recent days have been something to sneeze at.

Karl Barke, coordinator of air quality control for the Springfield-Greene County Health Department, said the pollen count taken Wednesday -- 4,463 grains per cubic meter -- was the second-highest he could remember in 21 years of keeping pollen records.

"Oak pollen is the dominant species that we're seeing right now," said Barke, who collects pollen samples three times per week. " ... The amount of pollen that we've seen deposited on cars and surfaces is about as much, or as concentrated, as I've seen it in recent memory."

Recent warm temperatures have contributed to high pollen production, he said, and "the spring winds obviously tend to strip the pollens off the trees more readily and keep it airborne."

Even when local trees finish blooming, the season of sneezing could go on for some time.

"As spring moves northward, those woodlands to our north will be blooming ...," Barke said. "So theoretically, the north winds that we have for the next day or so could be blowing pollen in from the north."

Almost 36 million Americans -- about one in eight -- suffer from seasonal allergic rhinitis, commonly known as spring allergies or "hay fever."

"Hay fever" is a term commonly used to describe seasonal allergy symptoms, but

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4/23/05 BSX-NWLEAD 1

the allergies aren't caused by hay at all. The phrase was coined by a British physician in 1828 -- because his allergy symptoms worsened during the British haying season.

Allergens such as ragweed or ash trees aren't readily found in the desert or southwestern United States, but heading to the desert isn't a permanent fix. Allergies to new, local plants can develop.

Sensitivity to some allergens tends to run in families, but problems can be reduced by avoiding them. Symptoms are more likely to develop as we age and can potentially last a lifetime.

GRAPHIC BY AMOS BRIDGES AND JEFF HARPER

Other prevention tips:

Stay indoors: Pollens are usually emitted between the hours from 5 a.m. to 10 a.m.

Filter the air: Keep the windows closed and use air conditioning when possible.

Keep it clean: Showering and washing your hair every night before going to bed can get rid of pollen built up during the day, and don't forget about pets -- their coats can catch pollen, too.

Although pollen and other common allergens are typically harmless, the immune systems of people with allergies react as if they were dangerous substances, sparking a chemical reaction that irritates the tissues of the eyes, nose and lungs.

Common symptoms include:

Sneezing

Congestion

Runny nose

Itchiness in the nose

Scratchy throat

Watery/itchy eyes

Itchiness in ears

Chronic, or long-term, allergy symptoms and congestion can also disrupt sleep, leading to fatigue and poor performance.

Treatment:

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4/23/05 BSX-NWLEAD 1

A variety of treatments are available for allergy sufferers, some over-the-counter and others by prescription only. An allergist (a doctor specializing in treating allergies) can diagnose specific allergies and recommend long-term solutions.

Antihistamines: These medications reduce some allergy symptoms by blocking the release of histamine, which irritates nasal, eye and lung tissue. Loratadine-based antihistamines like Claritin and **Alavert** are available over the counter. Unlike those that contain diphenhydramine -- such as Benadryl -- loratadine products don't cause drowsiness, last longer, and can be taken after symptoms appear.

Nasal sprays: Antihistamine sprays block the chemical that causes allergic symptoms. Intranasal steroid sprays, available by prescription, heal and protect nasal tissues from future exposures.

Immunotherapy: A regimen of doctor-administered shots that gradually build a patient's resistance to allergens.

Local pollen counts are published daily in the News-Leader on Page 2A, and are also available on the Springfield-Greene County Health Department Web site: www.ci.springfield.mo.us/health/

Graphic:

Pollen counts

Area pollen counts for Friday (grains per cubic meter)

Kansas City: 1,760

Springfield: 2,671

St. Louis: 1,231

Louisville: 883

Little Rock: 918

Dallas: 243

SOURCES: AMERICAN ACADEMY OF ALLERGY, ASTHMA AND IMMUNOLOGY; DR. GREGORY LUX, ST. JOHN'S ALLERGY AND ASTHMA CLINIC; SPRINGFIELD-GREENE COUNTY HEALTH DEPARTMENT; NATIONAL ALLERGY BUREAU; SPRINGFIELD AIR QUALITY CONTROL

Graphic:

Oak dominant offender right now

News-Leader

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4/23/05 BSX-NWLEAD 1

Photo Caption: Budding oak tree NEWS-LEADER FILE PHOTO

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---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Household Cleaning Products (1HO77); Ear, Nose & Throat (1EN56); Household (1HO53); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Consumer Products & Services (1CO62); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (ALLERGY BUREAU; CLARITIN; COUNTY; DEPARTMENT; GREENE COUNTY HEALTH DEPARTMENT; JOHN; SPRINGFIELD NEWS) (Amos Bridges; Barke; Chronic; Filter; Hay; Immunotherapy; Intranasal; JEFF HARPER; Karl Barke; News; Oak; Photo Caption; Runny; Scratchy; Sensitivity; Stay; Watery)

Word Count: 919

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EXHIBIT 19

Citation
4/1/05 NATLHLTH 47

Search Result

Rank(R) 33 of 234

Database
ALLNEWS

4/1/05 Nat. Health 47
2005 WLNR 5247245

Natural Health
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April 1, 2005

Volume 35; Issue 4

The allergy antidote: forty million Americans suffer from seasonal rhinitis. Learn to avoid the triggers, treat your symptoms, and enjoy a sneeze-free spring. (Good medicine: the integrative approach to total well-being)
Doheny, Kathleen

IN SPRING, blooming flowers and lush green trees can make you feel lucky to be alive--or hopelessly miserable, if you're one of the nearly 40 million people who will sneeze and sniffle their way through the next few months.

Allergies are year-round nuisances, but spring packs an especially powerful wallop for those susceptible to tree and grass pollens, mold, and dust mites. Since living in a sterile bubble is impractical, it's best to discover what's new--and what's natural--in allergy relief.

watch on the rhinitis

SEASONAL allergic rhinitis affects about 20 percent of American adults and accounts for nearly 17 million office visits a year to health-care providers, according to the American Academy of Allergy, Asthma & Immunology. Symptoms include nasal stuffiness; sneezing; and itching of the nose, roof of the mouth, and ears. Rhinitis sufferers are also prone to allergic conjunctivitis, an inflammation of the eyes that makes them red, itchy, and watery.

In addition, chronic rhinitis may potentially progress to asthma, according to the World Health Organization. "The inflammation that occurs with allergy and asthma is very similar," explains AAAAI spokesman Gailen D. Marshall, M.D., Ph.D., director of the division of clinical immunology and allergy for the University of Mississippi Medical Center in Jackson. If you have allergies, tell your doctor about any new symptoms, such as frequent coughing (especially during exercise or at night), excessive shortness of breath, or wheezing.

Allergic diseases in general have increased substantially in recent years. Researchers have yet to determine what exactly accounts for the rise--"but it's not genetic," says Marshall, because it's happening too quickly. Likely culprits include environmental issues such as indoor and outdoor pollution, excessive use of antibiotics, and a jump in levels of psychological stress.

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The logo for Westlaw, featuring the word "Westlaw" in a stylized, serif font with a circular graphic element around the "l".

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And to what do all these allergy patients react? Pollens, mostly.

the inside, and outside, scoop

"CLASSICALLY, spring is tree-pollen season," says Marshall. "As trees bloom and pollinate, all this pollen is in the wind." Then there are grass pollens, which become plentiful in the late spring and early summer. Next come weed pollens, at their highest levels in the late summer and early fall. (Pollen seasons occur earlier in warmer climates, later in colder ones.)

Many people with allergic rhinitis are also sensitive to other allergens, such as mold or dust mites found in common house dust. "It's more and more common that if someone has an allergy to one (substance), they acquire allergies to others," Marshall says. "If the only time you have problems is in the spring, it's likely pollen, and you can focus on that. But if you go up in the attic and start to sniffle, there's a good chance you also have mold and/or dust-mite sensitivity."

So on those blustery or attic-visiting days when you're sneezing, blinking, and bemoaning, what's going on inside? In response to an offending allergen, the immune system thinks it's under attack and produces a certain type of antibody, called IgE. ("Think of 'E' for 'evil,'" Marshall tells his patients.)

The IgE antibody arms white blood cells known as mast cells, which are located in your nose, lungs, eyelids, and other areas. "With continuous pollen exposure, the antibody triggers mast cells to release chemical mediators--the histamines and leukotrienes--that cause you to itch, sneeze, drain, and get congested," says Marshall.

home and other remedies

THE EASIEST WAY to sidestep an attack is to avoid the allergen. If pollen is your nemesis, don't go outside when it peaks--usually between 10 a.m. and 4 p.m. If you have to roam on a high-pollen day, take a shower when you return home, as pollen can collect on your skin and hair, and make symptoms worse.

While at home, try to reduce humidity levels, because dust mites and mold spores thrive in a damp environment. "Ideal is less than 50 percent humidity," says Marshall. "The outside mold, you can't control--the inside mold you can."

Once a reaction occurs, the following therapies can offer relief:

Antihistamines that were formerly prescription--only have become available over-the-counter, says Jeffrey S. Goldsmith, M.D., an internist at Santa Monica-UCLA Medical Center and assistant clinical professor of medicine at UCLA David Geffen School of Medicine. These are often the preferred treatment for mild and intermittent symptoms; choose a non-sedating antihistamine, such as Ipratadine (Claritin, Alavert).

Decongestants are effective at unstuffing noses, but oral decongestants should be used with caution, advises Marshall, who cites possible side effects, such as

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insomnia and increased blood pressure. Topical decongestants--nasal sprays like Afrin--don't have these risks, but after three or four days they can cause "rebound" congestion.

Cromolyn sodium is a mast-cell stabilizer that's sold over-the-counter as a nasal solution; brand names include Nasalcrom and Intal. It's not as immediate-acting as an antihistamine, but still quite useful at preventing cells from secreting histamine, says Goldsmith; administered prior to allergen exposure, nasal cromolyn may reduce the initial allergic reaction. Side effects are uncommon and usually mild.

Saline nasal mists are "very soothing," says Marshall. "Pollens bind to the mast cells inside the nose, and the saline washes those pollens out." Mists can be concocted at home, he notes, but should be made fresh every day: "Use 1/4 teaspoon of table salt and 1/4 teaspoon of baking soda (not powder) in 8 ounces of lukewarm water. Squirt this up your nose with a dropper, put it in a spray bottle, or pour a little into your hand and snort it." You can also purchase a neti pot, which is specifically designed for nasal irrigation.

Butterbur (*Petasites hybridus*) is another natural option. "Based on the research, butterbur looks very promising for allergic rhinitis," says Mark Blumenthal, founder and executive director of the American Botanical Council in Austin, Texas. Petasin, one of the herb's active ingredients, has been demonstrated to inhibit the activity of histamines and leukotrienes, according to a 2004 report in the *Annals of Allergy, Asthma & Immunology*. Another recent study, performed at the University of Dundee in Scotland and published in *Clinical Experimental Allergy*, found that 50 milligrams of butterbur twice daily was as effective at reducing rhinitis symptoms as 180 mg daily of the drug fexofenadine (Allegra).

Aller-7, an ayurvedic allergy formula that contains dried lebbek tree bark and dried chebulic myrobalan fruit, might have some potential, says Blumenthal, although research has shown mixed results. A study published in *Emerging Drugs* found that Aller-7 improved sneezing, running and itching nose and eyes, and headache in patients compared with a placebo. Yet an analysis by the American Botanical Council found no significant results.

Herbs like nettle (*Urtica dioica*) and elderflower (*Sambucus nigra*) may offer some respite from allergy season. The *Encyclopedia of Herbal Medicine* recommends an infusion of 1 teaspoon of each herb to 2 cups of water, taken daily for three months. For excessive nasal congestion, make a steam inhalation of German chamomile (*Chamomilla recutita*) by infusing 15 grams of the herb or five to 10 drops of essential oil in 3 cups of water, and inhale for 10 minutes. Also, pycnogenol, a supplement made from the bark of a French pine tree (*Pinus maritima*), may inhibit the release of histamines. Consult a professional herbalist and your doctor if you have asthma or severe allergy symptoms.

Vitamin C supplementation could be useful. "Recent evidence suggests vitamin C may have immune-enhancing effects," says Marshall, who advises boosting your intake at least two weeks before allergy season. About 1,000 mg a day of vitamin C tends to minimize symptoms of all kinds of allergies, he notes. (For

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adults, the recommended daily allowance is 75 mg for women and 90 mg for men-- and the upper limit is 2,000 mg.)

Homeopathy is based on the principle that small amounts of substances that provoke symptoms can provide relief. Allergic rhinitis has traditionally been treated with allium cepa (for burning nasal discharge), arsenic iodide (constant sneezing), euphrasia (eye problems), or sabadilla (sore throat). Consult a practitioner or use a formula like Boiron's Sabadil, which has allium cepa, euphrasia officinalis, sabadilla, and other ingredients. (For a full explanation of homeopathy, plus more remedies, see page 74.)

Nutrition may affect how you breathe. A diet low in sodium but high in omega-3 fatty acids found in walnuts, flaxseed, and cold-water fish can reduce symptoms of rhinitis, concludes an analysis in the journal Primary Care. And maintaining a healthy level of bacteria in the gut through a diet rich in vegetables and fruits may help the immune system's resistance to allergens, according to a report in Infection and Immunity. When symptoms do hit, eliminating fatty foods, dairy products, sugar, and alcohol will reduce phlegm.

Relaxation is important because stress makes allergy symptoms worse in many people, says Marshall. Meditating, practicing yoga, and listening to pleasant music have been shown to be beneficial.

For updates on allergy management, contact the American Academy of Allergy, Asthma & Immunology (aaaai.org; 800-822-2762) or the Asthma and Allergy Foundation of American (aafa.org; 800-7-ASTHMA). TO determine the National Allergy Bureau's pollen count for your home area or travel destination, visit aaaai.org/nab.

TALK TO YOUR DOC

Some allergy treatments require professional guidance, including these medications and procedures.

Nasal corticosteroids are anti-inflammatory drugs that treat all symptoms of allergic rhinitis. Newer versions, such as Elonase (fluticasone), Nasonex (mometasone), and especially Nasacort (triamcinolone), are faster-acting and better tolerated.

Leukotriene modifiers block the action of substances that lead to inflammation and symptoms like congestion. Depending on the patient, "they're either magic or worthless," says Gailen D. Marshall, M.D. Singulair (montelukast sodium) was first used for the treatment of asthma, but now has the official FDA OK for allergic rhinitis. Other leukotriene modifiers are prescribed "off label" for rhinitis.

Anti-IgE antibody is the latest form of treatment intended to disrupt the allergic chain reaction, sometimes called the allergic cascade. It is expensive, continues to be researched, and is used in moderate to severe cases to reduce asthma symptoms caused by allergies, and only when corticosteroids have proved insufficient.

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Immunotherapy isn't new but it can be effective, says Marianne Frieri, M.D., director of allergy immunology training at the Nassau University Medical Center in East Meadow, N.Y. Over time, tiny amounts of an allergen are injected to make the patient less sensitive. "What we call allergy shots work to control allergic rhinitis and can help asthma as well," Frieri notes. "It actually alters the immune-cell response to allergens." in sublingual immunotherapy, or SLIT, the allergens are placed under the tongue. The technique is used in other countries, including England. In a 2004 review in the journal Allergy, researchers concluded that SLIT and the injection technique are almost equivalent.

Acupuncture can relieve allergies, says Michael Spano, L.Ac., a licensed acupuncturist and a clinical resident at Bastyr Center for Natural Health in Seattle. Combining acupuncture with certain Chinese herbal formulas (such as Pe Min Kan Wan) seems to have some benefit, too, he says.

Illustration by HELEN D'SOUZA

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Cough & Cold Remedies (1CO34))

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OTHER INDEXING: (AAAAI; ALLERGY FOUNDATION OF AMERICAN; AMERICAN ACADEMY; AMERICAN ACADEMY OF ALLERGY; AMERICAN BOTANICAL COUNCIL; BASTYR CENTER FOR NATURAL HEALTH; CLASSICALLY; EASIEST; HERBAL MEDICINE; IGE; MEDICAL CENTER; NASSAU UNIVERSITY MEDICAL CENTER; NATIONAL ALLERGY BUREAU; PE MIN KAN; SAMBUCUS; SANTA MONICA; SEASONAL; SLIT; TALK; UCLA DAVID GEFFEN SCHOOL OF MEDICINE; UNIVERSITY OF DUNDEE; UNIVERSITY OF MISSISSIPPI MEDICAL CENTER) (Aller; Allergy; Asthma; Asthma Immunology; Blumenthal; Combining; Consult; Frieri; Gailen D. Marshall; Goldsmith; HELEN D'SOUZA; Ideal; Ige; Illustration; Immunology; Jeffrey S. Goldsmith; Learn; Marianne Frieri; Mark Blumenthal; Marshall; Meditating; Michael Spano; Nutrition; of Allergy; Petasin; Primary Care; Relaxation; Squirt; Topical) (Allergens (Risk factors); Rhinitis (Causes of)) (Consumer) (Consumer news and advice (CONS); Health (HEAL)) (United States (1USA))

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EXHIBIT 20

Citation
3/29/05 BSX-NWLEAD 6

Search Result

Rank(R) 35 of 234

Database
ALLNEWS

3/29/05 News-Leader (Springfield Mo.) 6
2005 WLNR 5022613

Springfield News-Leader
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March 29, 2005

Section: Health

Cover story: Spring's reawakening brings return of seasonal allergies

Amos Bridges, News-Leader

Sneezing, itchiness, runny nose and watery eyes are body's attempt to expel offending particles.

Amos Bridges, News-Leader

Spring is back. Pass the tissues.

While the popular vision of the season of rebirth is one filled with twittering birds, dewy greenery and fragrant blossoms, from the perspective of a seasonal allergy sufferer, the view is less sublime.

Itchy, watery eyes turn the reawakened landscape into a fractured blur, and chipper birdsong is drowned out by rapid-fire sneezes and sniffles.

Affecting approximately 36 million Americans, seasonal allergic rhinitis -- also known as spring allergies or hay fever -- is one of the most common allergic conditions in the United States, according to the American Academy of Allergy, Asthma and Immunology.

Airborne tree and grass pollens are the most common allergens, substances that trigger seasonal allergies. Southwest Missouri has both in abundance.

"St. Louis, Kansas City and Topeka are in the top 10 (U.S. cities by pollen counts)," said Gregory Lux, an allergist at St. John's Allergy and Asthma Clinic in Springfield. "So we are in a very bad part of the country for seasonal allergy."

The area's high humidity doesn't help perennial allergy sufferers -- those who experience problems year-round -- either. Dust mites and other common allergens thrive in the moist warmth.

"So this is not a good place to live for someone with allergies," Lux said. "They have to take care of it and treat it with medication or shots."

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How allergies work

Like other allergy sufferers, those with seasonal allergies can blame their troubles on an antibody, called immunoglobulin E (IgE), that attaches to the surface of mast cells lining the respiratory tract. Mast cells are large connective tissue cells that contain histamine, heparin and serotonin -- which are released in allergic reactions or in response to injury or inflammation.

Pollen and other common allergens are typically harmless and are ignored by the bodies of people without allergies. The immune systems of people with allergies, however, begin to react to the allergens as if they were dangerous substances, producing IgE antibodies for protection.

The combination of allergens and antibodies sparks the release of histamines and other chemicals from the mast cells, irritating the tissues of the eyes, nose and lungs.

The symptoms that follow -- sneezing, itchiness, runny nose and watery eyes -- are the body's attempt to expel the offending particles.

If the allergens are small enough to enter the lungs, asthma can also result, Lux said, although it is less common in seasonal allergy sufferers than in those affected by perennial sources such as dust mites, mold and pets.

"Pollen is usually bigger, so it sticks in the eyes and nose and doesn't get to the chest," he said.

Sometimes, those acute reactions are all a seasonal allergy sufferer experiences, Lux said. But when the irritating conditions persist for an extended period of time, chronic allergy symptoms can set in.

"As the season goes by for a couple of weeks, they lose that sneezing and the eye problems, but what they develop is congestion and nasal drip, because it's been going on now for a month," he said. "They'll come in with sinus headaches or sinus infections, because it's a chronic disease.

"So people who live with it have chronic disease, whereas (seasonal allergy sufferers) or someone who visits a house with pets, they'll have acute disease."

Diagnosis necessary

Proper diagnosis is important, Lux said, because -- in addition to the general misery of scratchy, dripping noses -- extended periods of congestion can disrupt sleep, leading to fatigue.

"Allergies are a major cause of poor performance, because you don't sleep well, so you don't work or attend school with as much attention," he said.

Too often, he said, seasonal allergy sufferers treat their symptoms but never address the root cause.

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"The problem is, it's usually a mild problem that can be ignored," Lux said. "So most people don't go to their doctor and say, 'Hey, I can't breathe at night through my nose.'"

Because allergy symptoms can be similar to those of other illnesses, people may mistakenly believe they are suffering from another ailment, said Joanne Gordon, clinic manager at Skaggs Urgent Care Plus in Branson.

The clinic treats patients from approximately 48 states and six countries, Gordon said, many of them visitors to the Branson area.

"They come in thinking it's a cold, or a bad headache or a sinus problem, and the truth is, in their own home state they've had this (allergy) occurrence, but it was a different time of the year," she said.

Those most affected by Missouri's allergens are often residents of states such as Virginia, Tennessee and Arkansas that have similar species of trees and plants, Gordon said.

"It could be that we're blooming and the place they are coming from is not," she said. "They may have that occurrence that they normally have in the springtime in their own state, and we're in the tail end of winter."

Ozarks allergens

In the Ozarks, allergy season can begin as early as January when the first trees start pollinating, said Karl Barke, coordinator of air quality control at the Springfield-Greene County Health Department. The season generally persists until the first good freeze, usually in October, kills off the last of the ragweed.

As he does every year, Barke has been taking local pollen counts -- measured by the number of pollen grains per cubic meter of air -- outside the Springfield office every Monday, Wednesday and Friday morning, weather permitting.

"We took our first one the 15th of February," Barke said. "At that time we had a very high reading, and cedar was the predominant pollen."

That cedar pollen, however, likely wasn't from local red cedars -- Barke believes it was from a different species carried on the wind from the south. He still expects to see a bump in local cedar pollen before oak gets going in mid-April.

"I'm a little puzzled why we haven't seen it yet," Barke said. "I may have missed it during some of this damp weather."

The rain and cool temperatures in recent weeks are likely factors contributing to the relatively light season experienced so far, he said. "Any time the weather is cold and wet, it lowers the amount of pollen in the air."

The opposite, unfortunately, is also true. More pleasant conditions will likely send pollen counts higher, Barke said. "My observations are that, at this time

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of year, warm evenings and moderate nighttime temperatures ... will tend to stimulate (tree) pollination the next day."

Once oak season hits, it is likely that allergy sufferers can expect pollen counts to average between 1,500-2,000, he said, although counts of more than 4,000 have been recorded in the past.

According to Lux, pollen counts of just 20-30 are enough to cause a significant allergic reaction.

"So you when you get up to 6-8,000, those people can't see, they can't breathe, and they're having real trouble," Lux said.

Treatment options

When the spring sniffles strike, allergy sufferers have a number of options for treatment, Lux said, although several of the most effective remedies must be prescribed by a physician.

"The only thing that really is effective over-the-counter, without side effects, is Claritin or Alavert, by brand name ... and loratadine, which is the same drug, generically," he said.

These loratadine-based antihistamines are drugs that block the reaction that leads to tissue irritation without being sedating. Other "new generation" antihistamines like Allegra and Zyrtec are available with a prescription, he said.

"Everything else over-the-counter labeled 'allergy' usually has diphenhydramine ... in it," Lux said. "So you're not supposed to drive for 24 hours, even if you take it at bedtime."

Diphenhydramine is an antihistamine that blocks an allergic reaction by minimizing the body's reaction to the allergen -- but only if it's taken before coming in contact with the allergen. Common side effects are sedation and drowsiness. It's the allergy-fighting ingredient in the name-brand drug Benadryl.

As opposed to diphenhydramine, the loratadine-based antihistamines last for 24 hours and will work the same day they are taken, Lux said, "but if you're in the congestive phase because you've been sick for a week, you need a decongestant."

"D" variants of antihistamines, such as Claritin-D, combine the allergy drug with a decongestant.

For allergies that persist for an entire season, a prescription for an intranasal steroid spray provides safer and more effective treatment, Lux said. Used daily, the spray heals and protects nasal tissues from future exposures.

"If you inhale a steroid, or you spray a steroid into the nose, you're putting a very small amount of steroid on the surface that's inflamed -- you're not

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treating the whole body, you're just treating the area where the disease is," he said. "That's really the way to go, because side effects are very minimal."

And despite the flinch factor, immunotherapy -- a regimen of doctor-administered shots that gradually build a patient's resistance to allergens -- remains the best method for treating an allergy.

"What you've got to realize with allergy shots is it's a three- to four-year program that can provide benefits for decades," said Lux, who has undergone immunotherapy to treat his own allergies. "So they are cost-effective and they prevent future problems ... Although nobody likes the idea of allergy shots, three or four years kind of pales in comparison to lifelong suffering."

-- Source: American Academy of Allergy, Asthma and Immunology

How to prevent symptoms, find pollen count

Do a thorough spring cleaning -- windows, bookshelves and air conditioning vents collect dust and mold throughout the winter that can provoke allergy symptoms.

Postpone outdoor activities until later in the morning. Pollens are usually emitted between the hours from 5 a.m. to 10 a.m.

Know your local pollen count. Check the count through the Springfield-Greene County Health Department by calling 864-1662. Local pollen counts are also published daily in the News-Leader on Page 2A.

If possible, use air conditioning instead of having the windows opened at home. When traveling in a car, have the windows up and the air conditioning on.

Stay indoors on hot, dry and windy days.

Don't hang your laundry out to dry -- airborne allergens will collect on it.

Do not mow the lawn or rake the leaves without a filter mask.

Wash bedding weekly in hot water.

Shower and wash your hair every night before going to bed.

Graphic:

Hay fever

Source: Allergy Guide; Allergy Resource Center

Knight Ridder / Tribune

Graphic:

Pollen calendar for the Ozarks

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Source: Karl Barke of Springfield Air Quality Control

Brian McGill / News-Leader

Photo Caption: Tree and grass pollens are the most common allergens in the air in spring; this area has both in abundance. Springfield took its first pollen count for this year in February, and the reading at that time was very high. Cover illustration: San Jose Mercury News

Photo Illustration by Brandi Stafford / the Cincinnati Enquirer

Photo Caption: Lux

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---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Household Cleaning Products (1HO77); Ear, Nose & Throat (1EN56); Household (1HO53); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Consumer Products & Services (1CO62); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Kansas (1KA13); Missouri (1MI10); Americas (1AM92); North America (1NO39); USA (1US73))

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OTHER INDEXING: (AIRBORNE; ALLERGY RESOURCE CENTER; AMERICAN ACADEMY; GREENE COUNTY HEALTH DEPARTMENT; SKAGGS URGENT CARE; SPRINGFIELD; SPRINGFIELD AIR QUALITY CONTROL; SPRINGFIELD NEWS; TRIBUNE) (Amos Bridges; Arkansas; Barke; Brandi Stafford; Brian McGill; Check; Cover; Gordon; Gregory Lux; Immunology; Joanne Gordon; Karl Barke; Lux; Missouri; Ozarks; Pass; Photo; Photo Caption; Pollen; Postpone; Proper; Source; Southwest Missouri; Stay)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Trademark Application Serial No. 76/594,301

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WYETH, :
 : Opposition No. 91165912
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OPPOSER'S FIRST NOTICE OF RELIANCE

Opposer Wyeth ("Opposer") hereby gives notice, pursuant to Rule 2.122(d) of the Trademark Rules of Practice, that Opposer offers into evidence the following items, the exhibit numbers for which correspond to the attachments hereto:

1. A certified copy of U.S. Trademark Reg. No. 2,835,071 issued to Opposer for the trademark ALAVERT covering pharmaceutical preparations, namely allergy relief and antihistamine preparations in Class 5.

Opposer further gives notice, pursuant to Rule 2.122(e) of the Trademark Rules of Practice, that Opposer offers into evidence the following items, the exhibit numbers for which correspond to the attachments hereto. All of these excerpts from various periodicals are relevant to this proceeding because they reflect that the ALAVERT trademark is recognized by the public as exclusively identifying Opposer and its goods.

2. *Allergic to confusion? Sniff out these hay fever treatment options*, The Kansas City Star, August 18, 2006.
3. *Spring into allergy season*, The Merced Sun-Star, May 23, 2006.
4. *What's the best allergy treatment?*, Crain's New York Business, May 22, 2006.
5. *New Problems With Allergy To Dogs*, Cincinnati Post, May 16, 2006.

EXHIBIT 21

Citation
3/12/05 STPTFTI 1B

Search Result

Rank(R) 37 of 234

Database
ALLNEWS

3/12/05 St. Petersburg Times 1B
2005 WLNR 3871824

St Petersburg Times
Copyright 2005 St. Petersburg Times

March 12, 2005

Section: CITY & STATE; METRO & STATE; TAMPA & STATE

You're not ill, it's wheezin' season

LAUREN BAYNE ANDERSON

ST. PETERSBURG Every spring, allergist Stephen Klemawesch's office is packed.

"The phone rings off the hook. People just walk into the office hoping they can just talk to a nurse," said the St. Petersburg doctor. "It's not normal - they don't usually just show up on your doorstep."

But it is normal in mid February through mid March, when the pollen count is at its highest for the year. During the four-week span, as many as 20 percent of Floridians suffer from allergies - runny noses, itchy eyes and even shortness of breath, said Richard Lockey, director of the allergy and immunology departments at the University of South Florida and the James A. Haley VA Medical Center in Tampa.

The culprit? Mostly oak trees, which are in the midst of pollinating.

Trees reduce greenhouse gases, produce oxygen and even can increase property values just by their presence. But when spring rolls around, for many, the tree transitions from friend to enemy.

Pollinating can begin as early as December and lasts through April, but the pollen count is highest during this time of the year, said Lockey, who takes a pollen count weekly.

People attribute allergies to things that aren't really causing them, he said, like orange blossoms or punk trees, which also bloom this time of the year.

But it's generally oak pollen and sometimes pine that make people sick.

"It's very small, very allergenic and can be blown for hundreds of miles," he said of the yellow powder. "There's just tons and tons of pollen in the air, you can see it on cars."

Florida is trouble for allergies year-round, Lockey said. In summer, the

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The logo for Westlaw, featuring the word "Westlaw" in a stylized, serif font with a circular graphic element around the "W".

3/12/05 STPTFTI 1B

offender is grass. In the fall, weed season begins. Household allergens like dust, cats, dogs, mold and even roach debris play a factor year-round as well.

But this time of the year is the worst.

For example, the pollen from grass in summer months usually hovers at 300-400 grains per liter of air, he said. But in mid February through mid March it's common to see pollen counts upwards of 3,000.

"Florida is an ideal place for a year-round allergy season," Lockey said. "But this is probably the worst time for the most people at the same time."

And it's even worse for people with eczema or asthma because allergies irritate those conditions. For some it's so bad, they end up hospitalized with respiratory problems.

Klemawesch said allergies happen because the enzymes in pollen mistake human mucous membranes for a plant pistil.

"It lands on the moist part of a female plant, and the enzyme allows a hole to be eaten away so the pollen can be deposited," Klemawesch said. "The pollen doesn't know that you're not an oak tree, so it hits your eyes, lungs, throat, and those enzymes are released."

Klemawesch suggests over-the-counter decongestants and antihistamines like Claritin or **Alavert** to alleviate symptoms. For those with more serious problems, allergy injections are available.

Allergy sufferers also get a break when it rains because pollen is washed away temporarily.

But he said the only way Floridians can really escape allergy season is to pack up and leave town.

"The best thing to do is be a reverse snowbird," he said. "Go up north."

TO ESCAPE FROM ALLERGIES:

- + Keep an air conditioner or fan on so air cycles through a filtering system.
- + Exercise indoors instead of outdoors, except swimming, which is okay.
- + Bathe at night so you don't bring pollen into bed with you.
- + Leave shoes outside, so you don't track pollen inside.
- + Drink a lot of water to chase histamines out of your system.

Source: allergists Stephen Klemawesch and Richard Lockey.

WHAT CAUSES ALLERGIC REACTIONS

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3/12/05 STPTFTI 1B

Uncomfortable allergic reactions are the result of the immune system's genetic predisposition to react to certain allergens such as pollens and molds.

The allergic process

1. WHEN ALLERGENS such as oak pollen enter the body, usually through the nose, T-cells act as customs agents by identifying the allergen and turning on B-cells.

2. B-CELLS, NOW PLASMA cells, produce IgE antibodies that will react with the oak pollen allergens.

3. THE IgE ANTIBODIES attach to mast cells containing chemicals such as histamine and other allergy mediators.

The uncomfortable allergic reaction

4. THE IgE ANTIBODIES on the mast cells bind to oak pollen as it enters the body, usually through the nose.

5. AFTER THE BINDING of the IgE antibody to the allergen, the mast cell explodes and histamine and other chemical mediators are released. This triggers a domino-like effect called the allergic cascade.

6. The histamine and allergy mediating chemicals are absorbed into surrounding tissue such as the nose and nasal passages, causing nasal congestion, running nose, itching and sneezing. In the lungs, symptoms include coughing, shortness of breath, wheezing and tightness of chest.

Source: Dr. Richard Lockey, director, Division of Allergy and Immunology, University of South Florida College of Medicine, Dept. of Internal Medicine; health.howstuffworks.com

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Respiratory Drugs (1RE83); Enzymes (1EN12); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Chemicals (1CH04); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Allergy (1AL79))

REGION: (USA (1US73); Americas (1AM92); Florida (1FL79); North America (1NO39))

Language: EN

OTHER INDEXING: (ANTIBODIES; FLORIDA COLLEGE OF MEDICINE DEPT; FLORIDIANS; IGE; IGE ANTIBODIES; INTERNAL MEDICINE; MEDICAL CENTER; PETERSBURG; PLASMA; ST; UNIVERSITY; UNIVERSITY OF SOUTH) (Division; Household; Immunology; James A. Haley; Klemawesch; Leave; Lockey; Richard Lockey; Stephen Klemawesch)

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Westlaw.

3/12/05 STPTFTI 1B

EDITION: 0 SOUTH PINELLAS

Word Count: 989
3/12/05 STPTFTI 1B

END OF DOCUMENT

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EXHIBIT 22

Citation
3/9/05 FTWTHST A1

Search Result

Rank(R) 38 of 234

Database
ALLNEWS

3/9/05 Ft. Worth Star-Telegram A1
2005 WLNR 3608361

Fort Worth Star Telegram (TX)
Copyright 2005 Fort Worth Star-Telegram

March 9, 2005

Section: A

Sneezing season is off to an early start

By Jan Jarvis, Star-Telegram Staff Writer

Allergy sufferers seek the right antihistamines, nasal sprays or prescriptions to come to their rescue.

Get out the antihistamines and tissues.

Thanks to a rainy and warm winter, the sneezing season has arrived, sending allergy sufferers scrambling for relief.

"Last night, my nose was running just like water, and my eyes itched and burned sooooo bad," said Joy Bergthold of Arlington. "I thought, What is happening to me?"

Allergic rhinitis is most likely to blame.

This year, it seems to have arrived earlier and will likely last longer, said Dr. John Fling, associate professor of allergy and immunology at the University of North Texas Health Science Center at Fort Worth.

"Usually mountain cedar has come and gone by mid-February, but this year it has lingered into March," he said. "The biggest thing out there now is mold."

Tree and grass pollens are right around the corner.

"We're going to be inundated with high pollen from trees and grasses because we had such a wet spring and winter," said Dr. Rebecca Gruchalla, chief of allergy at the University of Texas Southwestern Medical Center at Dallas. "It's probably going to be a pretty tough spring and summer."

Doctors' offices are packed with people suffering from the sniffles and looking for relief through the mainstays of allergy management, including nonsedating antihistamines and nasal steroid sprays.

"I've been taking Claritin-D every day because I'm highly allergic to mountain

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3/9/05 FTWTHST A1

cedar," said Christy Hickson, a student at the University of Texas at Arlington. "When the weather goes from hot to cold and the seasons are changing, I just have to have it."

But what works for one person doesn't necessarily work for another.

"I've taken Claritin, but I might as well have been eating peanuts," said Wanda Stanley of Fort Worth. "And Sudafed wires me to the wall."

Those who depend on Sudafed for relief from congestion could soon find it tougher to get the medicine. Texas lawmakers are considering legislation that would limit the sale of over-the-counter medicines that mainly contain the decongestant pseudoephedrine, which is used in the production of methamphetamine.

At least 20 states have restricted the sale of Sudafed, said Erica Johnson, a Pfizer spokeswoman.

Last month, a new version called Sudafed PE was introduced nationwide. The decongestant contains phenylephrine and cannot be used to make meth, Johnson said.

Pseudoephedrine, the active ingredient in Sudafed, is also in prescription medications such as Allegra-D and Clarinex-D, said Dr. Jeffrey Adelglass, an otolaryngologist with the Allergy Testing and Treatment Center in Irving and Carrollton.

Claritin went over-the-counter in 2002, but two other popular nonsedating antihistamines -- Allegra and Zyrtec -- have yet to follow. Allegra's patent has expired and the medicine is about to go generic, but the FDA hasn't approved it for over-the-counter sales, Adelglass said.

Other options for allergy sufferers include Singulair, a pill taken once a day that helps control symptoms, and Astelin, a nasal spray.

Allergists also recommend nasal steroid sprays for relieving congestion, sneezing and runny noses. Unlike antihistamines, which block allergic reactions and are basically a quick fix, steroid sprays take longer to work but attack the underlying inflammation, Gruchalla said.

Although plenty of TV commercials claim that one product targets specific allergens, Gruchalla said that makes no sense.

"They're all allergens," she said. "It doesn't make any difference if the trigger is indoors or outdoors."

IN THE KNOW

Allergy relief

There are plenty of ways to treat seasonal allergies. Here are some of the most

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3/9/05 FTWTHST A1

popular:

Oral nonsedating antihistamines taken once a day and available over-the-counter include Claritin, **Alavert** and the generic loratadine.

Nonsedating antihistamines that require a prescription include Clarinex, Allegra and Zyrtec. They treat itchy eyes, sneezing and postnasal drip. The most common side effect is a dry mouth.

Over-the-counter antihistamines such as Benadryl provide relief from itching and sneezing but can cause drowsiness.

Singulair, a once-a-day leukotriene blocker available by prescription only, helps control seasonal allergy and asthma symptoms. The most common side effects include headaches, ear infections and sore throats.

The oral decongestant Sudafed contains pseudoephedrine, the key ingredient in making methamphetamine. Over-the-counter sales are restricted in at least 20 states.

Sudafed PE contains phenylephrine, a decongestant that shrinks blood vessels. The single-ingredient pill, taken every four hours, cannot be used in making methamphetamine.

Nasal corticosteroids, including Beconase, Flonase and Nasacort, reduce swelling and secretions by decreasing the number of mediators (histamines and prostaglandins) in the nose. They are considered generally more effective at controlling nasal symptoms and must be used daily. Symptoms might improve in 12 hours to several days. The Flonase patent expired in May, but the medicine is not yet over-the-counter.

Spray nasal antihistamines such as Astelin are available by prescription. They treat symptoms of seasonal allergic rhinitis and nonallergic vasomotor rhinitis. The side effects include bitter taste, headaches and drowsiness.

SOURCES: Pfizer, Merck, Sanofi-Aventis, Schering-Plough

---- INDEX REFERENCES ----

COMPANY: PFIZER INC; SCHERING PLOUGH CORP

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Cough & Cold Remedies (1CO34); Prescription Drugs (1PR52))

REGION: (Americas (1AM92); North America (1NO39); Texas (1TE14); USA (1US73))

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3/9/05 FTWTHST A1

Language: EN

OTHER INDEXING: (Dr. John Fling; Dr. Rebecca Gruchalla; Christy Hickson; Wanda Stanley; Erica Johnson; Dr. Jeffrey Adelglass) (BECONASE; BENADRYL; FDA; FLONASE; PFIZER; PFIZER MERCK; SCHERING PLOUGH; TEXAS; TEXAS HEALTH SCIENCE CENTER; TREATMENT CENTER; TV; UNIVERSITY OF NORTH; UNIVERSITY OF TEXAS; UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER) (Adelglass; Allergists; Astelin; Christy Hickson; Claritin; Doctors; Erica Johnson; Gruchalla; Jeffrey Adelglass; John Fling; Johnson; Joy Bergthold; Nasacort; Rebecca Gruchalla; Singulair; Sudafed; Sudafed PE; Wanda Stanley) (Fort Worth; Dallas; Fort Worth; LU/us.tx.frtwrt; LU/us.tx; LU/us; LU/us.tx.dallas; LU/us.tx.ftwort)

KEYWORDS: (NT/NEC); (SU/nation); (SU/news)

TICKER SYMBOL: NYSE:PFE; NYSE:SNY

EDITION: Tarrant W

Word Count: 1064
3/9/05 FTWTHST A1

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EXHIBIT 23

Citation
3/7/05 MMRTJ 13

Search Result

Rank(R) 39 of 234

Database
ALLNEWS

3/7/05 MMR (Tr. J.) 13
2005 WLNR 4722263

MMR

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March 7, 2005

Volume 22; Issue 5

At Brooks: Cadbury Trebor.
Promotions News

AT BROOKS: Cadbury Trebor Bassett's 4.5-ounce candy bars were available for 79 cents in a circular effective from February 20 to February 26. Also offered were Wyeth **Alavert** Allergy & Sinus Relief 24-hour tablets, 15 count, or 12-hour tablets or Reditabs, 12 count, at a price of \$6.88, and Neutrogena Corp.'s Hand Cream in assorted types and in 3 ounces at a price of \$3.29.

---- INDEX REFERENCES ----

COMPANY: NEUTROGENA CORP

Language: EN

OTHER INDEXING: (CADBURY TREBOR BASSETT; NEUTROGENA CORP; WYETH ALAVERT ALLERGY SINUS) (Promotions News) (All market information; Marketing campaign) (North America (NOAX); United States (USA))

COMPANY TERMS: BROOKS DRUG INC

PRODUCT: Snack chips and similar snacks NEC; Drug stores and proprietary stores 209693; 591000

Word Count: 75
3/7/05 MMRTJ 13

END OF DOCUMENT

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EXHIBIT 24

Citation
1/9/05 GRNVLN 1

Search Result

Rank(R) 43 of 234

Database
ALLNEWS

1/9/05 Greenville News (S.C.) 1
2005 WLNR 426729

Greenville News
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January 9, 2005

Section: Metro

Spring-like weather may awaken allergy problems

E. Richard Walton

Warm weather increases mold, which can trigger coughing, runny nose, red eyes

By E. Richard Walton

STAFF_WRITER

rwalton@greenvillenews.com

Saturday's record-breaking 71 degrees sent some in pursuit of outdoor activities and others searching for relief of cold-like symptoms that crop up when their weather gets like this.

The temperature was 21 degrees above normal.

"It breaks the record of 69 in 1946," said Vince DiCarlo, a meteorologist with the National Weather Service in Greer.

But the spell of unseasonably warm temperatures give rise to mold, which can cause sniffles, runny noses, red eyes and coughing, said Paul Waters, a pharmacist with Eckerd Drugs in Greenville.

"In this time of year when you don't have air conditioning or heating molds go wild," he said. He said the mold could grow like crazy and produce allergy-like symptoms.

"When it warms this way, it takes a while before the mold gets going," he said.

DiCarlo said the unseasonably warm temp's date back to the last few days of December, when it was in the 60's and 70's.

What's causing these balmy conditions?

"It's basically been a high pressure that's been sitting over us for a week

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1/9/05 GRNVLN 1

now," Di Carlo said. "The main point of high pressure is in the Gulf of Mexico and off the coast of Georgia and Florida. We're just sliding beneath the bad weather."

The American Academy of Allergy, Asthma & Immunology says on its Web site that warm weather is potentially dangerous to those who suffer with asthma.

"Some asthma sufferers can end up hospitalized if they don't take their inhaled steroid medication," the academy warns.

Waters said he only sees people with mold or allergies problems sporadically.

"There's a certain number of people who come in here and who needs something for an allergy," he said.

He said he normally recommends over the counter medications such as: Claritin, **Alavert** or Benadryl.

Sharon Cooper, an associate at Garner's Natural Market & Cafe, said some people are using alternative to tradition medicines to deal with allergies and mold.

Garner's has added new homeopathic approaches to traditional ailments.

There were a variety of tablets and medications to bring relief, Cooper said.

"Even on medication this is something," she said while pointing out something for "indoor allergy."

"This comes in different strengths," she said. Prices ranged from \$15 to \$40, depending on whether it required refrigerated or not.

Another local pharmacist said mold isn't new to the state, that it is present in warm weather or cold.

DiCarlo said this week is going to be a piece of cake weather-wise -- more 60- and 70-degree temperatures.

Two computer weather models show sometime at the end of next week all this warm air will disappear, he said.

A cold front will eventually head this way, he said, forcing daytime temperatures to the 40s and overnight into the 20s.

'Staff Writer E. Richard Walton can be reached at 298-4317.

Is it a cold or an allergy?

Allergies:

'Runny or stuffy nose, sneezing, wheezing, watery and itchy eyes.

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1/9/05 GRNVLN 1

'Symptoms begin almost immediately after exposure to allergens.

'Symptoms last as long as exposed to allergen and beyond until the reaction ends. If allergen is present year-round, symptoms may be chronic.

Colds:

'Can include fever and aches and pains along with allergy symptoms.

'Usually takes a few days to hit full force.

'Symptoms clear up within several days to a week.

Source: American Academy of Allergy, Asthma & Immunology

Graphic: GNS

Mold's effect on health

Source: USA TODAY research

---- INDEX REFERENCES ----

COMPANY: ECKERD DRUGS

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Infectious Diseases (1IN99); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39))

Language: EN

OTHER INDEXING: (AMERICAN ACADEMY; AMERICAN ACADEMY OF ALLERGY; CLARITIN; ECKERD DRUGS; NATIONAL WEATHER SERVICE; NATURAL MARKET CAFE) (Asthma Immunology; Cooper; DiCarlo; E. Richard Walton; Paul Waters; Prices; Sharon Cooper; Spring; Symptoms; Vince DiCarlo; Walton; Waters; Writer E. Richard)

Word Count: 695

1/9/05 GRNVLN 1

END OF DOCUMENT

EXHIBIT 25

Citation
7/13/04 CINPOST B

Search Result

Rank(R) 57 of 234

Database
ALLNEWS

7/13/04 Cin. Post B
2004 WLNR 11589381

Cincinnati Post (OH)
Copyright 2004 Cincinnati Post

July 13, 2004

Plan ahead for bug-bite defense
[Final Edition]

Ohio Net Wellness Ask the Expert

Q: Every summer it's the same old story: I go outside and the next thing I know I've been bitten by some sort of bug, and the itching is just unreal. I try not to scratch, but it's so bad that I can't help it. I scratch and it makes me quiver inside and I just want to cry! I just can't take it!

Is there a shot I can take to prevent those itchy bug bites? Is this an allergic reaction I'm having? I hate to have to wear bug spray every day just to go outside. Is there any help for this? Thank you.

A: Some people have more severe reactions to bug bites than others. If possible, you should avoid sitting or lying in the grass or going into woods where you would be more likely to get bitten. Wearing pants and long sleeved shirts with socks and shoes when the weather permits (i.e. not too hot) will reduce the amount of bites.

Topical corticosteroid creams are helpful at reducing the inflammation and swelling associated with these bites. Over the counter (OTC) agents are available and sometimes help. However, you may need a more potent topical corticosteroid cream if the OTC agents don't work that needs to be prescribed by your physician.

Insect repellent is helpful as you mentioned and there are now formulations that can be applied like sun block.

Finally, antihistamines such as benedryl and chlor-trimeton will help the itching. If these agents cause fatigue then, there are OTC formulations of non-sedating antihistamines (Claritin, loratadine, **Alavert**), or you can ask your doctor to prescribe Clarinex, Allegra or Zyrtec.

Ice to the site of the bug bite also helps.

Allergy injections are not available for the type of reactions you are describing. The only insect reactions that can be treated by allergy injections (i.e. desensitization) are to hymenoptera (yellow jackets, hornets), wasps and

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7/13/04 CINPOST B

honey bees.

In southern states treatment for fire ants is also useful. However, people who qualify for this treatment often have severe allergic reactions such as hives, swelling of the face, lips and tongue, wheezing and in the most severe cases dizziness and loss of consciousness.

I hope this is helpful. Good luck!

NetWellness, a collaboration of the University of Cincinnati, Ohio State University and Case Western Reserve University, is a consumer health information Web site. You can ask your questions through the site, www.netwellness.org.

Today's question was answered by Dr. Jonathan Bernstein, Associate Professor in the Division of Immunology and Allergy, Department of Internal Medicine, of the University of Cincinnati College of Medicine.

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Respiratory Drugs (1RE83); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Allergy (1AL79))

REGION: (USA (1US73); Americas (1AM92); Ohio (1OH35); North America (1NO39))

Language: EN

OTHER INDEXING: (ALLEGRA; ALLERGY; CLARINEX; COLLEGE OF MEDICINE; DEPARTMENT OF INTERNAL; OHIO STATE UNIVERSITY; OTC; PLAN; RESERVE UNIVERSITY; UNIVERSITY OF CINCINNATI) (Alavert; Finally; Good; Jonathan Bernstein; Net)

Word Count: 524
7/13/04 CINPOST B

END OF DOCUMENT

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WY 00145

EXHIBIT 26

Citation
7/7/04 NOBRNC D1

Search Result

Rank(R) 58 of 234

Database
ALLNEWS

7/7/04 News & Observer (Raleigh NC) D1
2004 WLNR 17473513

News & Observer, The (Raleigh, NC)
Copyright 2004 by The News & Observer Pub. Co.

July 7, 2004

Section: Business

Insurers push for savings in over-the-counter drugs

Jean P. Fisher, Staff Writer

Got an acid stomach? Sneezing and wheezing with allergies?

Don't reach for your prescription drug card.

Ever since the antacid Prilosec and the allergy drug Claritin became available as over-the-counter remedies, health insurers have urged consumers to choose them over most costly prescription drugs.

Now those efforts are intensifying.

Blue Cross and Blue Shield of North Carolina has mailed coupons for the over-the-counter versions of the drugs, which most insurers don't cover, to members who suffer from allergies and acid-reflux problems. The response has been so great that the Chapel Hill-based plan is making coupons for several over-the-counter drugs available on its Internet site, www.bcbsnc.com.

Drug makers, eager to increase sales, are also getting out the word. At Raleigh's Artsposure festival in May, representatives for **Alavert** -- a nonprescription version of loratadine, the chemical equivalent of Claritin -- handed out \$2 coupons and single-dose pill packs.

Some are taking more drastic measures.

The state health plan that covers about 550,000 North Carolina teachers, state workers, retirees and their dependents is so sure it can save money by encouraging use of over-the-counter drugs that it's taken the unusual step of covering them.

Members of the Teachers' and State Employees' Comprehensive Major Medical Plan can get a 42-pill pack of Prilosec OTC, which Procter & Gamble introduced in the fall, for a \$5 co-payment. The plan will pick up the rest of the tab, which plan administrator Jack Walker said is about \$37.

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7/7/04 NOBRNC D1

Members who continue to take prescription Prilosec will pay a \$35 co-payment, and the plan's cost will be \$107 per 30-day supply.

Every time the drug is filled over the counter, the plan saves \$70, "which is a darn good return on investment," Walker said. The plan actually saves even more, because members get more medicine.

Members who switch would save more than \$300 in co-payments a year.

Earlier this month, the plan mailed letters to 9,000 members who take prescription Prilosec, encouraging them to talk to their doctor about Prilosec OTC. Even though the medicine is available without a prescription, members must ask their doctor to write them one for Prilosec OTC and purchase the medicine at the pharmacy counter to tap the coverage. Otherwise, the state health plan can't track purchases and properly reimburse drugstores.

If response is good, Walker said the plan will mail letters to 42,000 additional members who now take some other prescription drug for acid-reflux disorders. Altogether, the state spends about \$36 million on prescription antacids each year.

Some private insurers also see the wisdom of covering some over-the-counter medicines. WellPath Select of Chapel Hill covers Prilosec OTC and some versions of over-the-counter Claritin. Members of its plans pay the lowest-tier co-payment for the drugs, said chief executive Tracy Baker.

But others are finding different ways to promote them.

Blue Cross, the state's largest health plan with about 3 million members, has done at least three separate coupon campaigns for **Alavert**, which is marketed by Wyeth Consumer Healthcare. In March, some members got \$7 coupons, and the plan has also used \$5 and \$2 coupons. Last fall, about the time Prilosec OTC hit the market, some Blue Cross members got \$10 coupons.

The drug manufacturer typically offers a set number of discount coupons in exchange for the chance to sell its product to a large number of potential customers. Blue Cross also contributed some cash to sweeten the dollar amount of the coupons in order to get a deal for members that isn't available to other consumers, said Ron Smith, Blue Cross's vice president for pharmacy services.

Blue Cross expects to save about \$10 million this year from declining use of prescription Claritin and Prilosec.

A report in the Business section incorrectly characterized the role of Blue Cross and Blue Shield of North Carolina in distributing manufacturer's coupons for over-the-counter drugs to its members. Blue Cross covers the cost of mailing letters and coupons.

---- INDEX REFERENCES ----

COMPANY: PROCTER AND GAMBLE CO (THE); WYETH

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7/7/04 NOBRNC D1

INDUSTRY: (Pharmaceuticals Cost-Benefits (1PH30); Pharmaceuticals & Biotechnology (1PH13); Managed Care (1MA75); Healthcare (1HE06); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Over-the-Counter Drugs (1OV18); Consumer Products & Services (1CO62); Personal Care & Beauty Aids (1PE87); Healthcare Service Providers (1HE78); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Prescription Drugs (1PR52))

REGION: (North Carolina (1NO26); Americas (1AM92); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (BLUE CROSS; CLARITIN; INSURERS; OTC; PRILOSEC; PROCTER GAMBLE; STATE EMPLOYEES COMPREHENSIVE MAJOR MEDICAL; WYETH CONSUMER HEALTHCARE) (Altogether; Blue Cross; Blue Shield; Jack Walker; Ron Smith; Sneezing; Teachers; Tracy Baker; Walker; WellPath Select)

EDITION: Final

Word Count: 818
7/7/04 NOBRNC D1

END OF DOCUMENT

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WY 00148

EXHIBIT 27

Citation	Search Result	Rank(R)	61 of 234	Database
6/21/04 BRANDWEEK S60				ALLNEWS
6/21/04 Brandweek S60				
2004 WLNR 13650429				

Brandweek
COPYRIGHT 2004 VNU Business Media

June 21, 2004

Volume 45; Issue 25

'Purple pill' on counters no source of indigestion. (Pharmaceutical/Over The Counter) (market for over the counter drugs grows)
Bittar, Christine

The market for allergy/cold and stomach remedies has been growing since two blockbuster drugs went over the counter: Schering-Plough's allergy medication Claritin (in 2002) and AstraZeneca's acid reflux pill Prilosec (last year). At the same time, the switches do not appear to be significantly cutting into sales of rival OTC brands.

Consider the effect of Prilosec on the antacid category. The medicine consumers remember in DTC ads as "purple pill" has been repackaged in a purple box for OTC sale, and Procter & Gamble expects to exceed initial projections for first-year sales of \$200-400 million. Johnson & Johnson's Pepcid antacid tablets were down 5% last year to \$81 million, but sales for its newer Pepcid Complete SKU were up 13% to \$47 million. Zantac took the category's biggest hit, with sales down 10% to \$76 million. Sales for the entire tablet antacid category, however, were up 5% last year to \$1.4 billion.

Similarly, with the introduction of Claritin to OTC and the launch of Wyeth's Alavert in 2002, sales in the cold, allergy and sinus category were up 37% to \$1.8 billion. Claritin, Claritin-D and Claritin Reditabs have all seen exponential sales increases. The only product to show a sales decline in the allergy category--at less than 3%--was Pfizer's Benadryl. The introduction of loratadine (the chemical name for Claritin) hasn't been a serious detriment to

Benadryl, in part because of its reputation as an effective treatment for anything from food allergies to a bee sting.

Elsewhere, private label brands dominated the over-the-counter arena, with sales increases in the allergy category (up 26%), antacids (2.4%) and laxatives (up 18%). The whole gastrointestinal/tablet category was up 4.5% to \$1.4 billion.

In analgesics, J&J/McNeil is in the process of another repositioning for Tylenol. The effort began earlier this year with an ad campaign via Deutsch, New York, replacing long-time agency Saatchi & Saatchi on the \$115 million account.

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6/21/04 BRANDWEEK S60

Last year, Tylenol's "Take comfort in our strength" campaign had been replaced with the tag, "Because not playing is not an option," an attempt to lure active baby boomers with a somewhat hipper-sounding message.

The current push relies on safety, using a medical alert theme with PSA-style TV ads to mimic the look of breaking news. J&J marketers are playing up Tylenol as a more benign, "safer" option to other OTC pain killers with fewer potential prescription drug interactions than, say, ibuprofen. Tylenol's TV and print ads directly mention Bayer's Aleve, the preferred medication for arthritis sufferers. Tylenol Arthritis was down 4% to \$53 million in 2003, while Aleve was up 5% to \$151 million.

While sales rose 7.4% for Tylenol liquid and 1% for Tylenol PM, the Tylenol base brand's sales were down 10% to \$300 million last year. The \$2.2 billion internal analgesics category, meanwhile, remained essentially flat.

BRAND	COMPANY NAME, LOCATION
ALLERGY/COLD MEDICINE	
1. Private Label	N/A
2. Claritin	Schering-Plough, Kenilworth, NJ
3. Tylenol	J&J/McNeil, Ft. Washington, PA
4. Benadryl	Pfizer, Morris Plains, NJ
5. Thera-Flu	Novartis, Summit, NJ
STOMACH/ANTACIDS (tabs)	
1. Private Label	N/A
2. Pepcid	J&J/McNeil, Ft. Washington, PA
3. Zantac	Pfizer, Morris Plains, NJ
4. Prilosec	P&G, Cincinnati
5. Turns	GlaxoSmithKline, Pittsburgh
ANALGESICS	
1. Tylenol	J&J/McNeil, Ft. Washington, PA
2. Private Label	N/A
3. Advil	Wyeth, Madison, NJ

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4. Aleve	Bayer, Morristown, NJ
5. Bayer	Bayer, Morristown, NJ
BRAND	LEAD AGENCY,
	LOCATION

ALLERGY/COLD MEDICINE

1. Private Label	N/A
2. Claritin	Ogilvy & Mather, New York
3. Tylenol	Deutsch, New York
4. Benadryl	Health@JWT, New York
5. Thera-Flu	Corbett, Chicago

STOMACH/ANTACIDS (tabs)

1. Private Label	N/A
2. Pepcid	Lowe/Alchemy, New York
3. Zantac	Health@JWT, New York
4. Prilosec	Publicis, New York
5. Turns	Torre Lazur, Parsippany, NJ

ANALGESICS

1. Tylenol	Deutsch, New York
2. Private Label	N/A
3. Advil	Grey, New York
4. Aleve	BBDO, Chicago/New York
5. Bayer	BBDO, Chicago/New York

BRAND	TOTAL	MEDIA
	SALES	EXPENDITURES
		(millions)

ALLERGY/COLD MEDICINE

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1. Private Label	\$372.5	N/A
2. Claritin	318.0	\$82.4
3. Tylenol	154.8	36.5
4. Benadryl	119.6	38.0
5. Thera-Flu	62.9	8.0

STOMACH/ANTACIDS (tabs)

1. Private Label	\$137.8	N/A
2. Pepcid	128.8	\$53.7
3. Zantac	105.8	19.8
4. Prilosec	73.1	31.9
5. Turns	62.1	36.6

ANALGESICS

1. Tylenol	\$544.0	\$80.0
2. Private Label	457.2	N/A
3. Advil	285.5	56.7
4. Aleve	151.2	45.1
5. Bayer	111.0	27.8

BRAND	QUALITY	FAMILIARITY
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ALLERGY/COLD MEDICINE

1. Private Label	N/A	N/A
2. Claritin	N/A	N/A
3. Tylenol	6.85	85%
4. Benadryl	6.88	81%
5. Thera-Flu	6.58	66%

STOMACH/ANTACIDS (tabs)

1. Private Label	N/A	N/A
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2. Pepcid	6.54	61%
3. Zantac	6.52	50%
4. Prilosec	6.49	43%
5. Turns	6.74	82%

ANALGESICS

1. Tylenol	7.08	95%
2. Private Label	N/A	N/A
3. Advil	7.05	88
4. Aleve	6.99	80
5. Bayer	N/A	N/A

BRAND	PURCHASE	EQUITY
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INTENT

ALLERGY/COLD MEDICINE

1. Private Label	N/A	N/A
2. Claritin	N/A	N/A
3. Tylenol	7.64	61.7
4. Benadryl	7.41	60.3
5. Thera-Flu	6.69	53.3

STOMACH/ANTACIDS (tabs)

1. Private Label	N/A	N/A
2. Pepcid	6.40	49.6
3. Zantac	6.19	49.5
4. Prilosec	6.00	47.4
5. Turns	7.27	59.5

ANALGESICS

1. Tylenol	8.07	67.2
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2. Private Label	N/A	N/A
3. Advil	7.64	63.4
4. Aleve	7.41	60.1
5. Bayer	N/A	N/A

* Includes four SKUs among top 15

Sources: Information Resources (global sales); TNS/CMR (media); Harris

Interactive/Equitrend: QxFxPI=E (see key page S18)

---- INDEX REFERENCES ----

COMPANY: PROCTER AND GAMBLE CO (THE); PFIZER INC; ASTRAZENECA PLC; WYETH;
SCHERING PLOUGH CORP; JOHNSON AND JOHNSONNEWS SUBJECT: (Business Management (1BU42); Sales & Marketing (1MA51); Sales
(1SA20); Major Corporations (1MA93); Health & Family (1HE30))INDUSTRY: (Gastroenterology (1GA59); Pharmaceuticals & Biotechnology (1PH13);
Manufacturing (1MA74); Consumer Packaged Goods (1CO27); Antacids (1AN37);
Allergy Drugs (1AL35); Over-the-Counter Drugs (1OV18); Analgesics (1AN10);
Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Allergy (1AL79);
Cough & Cold Remedies (1CO34); Infectious Diseases (1IN99); Pharmaceuticals
Marketing & Sales (1PH83); Store Brands (1ST78); Healthcare (1HE06); Allergy &
Immunology (1AL96); Consumer Products & Services (1CO62); Healthcare Practice
Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary
(1RE29); Prescription Drugs (1PR52))REGION: (North America (1NO39); New York (1NE72); Americas (1AM92); New Jersey
(1NE70); USA (1US73); Illinois (1IL01))

Language: EN

OTHER INDEXING: (3 ZANTAC PFIZER; 4 BENADRYL PFIZER; ALLERGY; ANALGESICS;
ASTRAZENECA; BRAND; BRAND CO; CLARITIN OGILVY MATHER; CLARITIN SCHERING PLOUGH;
INTENT; JOHNSON JOHNSON; LOCATION; MEDICINE; OTC; PFIZER; PROCTER GAMBLE; PSA;
SCHERING PLOUGH; STOMACH; TV; TYLENOL; WYETH) (2.; 3.; 5.; Bayer; Bayer Bayer;
Benadryl; Claritin; Claritin Reditabs; Claritin, Claritin; Morris Plains;
Purple; Saatchi Saatchi; Similarly; Zantac; Zantac Health) (Pharmaceutical
industry (Industry sales and revenue); Nonprescription drugs (Forecasts and
trends); Nonprescription drugs (Market size); Nonprescription drugs (Influence))
(Trade) (Advertising, Marketing and Public Relations (ADV); Any type of
business (BUSN); Retailing (RETL)) (Sales & consumption (650); Forecasts,
trends, outlooks (010)) (United States (1USA))

PRODUCT: Pharmaceutical preparations

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SIC: 2834

Word Count: 1096

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EXHIBIT 28

Citation
6/7/04 DRGTOPICS 64

Search Result

Rank(R) 66 of 234

Database
ALLNEWS

6/7/04 Drug Topics 64
2004 WLNR 16853077

Drug Topics
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June 7, 2004

Volume 148; Issue 11

Top 200 OTC/HBC brands in 2003.(Self-Care) (Illustration)

Top 200 OTC/HBC brands in 2003

Here are the top 200 over-the-counter and health and beauty care brands, as ranked by dollar sales, in 2003. The data were provided courtesy of Information Resources Inc., Chicago, which tracked a cross section of drugstores, supermarkets, and mass-merchandisers.

1	Private-label internal analgesic tablets	\$457,182,336
2	Private-label cold/allergy/sinus tablets/packets	372,496,640
3	Private-label mineral supplements	357,980,608
4	Tylenol internal analgesic tablets	299,837,408
5	Advil internal analgesic tablets	285,538,304
6	Slim Fast meal options weight control/ nutritionals liq/pwd	240,920,592
7	Private-label 1- & 2-letter vitamins	193,289,760
8	Nicorette antismoking gum	189,329,888
9	Claritin cold/allergy/sinus tablets/packets	166,743,552
10	Private-label multivitamins	164,886,064
11	Aleve internal analgesic tablets	151,198,816
12	Private-label first-aid ointments/antiseptics	138,426,272

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13	Private-label antacid tablets	137,848,560
14	Private-label laxative tablets	134,191,536
15	Ensure weight control/nutritionals liq/pwd	131,168,792
16	Private-label cold/allergy/sinus liquid/powder	126,428,248
17	Benadryl cold/allergy/sinus tablets/packets	119,586,064
18	Nature Made 1- & 2-letter vitamins	113,623,088
19	Claritin D cold/allergy/sinus tablets/packets	113,120,312
20	Vicks Nyquil cold/allergy/sinus liquid/powder	112,907,648
21	Tylenol PM internal analgesic tablets	111,550,000
22	Bayer internal analgesic tablets	110,983,352
23	Halls cough/sore throat drop	99,356,648
24	Centrum Silver multivitamins	98,059,840
25	PediaSure weight control/nutritionals liq/pwd	97,744,400
26	Centrum multivitamins	94,894,632
27	Nicoderm CQ antismoking patch	90,052,608
28	Private-label antismoking gum	84,761,336
29	Motrin IB internal analgesic tablets	83,457,208
30	Nature Made mineral supplements	81,621,400
31	Pepcid AC antacid tablets	81,392,744
32	Tylenol internal analgesic liquids	79,620,152
33	Dr. Scholl's foot care devices	76,993,760
34	Zantac 75 antacid tablets	75,732,312
35	Robitussin DM cough syrup	73,650,704
36	Prilosec OTC antacid tablets	73,067,552
37	ChapStick lip balm/cold sore medication	72,164,456
38	Private-label cough syrup	69,029,000

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39	Excedrin internal analgesic tablets	67,895,744
40	Ensure Plus weight control/nutritionals liq/pwd	66,772,264
41	Children's Motrin internal analgesic liquids	65,201,440
42	Metamucil laxative/stimulant liq/pwdr/oil	65,057,508
43	Osteo Bi Flex mineral supplements	64,165,300
44	Theraflu cold/allergy/sinus tablets/packets	62,917,812
45	Tums EX antacid tablets	62,121,952
46	Private-label weight control/nutritionals liq/pwd	62,092,744
47	Tylenol Cold cold/allergy/sinus tablets/packets	61,700,068
48	Alka-Seltzer Plus cold/allergy/sinus tablets/ packets	61,602,396
49	Private-label anti-itch treatments (inc. calamine)	60,594,884
50	Pepto-Bismol stomach remedy liquid/powder	60,485,600
51	E P T Pregnancy test kits	\$60,208,732
52	Alavert cold/allergy/sinus tablets/packets	59,711,764
53	Boost weight control/nutritionals liq/pwd	58,327,272
54	Private-label pregnancy test kits	57,926,016
55	Nature's Bounty mineral supplements	56,956,124
56	Private-label nasal spray/drops/inhaler	56,487,072
57	Imodium AD diarrhea tablets	55,706,864
58	Sudafed cold/allergy/sinus tablets/packets	54,808,792
59	Tylenol Sinus cold/allergy/sinus tablets/packets	54,161,264
60	Tylenol Arthritis internal analgesic tablets	53,008,356
61	Private-label laxative/stimulant liq/pwdr/oil	52,567,508
62	Abreva lip balm/cold sore medication	51,073,544
63	Metabolife 356 weight control candy/tablets	50,621,932

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64	Imodium Advanced diarrhea tablets	50,079,764
65	Ultra Slim Fast weight control/nutritionals liq/ pwd	49,455,056
66	Sundown mineral supplements	47,932,168
67	Pepcid Complete antacid tablets	47,409,168
68	Neosporin Plus first-aid ointments/antiseptics	46,741,600
69	Advil Cold & Sinus cold/allergy/sinus tablets/ packets	46,675,656
70	Excedrin Migraine internal analgesic tablets	46,211,524
71	Private-label antismoking patch	45,767,088
72	Atkins diet weight control/nutritionals liq/pwd	45,189,216
73	Private-label internal analgesic liquids	44,913,844
74	Private-label cough/sore throat drop	44,427,520
75	Breathe Right nasal strips	44,139,820
76	Commit antismoking tablets	42,896,028
77	Preparation H hemorrhoidal cream/ointment/spray	42,725,692
78	Zicam nasal spray/drops/inhaler	42,246,096
79	Dulcolax laxative tablets	41,466,324
80	Primatene mist nasal spray/drops/inhaler	40,946,152
81	Vicks Vaporub chest rubs	39,861,864
82	Tylenol Plus cold/allergy/sinus liquid/powder	39,839,112
83	Afrin nasal spray/drops/inhaler	39,693,516
84	Vicks Dayquil cold/allergy/sinus tablets/packets	39,671,420
85	Lamisil AT foot care/athletes foot medication	39,118,464
86	One-A-Day multivitamins	39,030,468
87	Tylenol Allergy Sinus cold/allergy/sinus tablets/	

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	packets	38,942,632
88	Alka-Seltzer antacid/analgesic combo	38,698,112
89	Neosporin first-aid ointments/antiseptics	38,553,684
90	Claritin Reditabs cold/allergy/sinus tablets/ packets	38,153,724
91	Phillips stomach remedy liquid/powder	37,805,308
92	Robitussin cough syrup	37,498,628
93	Gas X antacid tablets	37,261,676
94	One-A-Day Weight Smart multivitamins	37,003,476
95	Dimetapp cold/allergy/sinus liquid/powder	36,723,972
96	Rolaids antacid tablets	36,123,520
97	Nature's Resource mineral supplements	35,993,236
98	Ricola cough/sore throat drop	35,661,440
99	IcyHot external analgesic rubs	35,040,952
100	Bengay external analgesic rubs	34,411,068
101	Private-label sleeping aid tablets	\$34,283,592
102	Ex Lax laxative tablets	34,219,804
103	Metamucil laxative tablets	34,191,420
104	Robitussin CF cold/allergy/sinus liquid/powder	33,888,244
105	Private-label diarrhea tablets	33,850,712
106	Delsym cough syrup	33,471,674
107	Sundown 1- & 2-letter vitamins	33,461,928
108	Vicks Nyquil cold/allergy/sinus tablets/packets	33,268,696
109	Benadryl cold/allergy/sinus liquid/powder	32,814,396
110	First Response pregnancy test kits	32,600,888
111	Lotrimin A F foot care/athletes foot medication	32,448,600

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WY 00162

6/7/04 DRGTOPICS 64

112	Triaminic cold/allergy/sinus liquid/powder	32,072,560
113	Ecotrin internal analgesic tablets	31,758,882
114	Private-label foot care/athletes foot medication	31,598,782
115	Bausch & Lomb Ocuville multivitamins	31,294,446
116	Os Cal mineral supplements	31,220,848
117	Mylanta antacid liquid/powder	31,150,136
118	Flintstones multivitamins	30,518,890
119	Benadryl anti-itch treatments (inc. calamine)	30,367,744
120	Ensure Glucerna weight control/nutritionals liq/ pwd	30,223,032
121	Preparation H hemorrhoidal remedies	30,009,920
122	Tinactin foot care/athletes foot medication	29,790,160
123	Pediacare cold/allergy/sinus liquid/powder	29,632,970
124	Citracal mineral supplements	29,576,174
125	Citrucel laxative/stimulant liq/pwdr/oil	29,468,472
126	Private-label stomach remedy liquid/powder	28,952,116
127	St Joseph internal analgesic tablets	28,854,326
128	Viactiv mineral supplements	28,450,042
129	Cortizone 10 anti-itch treatments (inc. calamine)	28,127,132
130	Xenadrine EFX weight control candy/tablets	27,632,168
131	Centrum Performance multivitamins	27,275,436
132	Cold Eeze cough/sore throat drop	26,739,124
133	Rid lice treatments	26,449,610
134	Tylenol 8-hour internal analgesic tablets	26,272,304
135	Tums Ultra antacid tablets	26,021,232
136	Halls Fruit Breezers cough/sore throat drops	25,946,746

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6/7/04 DRGTOPICS 64

137	Tylenol Flu Cold/allergy/sinus tablets/packets	25,829,950
138	Vicks Dayquil cold/allergy/sinus liquid/powder	25,336,808
139	Private-label Epsom salts	25,214,464
140	Ludens cough/sore throat drops	25,092,608
141	Motrin cold/allergy/sinus liquid/powder	25,015,408
142	Tums antacid tablets	24,879,298
143	Caltrate 600 Plus mineral supplements	24,542,914
144	Blistex lip balm/cold sore medication	24,234,112
145	Robitussin cold/allergy/sinus liquid/powder	23,942,492
146	Private-label foot care devices	23,724,532
147	Fibercon laxative tablets	23,476,304
148	Contac cold/allergy/sinus tablets/packets	23,145,362
149	Halls Defense cough/sore throat drop	22,831,290
150	Chloraseptic sore throat remedy liquids	22,748,156
151	Maalox Max antacid liquid/powder	\$22,679,160
152	Excedrin PM internal analgesic tablets	22,659,578
153	Hydroxycut weight control candy/tablets	22,622,566
154	Natrol mineral supplements	22,242,398
155	Infants Motrin internal analgesic liquids	22,159,910
156	Sudafed sinus cold/allergy/sinus tablets/packets	22,057,424
157	Pepto-Bismol stomach remedy tablets	21,929,946
158	Stacker 2 weight control candy/tablets	21,674,974
159	Mederma first-aid ointments/antiseptics	21,403,532
160	Aleve Cold & Sinus cold/allergy/sinus tablets/ packets	21,055,020
161	Clearplan Easy ovulation prediction kits	20,904,280

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162	Block Drug Co. B C internal analgesic tablets	20,699,000
163	Nature's Bounty 1- & 2-letter vitamins	20,617,032
164	Fleet laxative/stimulant liq/pwdr/oil	20,328,260
165	Vicks Sinex nasal spray/drops/inhaler	20,300,294
166	Dramamine motion sickness tablets	20,226,922
167	Afrin No Drip nasal spray/drops/inhaler	20,112,698
168	Flex-a-Min mineral supplements	19,509,156
169	Aveeno anti-itch treatments (inc. calamine)	19,471,772
170	Private-label lice treatments	19,184,490
171	Boost Plus weight control/nutritionals liq/pwd	18,978,980
172	Goodys internal analgesic tablets	18,958,470
173	Colace laxative tablets	18,925,792
174	Sundown herbals mineral supplements	18,910,020
175	Benefiber laxative/stimulant liq/pwdr/oil	18,903,026
176	Mylicon antacid liquid/powder	18,893,008
177	Bayer enteric internal analgesic tablets	18,867,336
178	Private-label hemorrhoidal remedies	18,861,256
179	Coricidin HBP cold/allergy/sinus tablets/packets	18,742,060
180	Estroven mineral supplements	18,661,730
181	Comtrex cold/allergy/sinus tablets/packets	18,244,586
182	Private-label antacid liquid/powder	18,216,348
183	EAS Carb Control weight control/nutritionals liq/ pwd	17,997,064
184	One-A-Day Men's Health Formula multivitamins	17,969,116
185	Sudafed 12-hour cold/allergy/sinus tablets/packets	17,843,788
186	Dr. Scholl's Advantage foot care devices	17,750,506

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187	Maalox Max antacid tablets	17,571,994
188	Tagamet HB 200 antacid tablets	17,503,962
189	Drixoral cold/allergy/sinus tablets/packets	16,636,547
190	Schiff Move Free mineral supplements	16,632,587
191	Correctol laxative tablets	16,534,899
192	Lactaid Ultra antacid tablets	16,450,308
193	Carmex lip balm/cold sore medication	16,423,388
194	Chlor-Trimeton cold/allergy/sinus tablets/packets	16,180,347
195	Simply Sleep sleeping aid tablets	16,045,631
196	4 Way nasal spray/drops/inhaler	15,829,509
197	Robitussin Cold cold/allergy/sinus tablets/packets	15,451,360
198	Dr. Scholl's Clear Away wart removers	15,373,849
199	Compound W wart removers	15,164,655
200	Caltrate 600 mineral supplements	15,134,987
1	Private-label internal analgesic tablets	0.8%
2	Private-label cold/allergy/sinus tablets/packets	25.7
3	Private-label mineral supplements	12.6
4	Tylenol internal analgesic tablets	(9.8)
5	Advil internal analgesic tablets	(0.4)
6	Slim Fast meal options weight control/ nutritionals liq/pwd	27.5
7	Private-label 1- & 2-letter vitamins	(7.2)
8	Nicorette antismoking gum	(16.1)
9	Claritin cold/allergy/sinus tablets/packets	1,426.5
10	Private-label multivitamins	3.0
11	Aleve internal analgesic tablets	5.1

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12	Private-label first-aid ointments/antiseptics	3.4
13	Private-label antacid tablets	2.4
14	Private-label laxative tablets	18.2
15	Ensure weight control/nutritionals liq/pwd	(2.2)
16	Private-label cold/allergy/sinus liquid/powder	10.2
17	Benadryl cold/allergy/sinus tablets/packets	(2.6)
18	Nature Made 1- & 2-letter vitamins	(0.2)
19	Claritin D cold/allergy/sinus tablets/packets	2,803.2
20	Vicks Nyquil cold/allergy/sinus liquid/powder	8.7
21	Tylenol PM internal analgesic tablets	1.1
22	Bayer internal analgesic tablets	(3.1)
23	Halls cough/sore throat drop	0.7
24	Centrum Silver multivitamins	9.5
25	PediaSure weight control/nutritionals liq/pwd	12.4
26	Centrum multivitamins	(8.8)
27	Nicoderm CQ antismoking patch	(25.8)
28	Private-label antismoking gum	0.9
29	Motrin IB internal analgesic tablets	0.7
30	Nature Made mineral supplements	16.1
31	Pepcid AC antacid tablets	(4.9)
32	Tylenol internal analgesic liquids	7.4
33	Dr. Scholl's foot care devices	6.3
34	Zantac 75 antacid tablets	(10.1)
35	Robitussin DM cough syrup	2.8
36	Prilosec OTC antacid tablets	NA
37	ChapStick lip balm/cold sore medication	0.6

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38	Private-label cough syrup	8.1
39	Excedrin internal analgesic tablets	(15.0)
40	Ensure Plus weight control/nutritionals liq/pwd	(5.2)
41	Children's Motrin internal analgesic liquids	(8.1)
42	Metamucil laxative/stimulant liq/pwdr/oil	(12.4)
43	Osteo Bi Flex mineral supplements	8.1
44	Theraflu cold/allergy/sinus tablets/packets	13.7
45	Tums EX antacid tablets	(8.4)
46	Private-label weight control/nutritionals liq/pwd	0.5
47	Tylenol Cold cold/allergy/sinus tablets/packets	6.2
48	Alka-Seltzer Plus cold/allergy/sinus tablets/ packets	(0.6)
49	Private-label anti-itch treatments (inc. calamine)	6.5
50	Pepto-Bismol stomach remedy liquid/powder	(4.3)
51	B P T Pregnancy test kits	(4.7)%
52	Alavert cold/allergy/sinus tablets/packets	69,918.4
53	Boost weight control/nutritionals liq/pwd	4.1
54	Private-label pregnancy test kits	(2.5)
55	Nature's Bounty mineral supplements	34.4
56	Private-label nasal spray/drops/inhaler	(3.9)
57	Imodium AD diarrhea tablets	(4.6)
58	Sudafed cold/allergy/sinus tablets/packets	(2.0)
59	Tylenol Sinus cold/allergy/sinus tablets/packets	2.6
60	Tylenol Arthritis internal analgesic tablets	(4.2)
61	Private-label laxative/stimulant liq/pwdr/oil	0.2
62	Abreva lip balm/cold sore medication	9.7

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6/7/04 DRGTOPICS 64

63	Metabolife 356 weight control candy/tablets	(45.4)
64	Imodium Advanced diarrhea tablets	(1.3)
65	Ultra Slim Fast weight control/nutritionals liq/pwd	(76.1)
66	Sundown mineral supplements	14.6
67	Pepcid Complete antacid tablets	12.7
68	Neosporin Plus first-aid ointments/antiseptics	2.2
69	Advil Cold & Sinus cold/allergy/sinus tablets/ packets	14.3
70	Excedrin Migraine internal analgesic tablets	(8.2)
71	Private-label antismoking patch	(26.8)
72	Atkins diet weight control/nutritionals liq/pwd	145.8
73	Private-label internal analgesic liquids	27.8
74	Private-label cough/sore throat drop	1.9
75	Breathe Right nasal strips	(2.8)
76	Commit antismoking tablets	1,768.3
77	Preparation H hemorrhoidal cream/ointment/spray	(3.0)
78	Zicam nasal spray/drops/inhaler	67.9
79	Dulcolax laxative tablets	13.8
80	Primatene mist nasal spray/drops/inhaler	22.9
81	Vicks Vaporub chest rubs	10.8
82	Tylenol Plus cold/allergy/sinus liquid/powder	NA
83	Afrin nasal spray/drops/inhaler	(4.0)
84	Vicks Dayquil cold/allergy/sinus tablets/packets	15.1
85	Lamisil AT foot care/athletes foot medication	(1.3)
86	One-A-Day multivitamins	(23.0)
87	Tylenol Allergy Sinus cold/allergy/sinus tablets/	

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 The logo for Westlaw, featuring the word "Westlaw" in a stylized, serif font. The letter "W" is significantly larger and more prominent than the other letters. A decorative, swirling line or underline is positioned beneath the "W" and extends slightly to the right.

6/7/04 DRGTOPICS 64

	packets	(5.5)
88	Alka-Seltzer antacid/analgesic combo	(6.3)
89	Neosporin first-aid ointments/antiseptics	(2.3)
90	Claritin Reditabs cold/allergy/sinus tablets/ packets	2,307.2
91	Phillips stomach remedy liquid/powder	(2.7)
92	Robitussin cough syrup	6.7
93	Gas X antacid tablets	(4.6)
94	One-A-Day Weight Smart multivitamins	21,647.5
95	Dimetapp cold/allergy/sinus liquid/powder	(0.7)
96	Rolaids antacid tablets	(2.7)
97	Nature's Resource mineral supplements	(7.0)
98	Ricola cough/sore throat drop	2.7
99	IcyHot external analgesic rubs	11.6
100	Bengay external analgesic rubs	(3.4)
101	Private-label sleeping aid tablets	14.1%
102	Ex Lax laxative tablets	(1.5)
103	Metamucil laxative tablets	155.9
104	Robitussin CF cold/allergy/sinus liquid/powder	6.9
105	Private-label diarrhea tablets	7.9
106	Delsym cough syrup	32.6
107	Sundown 1- & 2-letter vitamins	13.4
108	Vicks Nyquil cold/allergy/sinus tablets/packets	13.5
109	Benadryl cold/allergy/sinus liquid/powder	0.6
110	First Response pregnancy test kits	10.7
111	Lotrimin A F foot care/athletes foot medication	(8.7)

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6/7/04 DRGTOPICS 64

112	Triaminic cold/allergy/sinus liquid/powder	(5.7)
113	Ecotrin internal analgesic tablets	(8.0)
114	Private-label foot care/athletes foot medication	6.9
115	Bausch & Lomb Ocuville multivitamins	28.6
116	Os Cal mineral supplements	(12.0)
117	Mylanta antacid liquid/powder	(10.5)
118	Flintstones multivitamins	1.3
119	Benadryl anti-itch treatments (inc. calamine)	4.3
120	Ensure Glucerna weight control/nutritionals liq/pwd	8.5
121	Preparation H hemorrhoidal remedies	(1.3)
122	Tinactin foot care/athletes foot medication	(7.0)
123	Pediacare cold/allergy/sinus liquid/powder	(1.8)
124	Citracal mineral supplements	(10.8)
125	Citrucel laxative/stimulant liq/pwdr/oil	(10.1)
126	Private-label stomach remedy liquid/powder	(1.6)
127	St Joseph internal analgesic tablets	33.6
128	Viactiv mineral supplements	4.2
129	Cortizone 10 anti-itch treatments (inc. calamine)	(7.8)
130	Xenadrine EFX weight control candy/tablets	132.2
131	Centrum Performance multivitamins	(8.2)
132	Cold Eeze cough/sore throat drop	10.3
133	Rid lice treatments	(3.3)
134	Tylenol 8-hour internal analgesic tablets	NA
135	Tums Ultra antacid tablets	(3.4)
136	Halls Fruit Breezers cough/sore throat drops	169.5
137	Tylenol Flu Cold/allergy/sinus tablets/packets	11.0

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6/7/04 DRGTOPICS 64

138	Vicks Dayquil cold/allergy/sinus liquid/powder	19.8
139	Private-label Epsom salts	0.2
140	Ludens cough/sore throat drops	1.9
141	Motrin cold/allergy/sinus liquid/powder	19.3
142	Tums antacid tablets	(19.3)
143	Caltrate 600 Plus mineral supplements	168.9
144	Blistex lip balm/cold sore medication	(3.6)
145	Robitussin cold/allergy/sinus liquid/powder	7.9
146	Private-label foot care devices	32.8
147	Fibercon laxative tablets	(17.4)
148	Contac cold/allergy/sinus tablets/packets	(4.0)
149	Halls Defense cough/sore throat drop	(4.1)
150	Chloraseptic sore throat remedy liquids	11.7
151	Maalox Max antacid liquid/powder	101.3%
152	Excedrin PM internal analgesic tablets	(11.8)
153	Hydroxycut weight control candy/tablets	21.1
154	Natrol mineral supplements	(8.2)
155	Infants Motrin internal analgesic liquids	155.7
156	Sudafed sinus cold/allergy/sinus tablets/packets	0.3
157	Pepto-Bismol stomach remedy tablets	(4.9)
158	Stacker 2 weight control candy/tablets	(2.2)
159	Mederma first-aid ointments/antiseptics	36.1
160	Aleve Cold & Sinus cold/allergy/sinus tablets/ packets	(2.4)
161	Clearplan Easy ovulation prediction kits	(3.8)
162	Block Drug Co. B C internal analgesic tablets	(1.6)

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6/7/04 DRGTOPICS 64

163	Nature's Bounty 1- & 2-letter vitamins	12.8
164	Fleet laxative/stimulant liq/pwdr/oil	(1.0)
165	Vicks Sinex nasal spray/drops/inhaler	(3.2)
166	Dramamine motion sickness tablets	(1.8)
167	Afrin No Drip nasal spray/drops/inhaler	3.5
168	Flex-a-Min mineral supplements	32.7
169	Aveeno anti-itch treatments (inc. calamine)	(3.5)
170	Private-label lice treatments	3.6
171	Boost Plus weight control/nutritionals liq/pwd	23.7
172	Goodys internal analgesic tablets	(4.3)
173	Colace laxative tablets	(6.6)
174	Sundown herbals mineral supplements	(9.4)
175	Benefiber laxative/stimulant liq/pwdr/oil	40.7
176	Mylicon antacid liquid/powder	(7.4)
177	Bayer enteric internal analgesic tablets	7.6
178	Private-label hemorrhoidal remedies	(1.4)
179	Coricidin HBP cold/allergy/sinus tablets/packets	29.7
180	Estroven mineral supplements	51.6
181	Comtrex cold/allergy/sinus tablets/packets	(5.0)
182	Private-label antacid liquid/powder	1.0
183	EAS Carb Control weight control/nutritionals liq/pwd	109.7
184	One-A-Day Men's Health Formula multivitamins	129.8
185	Sudafed 12-hour cold/allergy/sinus tablets/packets	3.4
186	Dr. Scholl's Advantage foot care devices	10.7
187	Maalox Max antacid tablets	188.6
188	Tagamet HB 200 antacid tablets	(12.9)

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6/7/04 DRGTOPICS 64

189	Drixoral cold/allergy/sinus tablets/packets	(18.8)
190	Schiff Move Free mineral supplements	(16.3)
191	Correctol laxative tablets	(14.1)
192	Lactaid Ultra antacid tablets	(5.0)
193	Carmex lip balm/cold sore medication	9.4
194	Chlor-Trimeton cold/allergy/sinus tablets/packets	(33.2)
195	Simply Sleep sleeping aid tablets	5.7
196	4 Way nasal spray/drops/inhaler	(7.3)
197	Robitussin Cold cold/allergy/sinus tablets/packets	221.3
198	Dr. Scholl's Clear Away wart removers	(17.1)
199	Compound W wart removers	7.7
200	Caltrate 600 mineral supplements	(12.6)

---- INDEX REFERENCES ----

COMPANY: INFORMATION RESOURCES INC; BLOCK DRUG CO INC

NEWS SUBJECT: (Business Management (1BU42); Sales & Marketing (1MA51); Sales (1SA20); Major Corporations (1MA93); Diet Aids (1DI01); Health & Family (1HE30); Government (1GO80); Market Share (1MA91); Health & Safety (1HE24))

INDUSTRY: (Pharmaceuticals & Biotechnology (1PH13); Manufacturing (1MA74); Consumer Packaged Goods (1CO27); Antacids (1AN37); Allergy Drugs (1AL35); Over-the-Counter Drugs (1OV18); Analgesics (1AN10); Antiseptics (1AN31); Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Allergy (1AL79); Cough & Cold Remedies (1CO34); Infectious Diseases (1IN99); Pharmaceuticals Marketing & Sales (1PH83); Ear, Nose & Throat (1EN56); Food & Beverage Production (1FO79); Store Brands (1ST78); Healthcare (1HE06); Allergy & Immunology (1AL96); Laxatives (1LA04); Consumer Products & Services (1CO62); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29))

Language: EN

OTHER INDEXING: (AD; ADVIL; ADVIL COLD SINUS; ALEVE; ALEVE COLD SINUS; BLOCK DRUG CO; CF; CLARITIN; CLARITIN REDITABS; COLD; CORICIDIN HBP; CQ; DM; EFX; EPSOM; EXCEDRIN PM; FLEX A MIN; HALLS; HALLS DEFENSE; HALLS FRUIT BREEZERS; HBC; HBP; IMODIUM AD; IMODIUM ADVANCED; INFORMATION RESOURCES INC; LACTAID ULTRA; NA; NICODERM CQ; OSTEO BI FLEX; OTC; PM; PRILOSEC OTC; ROBITUSSIN; ROBITUSSIN CF; ROBITUSSIN COLD; ROBITUSSIN DM; SCHIFF MOVE FREE; SLIM FAST; TUMS; TUMS ULTRA;

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6/7/04 DRGTOPICS 64

TYLENOL; TYLENOL ALLERGY SINUS; TYLENOL ARTHRITIS; TYLENOL COLD; TYLENOL FLU
COLD; TYLENOL PM; TYLENOL SINUS; ULTRA SLIM FAST; VICKS DAYQUIL; VICKS NYQUIL;
VICKS SINEX; VICKS VAPORUB; XENADRINE EFX) (Scholl) (Health products industry
(Rankings); Cosmetics industry (Rankings)) (Trade) (Business (BUSN);
Pharmaceuticals and cosmetics industries (DRUG))

PRODUCT: Medical Instruments and Supplies; Toilet preparations

SIC: 3840; 2844

Word Count: 4443
6/7/04 DRGTOPICS 64

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EXHIBIT 29

Citation
6/1/04 NATLHLTH 22

Search Result

Rank(R) 68 of 234

Database
ALLNEWS

6/1/04 Nat. Health 22
2004 WLNR 14563312

Natural Health
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June 1, 2004

Volume 34; Issue 6

How can I prevent and treat seasonal allergies? (Ask The Experts)

Naturopath

Taking nettle supplements can provide an antihistamine effect and provide symptom relief. For permanent allergy elimination, I use a therapy developed by acupuncturist and chiropractor Devi Nambudripad called NAET. It begins with testing the patient's muscle response to various substances. The theory is that allergies interrupt the body's energy flow, which causes weakness in the muscles in the presence of the allergen. After I test the patients, I stimulate pressure points along the spine while the patient is holding the allergen. The acupressure treatment retrains the body to accept the allergen. It's important to treat the whole body while treating the allergies. (To find an allergy-elimination therapist, visit naet.com.)

--Melody Wong, N.D., Palo Alto, Calif., naturopath

Medical advisor

A cold passes in seven to 10 days, so symptoms lingering beyond that probably indicate an allergy. A symptom that's unique to allergies is an itch at both the back of your throat and in the eyes, along with a runny nose and congestion. Ask a doctor about treating allergies, since there's an overwhelming number of medications. Over-the-counter, non-sedating antihistamines like **Alavert** or Claritin are a first line of defense, but many don't relieve congestion, so you might try Claritin-D or **Alavert Allergy & Sinus**. If you still can't find relief, see your doctor about tests to identify your sensitivity, and to get a prescription for a more appropriate drug.

The best way to prevent allergic reactions is to avoid contact with the allergen. In summer, stay inside in the early morning, when pollen levels are high. Change your clothes as soon as you come inside, then take a quick shower to remove allergens.

--Derek Johnson, M.D, medical advisor to the Asthma and Allergy Foundation of America

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6/1/04 NATLHLTH 22

Allergist

You can control allergy-related sneezing and runny nose by using a nasal steroid spray on a daily basis. I recommend getting a prescription, since over-the-counter nasal sprays are mostly decongestants that aren't as powerful and can cause rebound congestion. With grass allergies, which are common in June, you should avoid going outside right after your lawn's been mowed. If you have to do the mowing, take an antihistamine an hour beforehand and wear a mask and goggles.

Immunotherapy provides long-term relief by desensitizing patients to allergens. We do skin tests to confirm sensitivity to pollens and inhalants, then make an extract containing those allergens. The extracts, which are administered in a shot, contain increasing concentrations of the allergens. After six weekly shots, most patients will get allergy relief.

--Georgiana Marie Sanders, M.D., assistant professor of internal medicine and pediatrics at the University of Michigan

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Americas (1AM92); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (ALAVERT; ALAVERT ALLERGY SINUS; ALLERGY FOUNDATION; ASTHMA; CLARITIN; UNIVERSITY OF MICHIGAN) (Derek Johnson; Devi Nambudripad; Georgiana Marie Sanders; Immunotherapy) (Medicine, Chinese (Usage); Hay-fever (Care and treatment); Hay-fever (Prevention); Antihistamines (Dosage and administration)) (Consumer) (United States (1USA))

PRODUCT: Antihistamine Preparations; Pharmaceutical preparations; Pharmaceutical Preparation Manufacturing2834410

SIC: 2834

NAICS CODE: 325412

Word Count: 555

6/1/04 NATLHLTH 22

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WY 00178

EXHIBIT 30

Citation
5/30/04 NWSDAY B52

Search Result

Rank(R) 69 of 234

Database
ALLNEWS

5/30/04 Newsday B52
2004 WLNR 1076103

Newsday (USA)
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May 30, 2004

Section: HEALTH

Seeking relief from chigger bites

Suzy Cohen

I took an airboat tour of the Everglades while visiting from Manhattan. Afterward,

I started to itch like crazy. A local pharmacist told me I got bit by chiggers. What the heck is a chigger, and why do I itch after three weeks?

L.S., New York City

Chiggers are really mites that thrive in berry patches, tall weeds and woodland edges. It's the larvae that attack humans, favoring the waist, ankles or warm skin folds.

You can almost see the larvae in the center of a red, pimplelike bump that has not been scratched, but most people feel the urge to scratch.

Chigger bites usually heal on their own. Some people use a product called Chigarid. Others paint clear nail polish on the sore, in an effort to suffocate the larvae. Antihistamines like **Alavert**, Claritin or generic loratadine can help control a rash or exasperating itch.

Sarna lotion can cool off a lesion and control itching, as can hydrocortisone, a skin-applied steroid. All these treatments are available over the counter for less than \$15. Since it has been weeks, you may have a complication, such as infection. You also might have something altogether different from chiggers. Visit your doctor, because it should have resolved itself by now.

Once or twice a year, my pharmacy changes my insurance co-pay and suddenly a drug that once cost me \$10 goes up to \$25. It's not fair that pharmacies do this.

G.G., Pembroke Pines, Fla.

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5/30/04 NWSDAY B52

When you sign on the dotted line with your insurance company, you allow your insurance plan to make policy changes. Insurance companies have the right to increase co- pays.

The first person to notify you may be your pharmacist, but please know that pharmacies are working on your behalf.

Many technicians, who are often young, have actually become like insurance specialists and spend much time on the telephone with your insurance support center just to make your prescription happen.

Their ability allows direct satellite communication between computers at the pharmacy and your insurance company miles away. When data is entered in the right sequence (think of an "Alias" episode), your prescription label is generated at the pharmacy like magic, but it displays the price that your insurance company decides.

Your pharmacy doesn't change your coverage, your insurance company does. Don't shoot the messenger because you don't like the message. Suzy Cohen, a registered pharmacist, writes for Tribune Media Services. To contact her, visit www.dearpharmacist.com or write c/o Tribune Media Services, 2225 Kenmore Ave., Suite 114, Buffalo, NY 14207. This information is not intended to treat, cure or diagnose your condition.

GRAPHICS

---- INDEX REFERENCES ----

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); New York (1NE72))

Language: EN

OTHER INDEXING: (ALAVERT; CLARITIN; GRAPHICS; TRIBUNE MEDIA SERVICES)
(Antihistamines; G.G., Pembroke Pines; Sarna; Seeking; Suzy Cohen) (COLUMN HEALTH)

EDITION: ALL EDITIONS

Word Count: 530
5/30/04 NWSDAY B52

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WY 00180

EXHIBIT 31

Citation
5/17/04 DSNEWS 41

Search Result

Rank(R) 74 of 234

Database
ALLNEWS

5/17/04 Drug Store News 41
2004 WLNR 14806132

Drug Store News

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May 17, 2004

Volume 26; Issue 7

OTC loratadine lifts allergy relief sales. (Ahead Of The Pack) (over the counter) (Brief Article)
Johnsen, Michael

Judging from the sheer dollars generated by sales of OTC loratadine products last year, there seem to be quite a lot of people willing to part with \$20 every month for allergy relief. Indeed, between Claritin and Alavert, almost \$190 million in incremental dollars were added to drug stores last year. And that doesn't even include the \$55.7 million incremental lift provided by private label allergy products--the majority of which has been attributed to private label loratadine.

And though loratadine sales may have prevented Pfizer from significantly growing its Benadryl business, the argument really cannot be made that the allergy leader was cannibalized by loratadine. The switch of loratadine truly grew the category, rather than merely shift the dollars around from one brand to another.

However, the loratadine OTC starburst may have come at a price for drug store operators. With the loratadine switch, third party payers moved prescription loratadine users to non-preferred formularies, which in effect provides a financial incentive for consumers to self treat. The question is, Have pharmacy retailers been able to recoup in gross margin at the front end what they may have lost in total dollars at the pharmacy counter? And did they lose any of those customers to other channels?

---- INDEX REFERENCES ----

COMPANY: PFIZER INC

INDUSTRY: (Healthcare (1HE06); Allergy & Immunology (1AL96); Infectious Diseases (1IN99); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

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5/17/04 DSNEWS 41

Language: EN

OTHER INDEXING: (CLARITIN; OTC; PFIZER) (Alavert; Judging) (Loratadine
(Forecasts and trends); Nonprescription drugs (Forecasts and trends)) (Trade)
(Any type of business (BUSN); Pharmaceuticals and Cosmetics (DRUG); Retailing
(RETL)) (Forecasts, trends, outlooks (010)) (United States (1USA))

Word Count: 259
5/17/04 DSNEWS 41

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EXHIBIT 32

Citation
5/17/04 DSNEWS 42

Search Result

Rank(R) 75 of 234

Database
ALLNEWS

5/17/04 Drug Store News 42
2004 WLNR 14806168

Drug Store News

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May 17, 2004

Volume 26; Issue 7

Top 50 OTC brands ranked by 2003 dollar sales ((dagger)).(OTC/Natural Health) (over the counter) (Illustration)
Johnsen, Michael

Top 50 OTC brands ranked by 2003 dollar sales ((dagger))

Brand	Sales *	% change
Nicorette anti-smoking gum	\$138.0	-11.3%
Tylenol pain relief--tablets	129.4	-8.3
Advil pain relief--tablets	116.6	3.5
Depend adult incontinence	89.0	-0.8
Claritin allergy--tablets	86.9	1,177.7
Aleve pain relief--tablets	65.4	7.6
Nicoderm CQ anti-smoking patch	65.0	-23.3
Claritin-D allergy--tablets	61.0	2,418.5
Nature Made 1 & 2 letter vitamins	59.5	3.1
Benadryl allergy--tablets	56.8	-0.8
Centrum Silver multivitamins	51.0	7.4
Bayer pain relief--tablets	48.2	-1.6
Vicks NyQuil	47.6	11.6

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Westlaw.

5/17/04 DSNEWS 42		
cough-cold--liquid		
Tylenol PM pain relief--tablets	47.1	3.5
Nature Made mineral supplements	45.8	20.8
Depend Poise adult incontinence	44.1	4.5
Ace muscle/body support	43.9	3.6
Futuro muscle/body support	42.8	1.8
Halls cough drop	42.8	4.2
Trojan male contraceptives	41.7	-1.2
Centrum multivitamins	40.8	-9.5
Prilosec OTC	40.8	N/A
Robitussin DM	40.3	5.3
Nature's Bounty mineral supplements	39.6	26.3
Dr. Scholls foot care devices	39.6	6.8
Johnson & Johnson first aid tape/bandages	\$39.0	-2.9%
Motrin IB pain relief--tablets	38.1	8.0
Tylenol pain relief--liquid	38.0	12.8
E.P.T pregnancy test kits	37.5	-3.6
Zantac 75 antacid tablets	37.3	-6.3
Pepcid AC antacid tablets	36.4	-3.4
Band-Aid first aid tape/bandages	35.4	11.7

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5/17/04 DSNEWS 42

Abreva lip balm/cold sore	35.3	9.3
Osteo Bi-Flex dietary supplement	33.2	10.7
ThermaCare heat packs	32.6	22.9
Chapstick lip balm	32.5	4.7
Monistat 3 vaginal treatment	31.8	-7.3
Slim Fast Meal Options diet--liquid/powder	31.2	23.8
Alavert allergy tablets	31.2	N/A
Commit anti-smoking tablets	31.0	1,585.3
Metamucil laxative--liquid/ powder	30.8	-12.4
Children's Motrin pain relief--liquid	30.7	-3.2
TheraFlu cough-cold--tablets/ packets	29.9	23.9
Ensure adult nutritional--liquid	29.2	-7.4
Alka Seltzer Plus cough-cold--tablets/packets	27.8	2.1
Tylenol Cold cough-cold--tablets/packets	27.5	12.3
Metabolife 356 diet--tablets	27.2	-47.4
Trojan Enz male contraceptives	26.6	1.1
Bausch & Lomb Renu Multiplus	26.4	18.0
Imodium AD diarrhea tablets	26.4	-3.3

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Brand	Comment
Nicorette anti-smoking gum	Suffered at the hands of private label and news that teens were misusing the product, not to mention competition from Commit.
Tylenol pain relief--tablets	Competition grows for the No. 1 analgesic spot, but a hip new ad campaign for Tylenol could reverse that trend.
Advil pain relief--tablets	Advil Liqui-Gels were relaunched last year, but to less fanfare and with competition from store brand liqui-gels.
Depend adult incontinence	Depend refastenable underwear won a 2003 Caregiver Friendly Award for its design--25 million Americans experience urinary incontinence.
Claritin allergy--tablets	With little more than one year on-shelf, Claritin was the fastest-growing OTC brand in 2003.
Aleve pain relief--tablets	Facing stiff competition from prescription-only cox-2 inhibitors, Bayer's Aleve, also positioned against arthritis pain, still posted a significant gain.
Nicoderm CQ anti-smoking patch	Commit lozenge seems to have stolen

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more thunder from nicotine patches than nicotine gum.

Claritin-D allergy--tablets Total sales across all Claritin SKUs--including Claritin, Claritin-D and Claritin Reditabs--reached \$415 million last year.

Nature Made 1 & 2 letter vitamins Pharmavite experienced a boost last year as two chief competitors, Rexall Sundown and GNC, were sold and a third, Twinlab, went into bankruptcy.

Benadryl allergy--tablets Despite gains of encroaching OTC loratadine products, Pfizer managed to retain core Benadryl customers.

Centrum Silver multivitamins Speaking to aging Americans, sales of Silver led the way for the Centrum brand.

Bayer pain relief--tablets FDA quashed a first heart attack prevention claim, but Bayer still benefits from an indication for prevention of a second heart attack.

Vicks NyQuil cough-cold--liquid A strong and early start to the cold and flu season benefited the entire category--to say nothing of retailers' fourth quarter comp sales.

Tylenol PM pain relief--tablets Pain is the second most common sleep disturbance, according to a survey of

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Nature Made mineral supplements	older Americans--19 percent said pain keeps them awake a few nights a week. Growing support from the medical community has helped build minerals into the largest and highest-growth segment of the business.
Depend Poise adult incontinence	Designed for women with mild to moderate bladder control issues, it has been well received--1-in-4 women over age 18 experience involuntarily leaking.
Ace muscle/body support	Better, more sophisticated product designs and an active, but aging, consumer population continue to fuel growth in the category ...
Futuro muscle/body support	... Not to mention more physicians prescribing exercise for people with diabetes and heart disease.
Halls cough drop	Fruit Breezers had multiple placements throughout the store to capture every purchasing occasion and feed the brand's growth.
Trojan male contraceptives	New product introductions in recent years focus on pleasure versus prevention--e.g., Twisted Pleasure and Trojan Her Pleasure.

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Centrum multivitamins

Has begun promoting the benefits of the natural, tomato-based, heart-healthy ingredient, lycopene.

Prilosec OTC

The second blockbuster prescription drug to switch to OTC in as many years overcame challenge of communicating a complicated regimen.

Robitussin DM

Again, the timing of the flu season--not to mention a limited initial availability of flu vaccine--floated all boats in cough-cold last year.

Nature's Bounty mineral supplements

Grew sales significantly, even as NBTY pulled off Rexall Sundown acquisition.

Dr. Scholls foot care devices

2003 "Are you gellin?" campaign provided a lift in sales for all gel foot care devices.

Johnson & Johnson first aid tape/bandages

Has a strong heritage of "switching" professional wound care technology to mass, such as Advanced Care Quick Stop Gauze Pads in 2002.

Motrin IB pain relief--tablets

Even with a consumer ad budget some three times smaller than Advil, the leading ibuprofen brand, Motrin still manages healthy growth.

Tylenol pain relief--liquid

McNeil late last year extended its

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Tylenol line of liquid analgesics with two new flavors: blue raspberry and strawberry.

E.P.T pregnancy test kits

Pfizer launched a digital pregnancy test in December after signing a supply deal with Inverness--should lift sales in a category that skews heavily private label.

Zantac 75 antacid tablets

Faced pressure from private label even before the launch of Prilosec OTC--and unlike Tums and Pepcid, did not introduce any line extensions last year.

Pepcid AC antacid tablets

Johnson & Johnson launched Maximum Strength Pepcid AC late last year in response to Prilosec OTC, somewhat cannibalizing sales of its core brand.

Band-Aid first aid
tape/bandages

Continues to reap benefits of 2002 launch of liquid Bandage and hot kids entertainment licenses like Spongebob Squarepots and Harry Potter.

Abreva lip balm/cold sore

Abreva owes its success in part to a premium pricing strategy--sustainable because it is still the only OTC product on the market that speeds

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Osteo Bi-Flex dietary
supplement

healing time.

Already the No. 1 glucosamine and chondroitin brand, Osteo Bi-Flex got a lift last year from an ad campaign featuring Frankenstein as its spokesman.

ThermaCare heat packs

P&G leveraged its position with retailers to get ThermaCare into the pain relief aisle. The result? A lot of incremental sales for retailers.

Chapstick lip balm

A strong brand heritage helps secure one-third of all sales in an increasingly crowded lip care category.

Monistat 3 vaginal treatment

Three-day treatments for vaginal yeast infections remain the most popular despite growth in one-day remedies and store brands.

Slim Fast Meal Options
diet--liquid/powder

Despite a positive showing in drug, Slim Fast met intense challenges from the introduction of a slew of low-carb dieting products.

Alavert allergy tablets

Although a distant second to Schering-Plough's loratadine formulation Claritin, exceeded Wyeth's year-end sales expectations

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Commit anti-smoking tablets

of \$100 million in F/D/M.

With a full year of sales under its belt, GlaxoSmithKline's nicotine-replacement lozenge is shaking things up in the smoking-cessation category.

Metamucil laxative--liquid/
powder

Low-carb lifestylers badly in need of fiber and rising utilization of drugs that cause constipation should drive laxative sales.

Children's Motrin pain
relief--liquid

Sales of Children's Motrin suffered after a slew of competitive children's liquid analgesics were launched, including Motrin sister brand Children's Tylenol.

TheraFlu cough-cold--tablets/
packets

Strong flu season--not to mention strong brand reputation for fighting flu--helped drive \$5.8 million in incremental sales for the TheraFlu brand.

Ensure adult
nutritional--liquid

Abbott Laboratories last year launched a resealable bottle, offering a new, convenient format for the top-selling adult nutritional brand.

Alka Seltzer Plus
cough-cold--tablets/packets

Alka-Seltzer Plus Ready Relief may stimulate overall sales of the

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	brand--but it's still nowhere near where it was before the PPA recall of 2000.
Tylenol Cold cough-cold--tablets/packets	Success of Tylenol Cold combo packs--featuring both daytime and night-time formulas--prompted McNeil to extend the offering to Tylenol.
Metabolife 356 diet--tablets	Ephedra has come and gone, and now Metabolife looks to leverage a strong brand in diet aids with a new lineup of ephedra-free products.
Trojan Enz male contraceptives	Despite some humble gains overall, sales of condoms last year suffered from the nonoxynol-9 controversy.
Bausch & Lomb Renu Multiplus	An FDA approval for use with all types of soft contact lenses helped drive \$4 million in incremental growth in drug stores.
Imodium AD diarrhea tablets	Introduction of Imodium Advanced cannibalized somewhat sales for the core brand.

Source: Information Resources Inc. for the 52 weeks ended
Dec. 28, 2003.

* All sales in millions

((dagger)) Excludes private label

----- INDEX REFERENCES -----

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COMPANY: ABBOTT LABORATORIES; PFIZER INC; WYETH; SCHERING PLOUGH CORP; JOHNSON AND JOHNSON

NEWS SUBJECT: (Business Management (1BU42); Sales & Marketing (1MA51); Sales (1SA20); Major Corporations (1MA93); Health & Family (1HE30); Government (1GO80); Market Share (1MA91); Health & Safety (1HE24); Women's Businesses (1WO64))

INDUSTRY: (Gastroenterology (1GA59); Pharmaceuticals & Biotechnology (1PH13); Manufacturing (1MA74); Consumer Packaged Goods (1CO27); Antacids (1AN37); Allergy Drugs (1AL35); Analgesics (1AN10); Personal Care & Beauty Aids (1PE87); Internal Medicine (1IN54); Allergy (1AL79); Cough & Cold Remedies (1CO34); Infectious Diseases (1IN99); Medical Equipment & Supplies (1HE68); Pharmaceuticals Marketing & Sales (1PH83); Food & Beverage Production (1FO79); Store Brands (1ST78); Healthcare (1HE06); Allergy & Immunology (1AL96); Laxatives (1LA04); Consumer Products & Services (1CO62); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Prescription Drugs (1PR52))

Language: EN

OTHER INDEXING: (ABBOTT LABORATORIES; AC; AD; BAUSCH LOMB RENU; BAUSCH LOMB RENU MULTIPLUS; CHILDRENS MOTRIN; FACING; FDA; FRANKENSTEIN; GLAXOSMITHKLINE; GNC; IB; IMODIUM; IMODIUM AD; JOHNSON JOHNSON; MOTRIN; MOTRIN IB; PEPCID; PEPCID AC; PFIZER; PPA; SCHERING PLOUGH; SLIM FAST; SLIM FAST MEAL; SLIM FAST MEAL OPTIONS; SOURCE: INFORMATION RESOURCES INC; SPONGEBOB; STRENGTH PEPCID AC; TUMS; WYETH) (Abreva; Ace; Advil; Advil Liqui; Alavert; Aleve; Alka; Alka Seltzer; Bayer; Benadryl; Care Quick; Centrum; Centrum Silver; Chapstick; Children; Claritin; Claritin Reditabs; Commit; Dec; Depend; Depend Poise; Designed; Ensure; Excludes; Fruit Breezers; Futuro; Harry Potter; Metabolife; Metamucil; Monistat; Nicoderm; Nicorette; Osteo Bi; OTC; Pleasure; Prilosec; Prilosec OTC; Rexall Sundown; Robitussin DM; Scholls; Silver; SKUs; Squarepents; Stop Gauze Pads; Success; Sundown; TheraFlu; ThermaCare; Trojan; Trojan Enz; Tylenol; Tylenol Cold; Tylenol PM; Vicks NyQuil; Zantac) (Nonprescription drugs (Rankings)) (Trade) (Any type of business (BUSN); Pharmaceuticals and Cosmetics (DRUG); Retailing (RETL)) (United States (1USA))

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5/16/04 TOWNTALK 1

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ALLNEWS

5/16/04 Alexandria Daily Town Talk 1
2004 WLNR 16570466

Alexandria Daily Town Talk
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Section: Features

April showers bring May flowers and
Sarah Crooks Clancy

Allergies

By Sarah Crooks Clancy The Town Talk

Some might say, in Central Louisiana at least, it's always allergy season.

And they wouldn't be entirely wrong, said Dr. Benjamin B. Close, local allergy specialist.

In fact, allergies can be a year-round curse anywhere. Just ask any of the 50 million Americans who struggle with them.

But the arrival of spring with its warm, sunny days poses a particular problem for the millions of people who suffer from allergic rhinitis, or seasonal allergies caused by pollen in the air.

That's why, with May designated Asthma and Allergy Awareness Month, health officials are spreading the word about seasonal allergies and what people can do to protect themselves.

"It's a month that's chosen because it is in the midst of allergy season," Close said.

Tree pollen usually makes its appearance in late February, depending on the area's rainfall and temperatures - and lasts into June.

Blossoming flowers account for little of an allergy sufferer's springtime misery because they use bees to spread their pollen in a more efficient manner.

It's in the air

"Typically, the tree season can be more intense because there's so much pollen in the air," said Dr. Derek Johnson, an allergist for the Temple University Children's Medical Center in Philadelphia. "Their goal is to release as much

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pollen as possible so the wind will successfully deliver it."

And, believe it or not, although yellow pine pollen covers Cenla's cars and sidewalks, it's not the root of most allergy symptoms.

"When you see the yellow stuff, it's a marker that pollen is out," Close said. "But pine pollen is bigger and heavier than other pollen grains, so it's not able to penetrate into the airways as far."

Pecan and oak trees are by far, the two predominant culprits.

Grass pollen begins appearing in late April and lasts through September - just in time for the fall allergy season to kick in.

The fall allergy season isn't quite as intense but tends to last longer, Johnson says. Weeds produce most of the pollen during this season, and they don't stop until the onset of winter.

"There are more varieties of weeds and they keep producing pollen until the cold weather kills them out," Johnson says.

Actually, the fall allergy season may cause more widespread misery, said Mike Tringale, a spokesman for the Asthma and Allergy Foundation of America. That's due to one culprit -- ragweed.

Three of every four people who suffer seasonal allergies are primarily allergic to ragweed, Tringale says. "That's the prime offending allergen in the fall, and the vast majority of people should not drop their guard at that time of the year," he says.

Even in November, December and January - when they get a reprieve from pollen - allergy sufferers must deal with indoor allergens such as pet dander, dust mites and mold.

"Anywhere in the Gulf South region is bad (for pollen)," Close said. "But there are worse places to live.

"Pollution and smog can be worse. They seem to work together with pollen to make symptoms worse."

According to the Asthma and Allergy Foundation of America, scientists believe allergies are genetic traits inherited from your parents.

Exposure to allergens when your body's defense is weakened, like after being sick, may also contribute to the development of allergies.

"There is no cure," Tringale says. "You will live with your allergies for the rest of your life."

An allergic reaction occurs when your body's immune system overreacts to trace amounts of an allergen that has entered through the nose or mouth. The immune

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system floods the body with histamine, a chemical that causes what Tringale calls the "allergic cascade" of symptoms.

Despite the wide range of airborne pollens people are exposed to at different times of the year, all allergy sufferers exhibit pretty much the same symptoms - sneezing, runny nose, watery eyes and itchy skin.

But the intensity of your symptoms can vary greatly, depending on what you're allergic to, Johnson said.

To treat your allergies, doctors say you first need to zero in on what you're allergic to. Allergists can accomplish this through a skin test or blood test, and there's even a home testing kit now on the market, Tringale says.

Once you know what ails you, the best thing you can do is try to avoid it.

For instance, springtime pollen counts are higher in the morning, so Johnson suggests sufferers make their plans accordingly. "If people are into outdoor activities, avoid the morning hours," he says. "Go jogging later in the day."

Johnson also says allergy sufferers should avoid going out following a rainstorm because raindrops tend to kick up pollen.

"Rain can temporarily settle the pollen," Close said. "But thunderstorms can actually break open the pollen grains, which raises the pollen count."

Another good idea is to shower and change and then clean clothes whenever coming inside from an outdoor activity, to prevent pollen that's clinging to your clothes or skin from coming loose inside your home, Johnson said.

If you're suffering symptoms, there are a wide range of over-the-counter medications now available.

"Approximately 20 percent of the population will have some sort of allergic problem," Close said. "But between 60 percent and 80 percent of them don't see a doctor."

Antihistamines are a traditional treatment, but many people complain of drowsiness. Newer drugs such as Claritin and Alavert tackle the symptoms just as well and don't make you sleepy, Johnson explained.

"Many people with more severe allergies need more than an over-the-counter product," Close said.

Your doctor can prescribe an inhaler, allergy eye drops and allergy tests.

If your allergy symptoms require multiple medications, cause frequent complications and infections or come with a chronic cough - which could be a sign of asthma - Close recommends checking with your doctor.

People with severe seasonal allergies might want to consider undergoing a series

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of allergy shots, Johnson said.

The injections act much the same way a regular vaccination does, he says. By getting a shot once a week that contains a small amount of the allergen to which you react, your immune system learns not to overreact to the presence of that material.

The downside: The shots aren't immediate. Patients may wait three to 12 months before seeing any improvement.

Until then, Close tells his patients to keep windows closed - at home and in the car - use the air conditioning to filter out allergens, use a pollen mask when working in the garden and take their medication regularly.

And realize - "Outdoor allergens can be very difficult to avoid."

www.aaaai.org, American Academy of Allergy, Asthma and Immunology

HealthDay contributed to this article.

Photo caption

Jennifer Garibay of Cincinnati sneezes. Sneezing and watery eyes are just a few of the symptoms of seasonal allergies. - Gannett News Service

---- INDEX REFERENCES ----

COMPANY: TEMPLE UNIVERSITY

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INDUSTRY: (Healthcare (1HE06); Allergy & Immunology (1AL96); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Respiratory & Pulmonary (1RE29); Allergy (1AL79))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39))

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OTHER INDEXING: (ALLERGY FOUNDATION; AMERICAN ACADEMY; ASTHMA; CLARITIN; GANNETT NEWS SERVICE; IMMUNOLOGY; MEDICAL CENTER; TEMPLE UNIVERSITY) (Alavert; Allergy; Allergy Awareness Month; Benjamin B. Close; Cenla; Close; Derek Johnson; Exposure; HealthDay; Jennifer Garibay; Johnson; Mike Tringale; Outdoor; Pecan; Photo; Pollution; Sarah Crooks; Tringale; Typically)

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ALLNEWS

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2004 WLNR 17463615

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May 16, 2004

Section: SCENE

Something's in the air May is the cruelest month for people with seasonal allergies

Alison apRoberts Bee Staff Writer

If you have spring allergies, you may be feeling pretty sneezy, dopey and grumpy right about now. If so, your life is no Disney fairy tale. There's no whistling while you work or play, just sniffing, and the closest thing to Snow White around is the pile of tissues you're going through.

In Sacramento, we have hit the peak of the season for allergies.

"May is traditionally the worst period here. The grass will be at its peak. The tree pollens are still going to be there," says Dr. Arif Seyal, an allergist with Kaiser Permanente. "In our department, we don't go on vacations this time of year."

"The most potent allergens are the grass pollens; they provoke a lot of reaction," says Dr. Stanley Naguwa, a professor of allergy at UC Davis Medical Center.

Woes of the nose

Local stories of misery are as plentiful as the blades of grass on our lawns.

"From like the first of March through May, I sound like I have a cold all the time," says Joy Brewer, 49, of Carmichael. The song running through her head these days is "(I Am) Barely Breathing" by Duncan Sheik.

Her primary strategy is to hide and to take solace in knowing she has lots of company.

"It seems like in the spring, everyone's sneezing; that's just what we do here," she says.

Among those joining her is Kandice Kelly, a morning news reporter for "Good Day Sacramento" on Channel 31 (KMAX). She moved here from Texas almost two years

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ago, and she thinks Sacramento is almost perfect.

"I love the people here, but I hate the beautiful greenery - when I see green, I think of coughing and sneezing and itching, watery eyes," she says. "If we could cover all Sacramento in cement, that would be wonderful."

Kelly does not stand idly by during the spring - she whips out an impressive arsenal of medications and devices, including the allergy medicines Claritin, Allegra, Benadryl and Nasacort, asthma medication Albuterol and over-the-counter allergy eye drops.

She also tries to keep nature at bay. Windows in cars and at home are kept closed. She recently bought a \$100 air filter that she keeps on her nightstand in her bedroom, which seems to help.

She wears little paper masks whenever she can outside, including when she's riding around in a TV truck going to assignments.

"It's pretty embarrassing riding around wearing the mask; I worry people might think I'm a big prima donna," she says. "But the people I work with understand because they have allergies, too."

Reasons for sneezing

An estimated 50 million people in the United States have some sort of allergy. Of those who suffer, an estimated 36 million have noses that go haywire every spring with seasonal allergic rhinitis, also known as hay fever.

Sacramento is a bad place for seasonal allergy sufferers, thanks to a high pollen count and a long pollen season.

The culprits are pollens, male plant cells with a diameter less than the thickness of an average human hair. They come from flowering trees, grasses and weeds. A protein in the pollen becomes an allergen for someone with a corresponding antibody, called immunoglobulin E, or IgE. Each type of IgE responds to just one allergen.

The antibody attaches to mast cells, which are most plentiful in the nose, eyes, lungs and gastrointestinal tract. When the allergen comes along, the IgE stimulates the mast cells to produce chemicals, including histamine. The histamine, in turn, starts the real show: sneezing, wheezing, coughing, swelling and those itchy, tickling sensations.

Such responses can be just a nuisance, but they can be serious, particularly if they trigger asthma, which can be life-threatening.

Keeping pollens at bay

"The best treatment for allergic disease is avoidance," Naguwa says.

"You should go within two miles of the coast or above 3,500 feet," says Dr.

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Bradley Chipps, a local allergist who has treated many tens of thousands of patients during 25 years in practice here. One caveat: If you go up to the mountains, you will face a mid-to-late summer pollen season when you may need to flee for a while.

If you can't move, you have to play keep-away. See the accompanying story, above, for tips on how to avoid pollens.

Go jump in a lake

The famous dry heat that Sacramentans boast about is its pollen-count downfall. Plant pollens absorb water from the air. The more humid it is, the more water they absorb until they sink out of the air and no longer float around waiting to go up your nose.

Here, pollens travel far and wide for many miles in the dry air. If conditions are right, they can travel hundreds of miles.

This fact leads to a splashy pollen-avoidance strategy: Live in your pool. The air just above the surface of the water is more humid than other air and therefore holds few pollens. So, if you must be outdoors, Naguwa suggests going for a swim.

Medication nation

Until we develop bubbles to live in, many of us have to confront some amount of pollen, and there are treatments to help.

There is a dizzying array of over-the-counter medications. Some might help, some might not. Local allergists are skeptical of claims, for instance, made by makers of homeopathic remedies.

Some effective prescription medications include nonsedating antihistamines and corticosteroidal nose sprays. Users often find that the nose sprays are more effective than antihistamines.

It has gotten more difficult to get an allergy prescription covered by insurance. Since Loratadine, a nonsedating antihistamine and the active ingredient in Claritin and Alavert, has gone over-the-counter, some health-insurance providers balk at covering prescriptions for other medications. Often, doctors must fill out paperwork attesting that a patient has tried Loratadine without success before a prescription for another medication will be approved.

The sooner you take whatever medications you use, the better off you'll be, according to Naguwa: "The medications we have work best to prevent the allergic reaction before it happens rather than to treat it once it gets going."

For those who are bothered for much of the year or suffer from secondary health problems from allergies, such as chronic ear infections, allergy vaccine shots - immunotherapy - are effective, particularly for pollen allergies.

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Recent research into the shots has shown an even more exciting, lifesaving promise in heading off asthma.

"Children who receive the shots are less likely to develop asthma. We are modifying the allergic disease response," Naguwa says.

Don't suffer silently

Naguwa says the moral of many allergy stories is simple: Go to the doctor for help rather than just putting up with the torture.

"We feel most patients are not getting the full benefit of therapy," says Naguwa. "They need to seek treatments."

Danny Sarinana is sorry he waited to go to the doctor, where he found salvation in Nasonex, a corticosteroid nasal spray. He hadn't realized there was help beyond the over-the-counter options.

"I was used to thinking that it was as good as it was going to get; I was miserable," he says.

Sarinana, who is 35 and lives in Elk Grove, finally decided to do something when he started dating through Internet personals.

When he would have a first-time phone conversation with a prospective date, he found himself explaining his plugged-up sound: "I'd usually start off with something like, 'I usually don't sound this stuffy,' " he says.

Now, he has a girlfriend and a normal voice. "It feels good to hear the real me come out when I'm talking," he says.

Beyond the mainstream

A few years back, Ed Wosika's allergies and asthma were getting worse and worse despite allergy shots and other medications.

He was getting desperate when he heard about Carolyn Reuben, one of several local acupuncturists who treat allergies using Nambudripad's Allergy Elimination Techniques or variations on that method.

A patient holds a vial of a possible allergen while Reuben applies pressure to the arm holding the vial to see if the muscles weaken. If they do, it means the patient is allergic. The idea is that the allergen - even through the vial - disrupts the qi, or vital energy flow, in the body. Reuben then uses acupressure on the spine to treat it.

Wosika, who is 46 and a geologist for the state's Water Resources and Control Board, had to overcome his own skepticism to go to Reuben.

"I'm a scientist, and I thought, I'm just going to suspend judgment," he says. "You're so desperate you're willing to give it a shot, you're willing to be a

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fool."

Reuben identified about 30 things that Wosika was allergic to and treated him for them over several years. He spent roughly \$2,000, none of it covered by health insurance.

It was well worth it, he says. Five years later, he reports feeling much better than he used to.

"It seems unbelievable - but the fact is it works," Reuben says. "What we're doing is working with energy and also with the belief system of the patient."

Reuben says she has no shortage of patients, even at \$130 for a first visit and \$65 for subsequent visits.

Local mainstream allergists take a dim view of such approaches, attributing their reported successes to the power of the placebo effect.

"There is no good data," says Naguwa. "We know from studies that when people want to feel better, they do."

Just wait it out

Meanwhile, there is a happy ending of sorts for those of you hiding inside with your hankies. Once it gets really hot out, you can expect some relief as pollen production shuts down.

"As soon as it gets to be 102 for a couple of days, the allergies are just gone," Chipps says.

You can look forward to the memories of these days of whining and sneezing fading by mid- or late summer. Just don't go to the Midwest then. There, it will be the height of ragweed season.

* * *

The Bee's Alison apRoberts can be reached at (916) 321-1113 or aaproberts@sacbee.com.

---- INDEX REFERENCES ----

COMPANY: KAISER PERMANENTE

NEWS SUBJECT: (Health & Family (1HE30); General Interest Allergy (1GE20))

INDUSTRY: (Infectious Diseases (1IN99); Pharmaceuticals & Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29); Prescription Drugs (1PR52))

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5/16/04 SACRAMENTOBEE L1

REGION: (Americas (1AM92); North America (1NO39); USA (1US73); California (1CA98))

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EDITION: METRO FINAL

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EXHIBIT 35

Citation
5/16/04 SACRAMENTOBEE L4

Search Result

Rank(R) 78 of 234

Database
ALLNEWS

5/16/04 Sacramento Bee L4
2004 WLNR 17465963

Sacramento Bee, The (CA)
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May 16, 2004

Section: SCENE

What to do about spring hay fever

Alison apRoberts

Avoidance: The first line of defense

- * Stay indoors.
- * Keep windows closed, and use air conditioning in the car and indoors.
- * If you do go out, think barriers: Hats and glasses can help, though goggles and masks are even better.
- * Avoid going out in the morning when pollen counts are highest.
- * After being outside, come in and shower and change your clothes to get away from pollens.
- * No more line-drying clothes.
- * Keep pets out of your bedroom, and bathe them frequently.
- * If you want to exercise outdoors, go swimming. The air just above the surface of the water is too humid to hold many pollens.
- * Specialized air-filter machines might help, but see if you can rent one and try it before buying one.

Treatments for allergies

Over the counter

* Antihistamines: The old standbys have been around for decades - diphenhydramine (brand name Benadryl) and chlorpheniramine maleate (brand names Coricidin and Chlor-Trimeton). Effective, but very sedating. OK before bed. Look for generic versions, which are less expensive.

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5/16/04 SACRAMENTOBEE L4

* Saline nose spray: Doesn't really combat allergic reaction, but can keep nose from feeling dried out by prescription allergy sprays. Doctors say you can use as much as you like.

* Homeopathic nose sprays: No solid scientific proof that they work. A common brand in grocery stores these days is Zicam.

* NasalCrom spray: Inhibits mast cells in the nose from releasing histamine. Must be used several times a day and can help for mild allergies.

* Loratadine: A nonsedating antihistamine (brand names Claritin and Alavert) that can help for mild allergies. It recently went from prescription to over-the-counter status.

* Decongestants: Particularly pseudophedrine (brand name Sudafed) can help by relieving congestion, although it doesn't affect allergic response.

Prescription medications

* Nasal corticosteroid sprays: Brands include Flonase, Nasacort, Nasonex and Rhinocort. Generally, more effective than nonsedating antihistamines, and safe. Must be taken regularly to work. Some patients worry about the word "steroid" in the description, but these do not pose the health risks of the steroid medications used for athletic performance.

* Nonsedating antihistamines: Fexofenadine (sold as Allegra), cetirizine (sold as Zyrtec) and Desloratadine (sold as Clarinex) can help. One may not help you, but another might as responses vary. Frequently, doctors have to fill out forms saying an over-the-counter nonsedating antihistamine was tried and failed before a health plan will cover a prescription.

* Immunotherapy: Allergy vaccine shots are extremely effective, though not usually recommended unless you are bothered for much of the year. You may have to go in more than once a week for many weeks as doses are slowly raised. Children who receive shots are less likely to develop asthma.

There is a risk of anaphylactic shock, a potentially life-threatening allergic reaction, which is why patients must remain in the doctor's office after the injection while the risk is highest. Shots have become safer as allergen mixtures are being standardized.

The Web site of the American Academy of Allergy, Asthma and Immunology - www.aaaai.org - offers advice, and the National Allergy Bureau reports pollen counts at www.aaaai.org/nab.

---- INDEX REFERENCES ----

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Respiratory Drugs (1RE83); Allergy & Immunology (1AL96); Infectious Diseases (1IN99); Allergy Drugs (1AL35); Pharmaceuticals &

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5/16/04 SACRAMENTOBEE L4

Biotechnology (1PH13); Ear, Nose & Throat (1EN56); Internal Medicine (1IN54);
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EDITION: METRO FINAL

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EXHIBIT 36

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5/14/04 DEMCHR 25I

Search Result

Rank(R) 79 of 234

Database
ALLNEWS

5/14/04 Democrat & Chron. (Rochester N.Y.) 25I
2004 WLNR 16242447

Rochester Democrat and Chronicle
Copyright 2004 Democrat and Chronicle

May 14, 2004

Section: Insider

Taming allergies
Ben Jacobs

The start of spring doesn't have to mean the end of your sinuses

Ben Jacobs

With this year's Lilac Festival upon us, it's time to get out and enjoy the weather and the flowers. But won't allergy-sufferers struggle though the festival with all of those flowers in full bloom?

Not at all.

"The Lilac Festival is really a red herring. It doesn't mean anything more than that people are outside," says Dr. Donald Pulver, an associate professor of medicine at the University of Rochester Medical Center who has been a partner at Allergy Asthma Immunology of Rochester for 20 years.

If you think you're allergic to lilacs or other flowers, you could be mistaken. Flower pollen is too heavy to get into the air. Most allergy problems are caused by grass and tree pollen.

"Almost all TV ads are false, showing beautiful flowers causing misery," Pulver says. "Outdoor activities of any sort - be it a picnic in a park, a walk along the canal, biking, golfing, etc. - all give exposure to outdoor seasonal pollens.

"The same as a trip to Highland Park."

So even though the Lilac Festival doesn't cause allergies by itself, it doesn't mean you won't suffer from allergies if you attend. With that in mind, how should you make sure you can enjoy being outside for the day?

Allergy medicine. The easiest solution is to take an over-the-counter allergy medicine. Claritin is a popular choice, but anything that has loratadine will work. The generic version of Claritin is **Alavert**. For most allergy sufferers, taking a pill before going out for the day will do the trick.

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5/14/04 DEMCHR 25I

But some people find they need more.

Prescriptions and nasal sprays. "If they've been outside and having trouble, they may have to maintain regular medicine," Pulver says.

If over-the-counter medicine does not relieve your allergies, you may need to use a prescription drug or a topical intranasal spray.

"The first-line treatment that is recommended nationally is the nasal sprays, and they're probably 4-to-1 better than any allergy pill," Pulver says.

Allergy vaccines. If even prescription pills or nasal sprays don't solve the problem, you may need allergy vaccinations.

"These enable patients to enjoy outside activities with the protection given by shots," Pulver says.

In order to protect yourself from allergies, it's important that you arm yourself with as much knowledge as possible. You can get daily information by checking the pollen report on the Democrat and Chronicle weather page (click "Weather" at www.DemocratandChronicle.com; then click "Pollen") and on WOKR-TV (Channel 13) news.

"This resource will give you up-to-date, real-time information about what nature is doing to allergy levels," Pulver says.

If you go to the festival and still feel that the flowers themselves are giving you problems, that's just the fragrance acting as an irritant.

"It's like if you went into a bowling alley with a lot of smoke," Pulver says. "It's an irritant, but it's not allergies."

To learn more

For daily pollen counts in more than 80 locations across the country, including Rochester, and more information about allergies, go to the American Academy of Allergy Asthma & Immunology Web site at:

www.aaaai.org

PHOTO CAPTION

If over-the-counter remedies fail, a prescription nasal spray or even a vaccination might be the next step.

Gannett News Service photo illustration

Gannett News Service photo illustration

---- INDEX REFERENCES ----

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5/14/04 DEMCHR 25I

NEWS SUBJECT: (General Interest Allergy (1GE20); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Allergy & Immunology (1AL96); Infectious Diseases (1IN99); Allergy Drugs (1AL35); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Healthcare Practice Specialties (1HE49); Upper Respiratory Disease (1UP05); Respiratory & Pulmonary (1RE29); Allergy (1AL79); Prescription Drugs (1PR52))

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OTHER INDEXING: (ALLERGY ASTHMA IMMUNOLOGY; ALLERGY ASTHMA IMMUNOLOGY WEB; AMERICAN ACADEMY; DEMOCRAT; GANNETT NEWS SERVICE; MEDICAL CENTER; ROCHESTER; TV; UNIVERSITY OF ROCHESTER) (Ben Jacobs; Claritin; Donald Pulver; Pulver; Taming)

EDITION: Metro

Word Count: 670
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EXHIBIT 37

Citation	Search Result	Rank(R)	80 of 234	Database
5/13/04 STTRMSP 1E				ALLNEWS
5/13/04 Star Trib. (Minneapolis-St. Paul) 1E				
2004 WLNR 17493145				

Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN)
Copyright 2004 Star Tribune: Newspaper of the Twin Cities

May 13, 2004

Section: VARIETY

DOLLARS & SENSE Claritin products cheaper now

John Ewoldt Staff Writer

The price of at least one drug has gone down rather than up and up. When I compared prices on the antihistamine Claritin at various discounters and pharmacies last year, Claritin was 73 cents to \$1 per pill. Last week, it was as low as 53 cents.

Even better news for allergy sufferers is that the price of generic Claritin, with the active ingredient loratidine, has dropped from an average of 49 cents per pill last year to 26 cents this year. The generic versions are also cheaper than **Alavert**, another Claritin competitor with loratidine as the active ingredient.

Why are prices falling?

The price of some generics is so low now that patients may find it cheaper to buy loratidine over the counter than to pay a co-pay for a prescription antihistamine such as Allegra, Clarinex or Zyrtec. Buyers needn't worry about the efficacy of generics. Dr. David Graft, an allergist at Park Nicollet in St. Louis Park, said generic versions should work as well as Claritin.

The dramatic drop in prices is mostly the result of competition, said Graft. Last year, pharmacies such as Snyders and discounters such as Costco didn't sell a Claritin generic. This year, loratidine is available next to Claritin at nearly all major retailers such as Costco, Cub Foods, Kmart, Target, Sam's Club, Walgreens and Wal-Mart.

One reason why Claritin prices may not have declined more is its familiarity, Graft said. Some users may not be aware that a generic version exists or may prefer the brand name. Brand names charge what the market will bear.

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5/13/04 STTRMSP 1E

Other options

Allergy sufferers are now between tree and grass pollen seasons. If itchy, watery eyes and excessive sneezing have you reaching for an antihistamine, keep several things in mind.

Try one of the smallest packages of loratidine (usually five pills) to check its effectiveness. You don't want to buy a bottle of 60 pills only to discover they don't work for you. (Some retailers offer a refund within their normal return period, however.)

If you're seeing a doctor about your allergy symptoms, ask for free samples. If you've already tried Claritin and it didn't work, ask for Allegra or Zyrtec, which work slightly better, according to a 2001 study by the Medical Letter, a New York-based nonprofit publication. Other prescription options for nasal symptoms include sprays such as Flonase, Nasacort and Nasonex. For itchy, watery eyes, ask a doctor about Patanol or Optivar.

When suffering in silence isn't an option, try older remedies. Those include Benadryl, ChlorTrimeton and Tavist. When I checked last week, generic versions of these first-generation antihistamines were available for less than a penny per pill at Sam's Club (Member's Mark generic Benadryl) and Costco (Kirkland Signature generic Benadryl) in 400-count bottles, 2 cents per pill at Wal-Mart (Equate generic Chlortrimeton, 100 each) and 4 cents per pill at Kmart (American Fare generic Benadryl, 100 each). Prices do vary depending on the quantity and store, so it's best to check first. The packaging will have "compare to Benadryl" or "compare to ChlorTrimeton" on the box. Some other remedies also contain decongestants.

The advantage that Claritin (loratidine) has over older antihistamines is its 24-hour effectiveness. Benadryl lasts only four hours and may cause drowsiness and dry mouth in some patients. Some males also experience difficulty urinating, Graft said.

Generic Claritin price comparison

The following price comparisons were conducted May 3 in the following stores. Your comparisons may vary depending on location, timing and items purchased. Prices are lowest in the larger sizes, so I included the largest size of generic Claritin found at each retailer. Each price is per pill for 10 mg. of loratidine, the active ingredient in Claritin.

Sam's Club Member's Mark: 9 cents per pill (\$15.24 for 180 in Bloomington).

Costco AllerClear: 9 cents per pill (\$15.99 for 180 in St. Louis Park).

Wal-Mart Equate: 24 cents per pill (\$14.34 for 60 in Bloomington).

Target brand: 24 cents per pill (\$14.36 for 60 in Minneapolis on 26th Av. S.).

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5/13/04 STTRMSP 1E

Cub Foods brand: 25 cents per pill (\$14.79 for 60 in Minneapolis on 26th Av. S).

Walgreens Wal-itin: 28 to 33 cents each due to frequent sales (\$17 to \$20 for 60 in Minneapolis on Hiawatha Av. S.).

Snyder Drug Sun Mark: 32 cents (\$18.99 for 60 each in St. Paul on Ford Pkwy.).

Kmart American Fare: 42 cents per pill (\$8.39 for 20 in Richfield).

John Ewoldt may be contacted at jewoldt@startribune.com, at 612-673-7633 or by sending a fax to 612-673-4359. His articles are online at <http://www.startribune.com/dollars>.

----- INDEX REFERENCES -----

COMPANY: K MART CORP; WALGREEN CO; WAL MART STORES INC; COSTCO WHOLESALE CORP

INDUSTRY: (Retail (1RE82); Infectious Diseases (1IN99); Generic Drugs (1GE93); Pharmaceuticals & Biotechnology (1PH13); Retailers (1RE64); Ear, Nose & Throat (1EN56); Healthcare (1HE06); Allergy & Immunology (1AL96); Respiratory Drugs (1RE83); General Merchandise Stores (1GE70); Allergy Drugs (1AL35); Internal Medicine (1IN54); Upper Respiratory Disease (1UP05); Healthcare Practice Specialties (1HE49); Allergy (1AL79); Respiratory & Pulmonary (1RE29))

REGION: (Americas (1AM92); Minnesota (1MI53); North America (1NO39); USA (1US73))

Language: EN

OTHER INDEXING: (26TH AV; ALLEGRA; AV S; BENADRYL; CHLORTRIMETON; CLARINEX; CLARITIN; CLUB; CLUB MEMBER; COSTCO; EQUATE GENERIC CHLORTRIMETON; FLONASE; GENERIC CLARITIN; KMART; KMART AMERICAN FARE; KMART TARGET; NASACORT; PATANOL; SAM; SAMS CLUB; SNYDER DRUG SUN; SNYDERS; TARGET; WAL MART; WAL MART EQUATE; WALGREENS) (Buyers; Cub Foods; David Graft; DOLLARS SENSE; Graft; John Ewoldt; Nasonex; Signature; Tavist)

KEYWORDS: (medicine#para#price)

EDITION: METRO

Word Count: 918
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EXHIBIT 38

Citation	Search Result	Rank(R)	81 of 234	Database
5/11/04 OMHAWH 1				ALLNEWS
5/11/04 Omaha World-Herald 1				
2004 WLNR 11232112				

Omaha World-Herald (NE)

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May 11, 2004

On guard! For many Midlanders, it's a third certainty. Every spring, summer or fall (all three if you're really unlucky), your eyes start to water. That annoying itching in your throat kicks in, a rapid fire of sneezes ensues, and congestion and fatigue add to the fun. Not sure how to navigate this personal hurricane?

Fear not. Here's your guide to allergy relief.

[Sunrise Edition]

Hopkins, Kamahria

You've got questions? We've got answers.

Dr. Linda Ford of the Asthma and Allergy Center in Papillion addresses some of the most common queries:

Q. What's the difference between seasonal allergies, a sinus infection and a cold?

A. It's difficult to differentiate. But there are a few clues. If you have a green nasal drainage, that's usually not an allergy but either a viral cold or sinusitis (an acute or chronic inflammation of the nasal sinuses.) Allergies usually produce a clear drainage, itchy eyes, nose, back of the throat and ears. You won't have any of that with a cold or sinusitis. All three have nasal congestion and irritation of the throat because of nasal drainage. You may have a fever with a cold or sinusitis, but not allergies. A cough could accompany all three.

Q. What happens if you ignore allergy symptoms? Any long-term effects?

A. You could end up with complications such as sinusitis because your nose is blocked up. Allergies cause fatigue and, if left untreated, could result in poor performance at work or school. Not feeling well or having difficulty sleeping could also result.

Q. When should you see an allergist?

A. Over-the-counter medications or a trip to your primary-care physician is usually enough to handle your hay fever woes. If you aren't getting relief after seeing your doctor or taking a trip to the pharmacy, it may be time to see an allergist. An allergist can determine exactly what it is that gets you all sneezy and bothered and prescribe an environmental control program to help alleviate the

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5/11/04 OMHAWH 1

symptoms.

Q. Will my children have allergies if I do?

A. There's a 40percent chance if one parent has allergies, and a 70 percent chance if both parents have allergies. But children won't necessarily inherit what it is you're allergic to, just the propensity to allergies, in general.

Q. Will having a cat keep my kid from having allergies?

A. There are population studies that support this theory, but that's only if the cat was in the household before the child was born. Bringing a cat into the home after someone has already developed asensitivity to something could exacerbatethe problem.

Take your nose into your own hands

How to avoid outdoor allergens:

Curb your enthusiasm . Keep windows and doors closed. Run the air conditioner.

That's a little too Martha Stewart. Instead of hanging sheets outdoors on the line, make friendly with your dryer.

For Pete's sake, clean yourself. Always shower and wash your hair after outdoor activities.

Pay attention. Plan your day's activities, like a picnic or trip to the zoo, when pollen severity is low.

Don't forget your face gear. When gardening or mowing the lawn, try donning a papermask.

Knowyourself. Be aware of which specific allergens get you all itchy. Avoid outdoor activities during their peak.

Available treatments

Over-the-counter nonsedating antihistamines (Claritin, Alavert)*

Who can take: Ages 6 and older. What it does: Helps to temporarily relieve symptoms such as runny nose, sneezing and itching. Drawbacks: Not covered by insurance; may not work for everyone.

Nasal steroids (Flonase, Nasacort)

Who can take: Ages 6 and older. What it does: Gets right to the source of the problem, the nose's inflamed lining. Drawback: Prescription only. Over-the-counter nasal sprays, for the most part, should be avoided.

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