



EXHIBITS

Proceeding/Serial No: **91184978**

Filed: 2/22/2011

Title: EXHIBITS TO THE JAN. 13, 2011
DEPOSITION OF ROHINISH HOODA FILED
WITH ESTTA ON 2/22/2011

Part: 1 of 3

91184978



BULKY EXHIBITS

Proceeding/Serial No: 91184978

Filed: 2/22/2011

Title: EXHIBITS TO THE JAN. 13,
2011 DEPOSITION OF ROHINISH HOODA
FILED WITH ESTTA ON 2/22/2011S

EXHIBIT 29: 1 CD

EXHIBIT 30: 1 CD

91184978

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

#76682070

McNEIL-PPC, INC.,

Opposer,

-against-

WALGREEN CO.,

Applicant.

Opp. No. 91184978

EXHIBITS

**13 – 19, 21 – 26, 28 – 44, 63 – 69, 71,
77 -79, 84, 87-100**

**To The January 13, 2011
Deposition of Rohinish Hooda
Filed with ESTTA on 2/22/11**

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service via Express Mail No. _____ EV
815845751 US in an envelope addressed to the Trademark Trial and Appeal Board, U.S. Patent and Trademark Office, , P.O. Box
1451, Alexandria, VA 22313-1451 on:

2/23/11

(Date of Deposit)

Mario Ortiz

(Signature)

MARIO ORTIZ

(Printed name of person mailing paper or fee)

2/23/11

(Date of Signature)



02-22-2011

EXHIBIT 13

Important Information About Your Prescription Drug Coverage

Dear Guardian:

In the past, your doctor prescribed a ZYRTEC[®] (cetirizine HCl) product for you or a family member. This letter is to inform you that ZYRTEC[®], the leading prescription medicine¹ for relieving indoor and outdoor upper respiratory allergy symptoms, is now available over-the-counter (OTC). This means you can buy the same 24-hour, original prescription strength ZYRTEC[®] products without a prescription in stores wherever OTC products are sold.*

All forms of ZYRTEC[®] are available over-the-counter for use by adults and children:

- ZYRTEC[®] Tablets
- Children's ZYRTEC[®] Syrup and Chewable Tablets
- ZYRTEC-D[®] 12-HOUR[®] Extended Release Tablets are available without a prescription in most states. You can ask for ZYRTEC-D[®] at the retail or pharmacy counter.

After January 30, 2008, only ZYRTEC[®] Syrup will be covered by your prescription benefits program. However, all forms of non-prescription ZYRTEC[®] will also be available to you with a doctor's prescription at the lowest first tier copayment (see your schedule of benefits for copayment levels).

Since ZYRTEC[®] will be available for purchase in stores wherever OTC products are sold, you can also purchase the product without a prescription for an estimated retail cost of under \$25. **Please discuss with your doctor if ZYRTEC[®] is right for you.**

The enclosed *Question & Answer* sheet on ZYRTEC[®] provides more information.

Find more **money-saving offers and helpful tips** about managing your allergies, choosing appropriate medicines, and using your healthcare dollars wisely. Visit the new online center sponsored by McNeil Consumer Healthcare at www.myhealthyseasons.com.

Sincerely,

Blue Choice South Carolina

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91134078

Walgreen Co.,

Applicant.

Rohinish Hooda; Opposer Test. Dep. Ex. 13

¹ IMS Total Prescriptions 2004-2007

*Not all prescription indications will be switched to OTC status.

This mailing was funded by McNeil Consumer Healthcare, a Division of McNEIL-PPC, Inc., which is the maker of ZYRTEC[®]. McNeil Consumer Healthcare is an independent company that does not provide BlueCross BlueShield of South Carolina products or services.

No patient information has been provided to McNeil.

The ZYRTEC[®] trademark is used under license from UCB S.A.

BlueCross, BlueShield and the Cross and Shield Symbols are registered marks of the Blue Cross and Blue Shield Association.

EXHIBIT 14



January 2008

Dear Member:

CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. are committed to providing you with the most up-to-date information regarding your prescription drug coverage. The purpose of this letter is to notify you about changes to our preferred drug list (formulary). Please take a moment to review this important information.

Beginning January 24, 2008, ZYRTEC[®] (cetirizine HCl) will be available as an over-the-counter (OTC) medication. This means that you can buy the original, prescription strength ZYRTEC[®] products without a prescription. As a result, ZYRTEC[®] will no longer be a covered drug under your prescription plan.

With ZYRTEC[®] available over-the-counter, you can receive the same level of allergy relief, without the expense of a prescription. All forms of ZYRTEC[®] will be available over-the-counter for use by adults and children*, which include:

- ZYRTEC[®] Tablets, and
- Children's ZYRTEC[®] Syrup and Chewable Tablets.

Please note that ZYRTEC-D[®] 12-HOUR[®] Extended Release Tablets are available without a prescription in most states. However, you will need to ask for this OTC medication at the retail or pharmacy counter.

Should you have additional questions about the content of this letter, please call the Member Service telephone number listed on your member ID card. Our service hours are Monday – Friday from 7:00 am – 7:00 pm and Saturday from 8:00 am – 1:00 pm. **So that we may serve you as quickly as possible, please have your ID card available.**

Sincerely,

Winston Wong, PharmD
Associate Vice President, Pharmacy Management

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

v.

Walgreen Co.,

Applicant.

Rohinish Hooda; Opposer Test. Dep. Ex. 14

The ZYRTEC[®] trademark is used under license from UCB S.A.

This mailing is supported by funding from McNeil Consumer Healthcare, a Division of McNEIL-PPC, Inc., which is the maker of ZYRTEC[®]. Please note that we ensure your privacy and no personal health information has been provided to McNeil Consumer Healthcare.

*Not all prescription indications will be switched to OTC status.

PHIA0997

CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. are independent licensees of the Blue Cross and Blue Shield Association.
© Registered trademark of the Blue Cross and Blue Shield Association. © Registered trademark of CareFirst of Maryland, Inc.

PL120638MAD WIN02/11A LRP 1 01/08/08

McNeil 001239

EXHIBIT 15



BlueCross BlueShield
of Delaware

P.O. Box 1991
Wilmington, DE 19899-1991
bcbsd.com

January 2008

Dear Valued Member:

Blue Cross Blue Shield of Delaware (BCBSD) is committed to keeping you informed of changes in your health care benefits. A recent change has been made to our preferred drug list (formulary) that may affect you.

Beginning January 24, 2008, ZYRTEC[®] (cetirizine HCl) will be available as an over-the-counter (OTC) medication. This means that you can buy the original prescription strength ZYRTEC[®] products without a prescription. As a result, ZYRTEC[®] will no longer be a covered drug under your prescription plan.

All forms of ZYRTEC[®] will be available as OTC medications for use by adults and children*, including:

- ZYRTEC[®] Tablets
- Children's ZYRTEC[®] Syrup and Chewable Tablets

Please note that the ZYRTEC-D[®] 12-HOUR[®] Extended Release Tablets are available without a prescription in most states; however, you will need to ask for this OTC medication at the retail or pharmacy counter.

For the most current preferred drug list, please visit our website, bcbsd.com, and click on *Check Rx Drug Coverage*. If you have questions about your prescription drug benefits, please call 800.865.4018.

Sincerely,

Winston Wong

Winston Wong, PharmD.
CareFirst, Inc., Associate Vice President, Pharmacy Management
Consultant to BCBSD

CareFirst, Inc., provides limited administrative services for BCBSD related to pharmacy management, including the medication utilization review program, pharmacy network contracting and formulary management.

This mailing is supported by funding from McNeil Consumer Healthcare, a Division of McNEIL-PPC, Inc., which is the maker of ZYRTEC[®]. The ZYRTEC[®] trademark is used under license from UCB S.A.

**All ZYRTEC[®] indications will be OTC, except for the treatment of children between the ages of 6 months and 2 years, which still requires a prescription.*

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91134978

Walgreen Co.,

Applicant

Rohinish Hooda; Opposer Test. Dep. Ex. 15

EXHIBIT 16

The number one prescribed allergy pill. Now minus the prescription.

Indoor & Outdoor Allergies



**24
hour**

Relief of
Sneezing
Runny Nose
Itchy, Watery Eyes
Itchy Throat or Nose

SAVE \$400
on 90 DAY SUPPLY OF ADULT ZYRTEC® or ZYRTEC OTC

ZYRTEC **ZYRTEC** **ZYRTEC OTC**

Important: Read and listen to all directions carefully. See also all warnings that may apply to this product or brand.



SAVE \$200
on 90 DAY SUPPLY OF CHILDREN'S ZYRTEC®

ZYRTEC

Important: Read and listen to all directions carefully. See also all warnings that may apply to this product or brand.



Date	Page	Author	Comments
10/26/07	1	CC	LAYOUT
11/02/07	2	cc/mml	copy changes
11/28/07	3	LW	Revise Layout
12/05/07	4	AS	Revisions
1/9/08	5	LW	Revise Layout
1/28/08	6	MD	changes
1/30/08	7	MD	copy changes
1/31/08	8	MD	changes
2/04/08	9	MD	changes
2/07/08	10	TH/MD	copy changes & add coupon codes
2/18/08	11	TH	Final FTP to News America

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

McNeil-PPC, Inc.,

Opposer.

Opp. No. 91184978


Walgreen Co.

Applicant


McNeil 000013


News America Full Page FS3
 Image Size 8.8125" x 10.5"
 (Dieline & Crops Do Not Print)


SAVE \$400
 on any ADULT ZYRTEC® or ZYRTEC-D® (12 tablets)



SAVE \$200
 on any CHILDREN'S ZYRTEC® (12 tablets)







**The number one
 prescribed
 allergy pill.**

**Now minus the
 prescription.**

Indoor & Outdoor Allergies



**24
 hour** Relief of
 Sneezing
 Runny Nose
 Itchy, Watery Eyes
 Itchy Throat or Nose

FLEX VERSION

Zyrtec Flex Version				Revision Reason
Date	Rev	By	Description	Reason
10/30/07	1	CC	LAYOUT	Approved
11/02/07	2	CC/MD	copy changes	John Lammert
11/28/07	3	LW	Revise Layout	State Matters
12/06/07	4	AS	Revisions	State Matters
1/9/08	5	LW	Revise Layout	State Matters
1/28/08	6	MD	changes	State Matters
1/30/08	7	MD	copy changes	State Matters
1/31/08	8	MD	changes	State Matters
2/04/08	9	MD	changes	State Matters
2/07/08	10	TR/MD	copy changes & add coupon codes	State Matters
2/08/08	11	TH	create flex version	State Matters
2/18/08	TH		Final FTP to News America	State Matters

McNeil 000014

EXHIBIT 17


Trim Line
 Valassis Full Page FSI
 10"H x 6.75"W
 DOES NOT PRINT

All Day* Indoor/Outdoor Allergy Relief

Available without a prescription

Starts working
two hours *faster*
than Claritin**
and keeps working
for 24 hours

12 Hour
Relief of
Allergy Symptoms
& Congestion



ZYRTEC

24 Hour
Relief of Indoor
& Outdoor Allergy
Symptoms for
Children


ZYRTEC-D

12 Hour
Relief of Allergy
Symptoms
& Congestion

*Based on 24-hour relief of indoor and outdoor allergy symptoms for children. **Based on 24-hour relief of indoor and outdoor allergy symptoms for children. *Based on 12-hour relief of indoor and outdoor allergy symptoms for children. **Based on 12-hour relief of indoor and outdoor allergy symptoms for children. © 2008 McNeil-PPC, Inc. All rights reserved.

SAVE \$400


on any ZYRTEC® (24 Hour Relief) or any ZYRTEC-D® (12 Hour Relief)



0012847-010800

SAVE \$200

on any ZYRTEC® (24 Hour Relief) or any ZYRTEC-D® (12 Hour Relief)



0012847-010800

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

Walgreen Co.,

Applicant

Rohinish Hooda; Opposer Test. Dep. Ex. 17

PROJECT: TRADEMARK/LOGO			Creative Concept Approval	
Description: ZYRTEC FULL PAGE FSI			Phone: 7951	
Rev #	Rev #	Rev #	Rev #	Rev #
3-29-08	LW	DESIGN		Jean Lamendort
5-30-08	CF	AA's		
6-11-08	LW	Revisions		Kath Morse
6-25-08	LW	Add footnote		
7/10/08	TH	Adjusted size to Valassis FSI ad specs		
7/14/08	TH	Added Coupon Codes		Cara Snel
7/14/08	TH	Final upload to Valassis		

*Sign-off required for Part 1 & Part 2 prior to printing

McNeil 000034

Trim Line
Valassis Full Page FSI
10"H x 6.75"W
DOES NOT PRINT

SAVE \$400
Only Adult ZYRTEC[®] (30 tablets) or ONLY Adult ZYRTEC[®] D (24 ct or larger)

SAVE \$200
Children's ZYRTEC[®] (30 tablets)

0312547-010000

0312547-010001

All Day* Indoor/Outdoor Allergy Relief

Available without a prescription

Starts working
two hours *faster*
than Claritin**
and keeps working
for 24 hours

ZYRTEC
Children's

12 Hour
Relief of
Allergy Symptoms
& Congestion

24 Hour
Relief of Indoor
& Outdoor Allergy
Symptoms for
children

*Based on relief of symptoms compared to placebo. **Based on relief of symptoms compared to Claritin. Allergy symptoms include sneezing, runny nose, itchy eyes, and itchy throat.

FLEX VERSION

<p>Description: ZYRTEC FULL PAGE FSI</p>		<p>Creative Concept Approved*</p>
<p>Rev #</p>		<p>Phone: 7951</p>
5-29-08	LW	DESIGN
5-30-08	CF	AAs
6-11-08	LW	Revisions
6-25-08	LW	Add footnote
7/10/08	TH	Adjusted size to Valassis FSI ad specs
7/14/08	TH	Added Coupon Codes
7/14/08	TH	Final upload to Valassis
<p><small>*Sign-off required for Tier 1 & Tier 2 prior to routing</small></p>		<p>Joan Lamenador</p> <p>Kath Monroe</p> <p>Cara Scell</p>

McNeil 000035

EXHIBIT 18

Trim Line
 Valassis Full Page FSI
 10" H x 6.75" W
 DOES NOT PRINT

All Day* Indoor/Outdoor Allergy Relief

Available without a prescription

Starts working
two hours *faster*
than Claritin**
and keeps working
for 24 hours



12 Hour
Relief of
Allergy Symptoms
& Congestion




24 Hour
Relief of Indoor
& Outdoor Allergy
Symptoms for
Children



© McNeil-PPC, Inc. 2008

SAVE \$400


Buy 1 Adult ZYRTEC[®] (24 Hour Relief) and 1 Child ZYRTEC-D[®] (24 Hour Relief)



0312547-010000

SAVE \$200

Buy 1 Adult ZYRTEC[®] (24 Hour Relief) and 1 Child ZYRTEC-D[®] (24 Hour Relief)



0312547-010001

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

McNeil-PPC, Inc.,

Opposer.

Opp. No. 91184978

Walgreen Co.,

Applicant

Robinish Hood; Opposer Test. Dep. Ex. 18

PROJECT		Project P: A8005-34		Creative Concept Approval*	
DESCRIPTION		Description: ZYRTEC FULL PAGE FSI		APPROVED BY	
TESTING		Phone: 7951		APPROVED BY	
Date	Rev #	Artist	Art Director	APPROVED BY	
5-29-08		LW	DESIGN	APPROVED BY Joan Lamensdorf	
5-30-08		CF	AA's	APPROVED BY Keith Morse	
6-11-08		LW	Revisions	APPROVED BY Cara Snett	
6-25-08		LW	Add footnote		
7/10/08		TH	Adjusted size to Valassis FSI ad specs		
7/14/08		TH	Added Coupon Codes		
7/14/08		TH	Final upload to Valassis		

*Sign-off required for Tier 1 & Tier 2 prior to routing

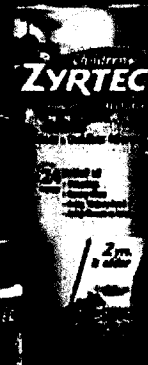
McNeil 000034

Trim Line
 Valassis Full Page FSI
 10"H x 6.75"W
 DOES NOT PRINT

All Day^{*} Indoor/Outdoor Allergy Relief

Available without a prescription

Starts working
two hours *faster*
than Claritin[®]
and keeps working
for 24 hours



12 Hour
Relief of
Allergy Symptoms
& Congestion

24 Hour
Relief of Indoor
& Outdoor Allergy
Symptoms for
Children




© McNeil-PPC, Inc. 2008

*Based on a study comparing Zyrtec-D[®] and Zyrtec[®] 24 Hour Relief. Zyrtec-D[®] 24 Hour Relief starts working faster than Claritin[®] and keeps working for 24 hours. Zyrtec[®] 24 Hour Relief starts working faster than Claritin[®] and keeps working for 24 hours. All trademarks are the property of their respective owners.

FLEX VERSION

Project # 49008-341				Creative Concept Approval
Description: ZYRTEC FULL PAGE FSI				
Phone: 7951				Joan Lamendorf
Date	Rev #	Artist	Major Revisions	
5-29-08	LW		DESIGN	Keith Monse
5-30-08	CF		AA's	
6-11-08	LW		Revisions	Cari Smith
6-25-08	LW		Add footnote	
7/10/08	TH		Adjusted size to Valassis FSI ad specs	
7/14/08	TH		Added Coupon Codes	
7/14/08	TH		Final upload to Valassis	

*Proof required for Year 1 & Year 2 prior to mailing

EXHIBIT 19

Trim Line
 Valassis Full Page FSI
 10"H x 6.75"W
 DOES NOT PRINT

Don't lose any more time!

ZYRTEC[®] starts working
two hours faster
 than Claritin.*



Indoor & Outdoor
 Allergies

24 hour
 Relief of
 Sneezing
 Runny Nose
 Itchy Throat
 Itchy Eyes

OTC Allergy Relief

*Based on onset of action studies with ZYRTEC[®] 10 mg vs. Claritin[®] and placebo.
 Significant relief vs. Claritin[®] at 1 hour, for the first time period evaluated.
 The third party trademarks used herein are trademarks of their respective owners.

SAVE \$400
 on ZYRTEC[®] or ZYRTEC-D[®] product



SAVE \$200
 on CHILDREN'S ZYRTEC[®] product



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

McNeil-PPC, Inc.,

Opposer

Opp. No. 91184978

Walgreen Co.,

Applicant

Rohinsh Hooda; Opposer Test. Dep. Ex. 19

Product: ZYRTEC 10mg/1ml			Change
Date	By	Description	Approved
3/11/08	Andy	LAYOUT	
3/21/08	TH	Copy Change	
3/11/08	TH	Copy Change	
3/21/08	TH	Change to Valassis Division	
1/21/08	TH	Added Coupon Codes	
1/21/08	TH	FINAL ETP TO VALASSIS	

McNeil 000051

Trim Line
Valassis Full Page FSI
10" H x 6.75" W
DOES NOT PRINT

SAVE \$400
on any ZYRTEC[®] or ZYRTEC-O[®] product

SAVE \$200
on any CHILDREN'S ZYRTEC[®] product

© 2002, Novartis AG. All rights reserved.

**Don't lose
any more time!**

**ZYRTEC[®] starts working
two hours faster
than Claritin.^{*}**



**Indoor & Outdoor
Allergies**

**24
hour**

Relief of
Sneezing
Runny Nose
Itchy, Watery Eyes
Itchy Throat

OTC Allergy Relief

*Based on onset of action studies with ZYRTEC[®] 10 mg vs. Claritin[®] and placebo. Significant relief vs. Claritin[®] at 1 hour, for the first time period evaluated. The third party trademarks used herein are trademarks of their respective owners.

FLEX VERSION

Project: 0000000000000000				Change Request
Description: Zyrtec and FSI				Approved
Change Request Number: 0000000000000000				Yes
Request Date: 3/21/02				
3/21/02	0	Andy	LAYOUT	
3/21/02	1	TH	Copy Change	
3/21/02	2	TH	Copy Change	
3/21/02		TH	Change to Valassis Details	
3/21/02		TH	Add Coupon Codes	
3/21/02		TH	FILE Version	
3/21/02		TH	FINAL F-FP FOR VALASSIS	

EXHIBIT 21



The Pharmacy America Trusts • Since 1901™

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91134973

Walgreen Co.

Applicant

Robinhood: Opposer Test. Dep. Ex. 21

January 18, 2008

Dear Customer,

Thank you for choosing Walgreens to fill your prescription for ZYRTEC® (cetirizine HCl). We would like to let you know that ZYRTEC® will be available as an over-the-counter (OTC) medication in late January and you will no longer need a prescription to obtain it. You will be able to purchase ZYRTEC® over-the-counter at most retail stores and pharmacies, including your local Walgreens.

Since ZYRTEC® will be available over-the-counter, it may no longer be covered under your prescription benefit. To verify coverage, please contact your prescription benefit provider directly.

The enclosed *Questions & Answers* provides more information about ZYRTEC® and includes a coupon for \$5 off your first purchase of any ZYRTEC® product (Walgreens mail-order excluded). Simply present the coupon at the time of purchase.

Please remember.....all OTC medicines are real medicines and they should be used only as directed. Since they can have side effects and can interact with your prescription medications, it's important to let your doctor and pharmacist know what over-the-counter medications you take.

For more helpful information about managing your allergies and choosing appropriate medications, please talk to your doctor, pharmacist, or visit www.myhealthyseasons.com.

Sincerely,

Walgreens Pharmacy

The FDA has approved OTC status for all ZYRTEC® indications, except for the treatment of children between the ages of 6 months and 2 years, which still requires a prescription. This mailing has been provided with financial support from McNeil Consumer Healthcare, a division of McNEIL-PPC, Inc., the manufacturer of ZYRTEC®. To ensure your privacy, no information that can identify you will be provided to McNeil. The ZYRTEC® trademark is used under license from UCB S.A.

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CS7642-1207

Walgreen 001256 (1/18/08)

McNeil 001256

EXHIBIT 22



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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

Walgreen Co.

Applicant.

Robinish Hooda; Opposer Test. Dep. Ex. 22

McNeil 001025



Claritin Claritin Claritin Claritin

Alleve Alleve Alleve

8.99 10.99 24.99 24.99 26.99 26.99 26.99

24.99 24.99 29.99 29.99 29.99 29.99 29.99

12.99 19.99 10.99 17.99 25.99 6.99 19.99 19.99

Claritin Wal-Zyr Wal-Zyr Wal-Zyr Wal-Zyr Wal-Zyr Wal-Zyr

11.99 9.99 9.99 6.99 10.99 15.99 19.99 27.99 34.99

NEW! Original Prescription Strength

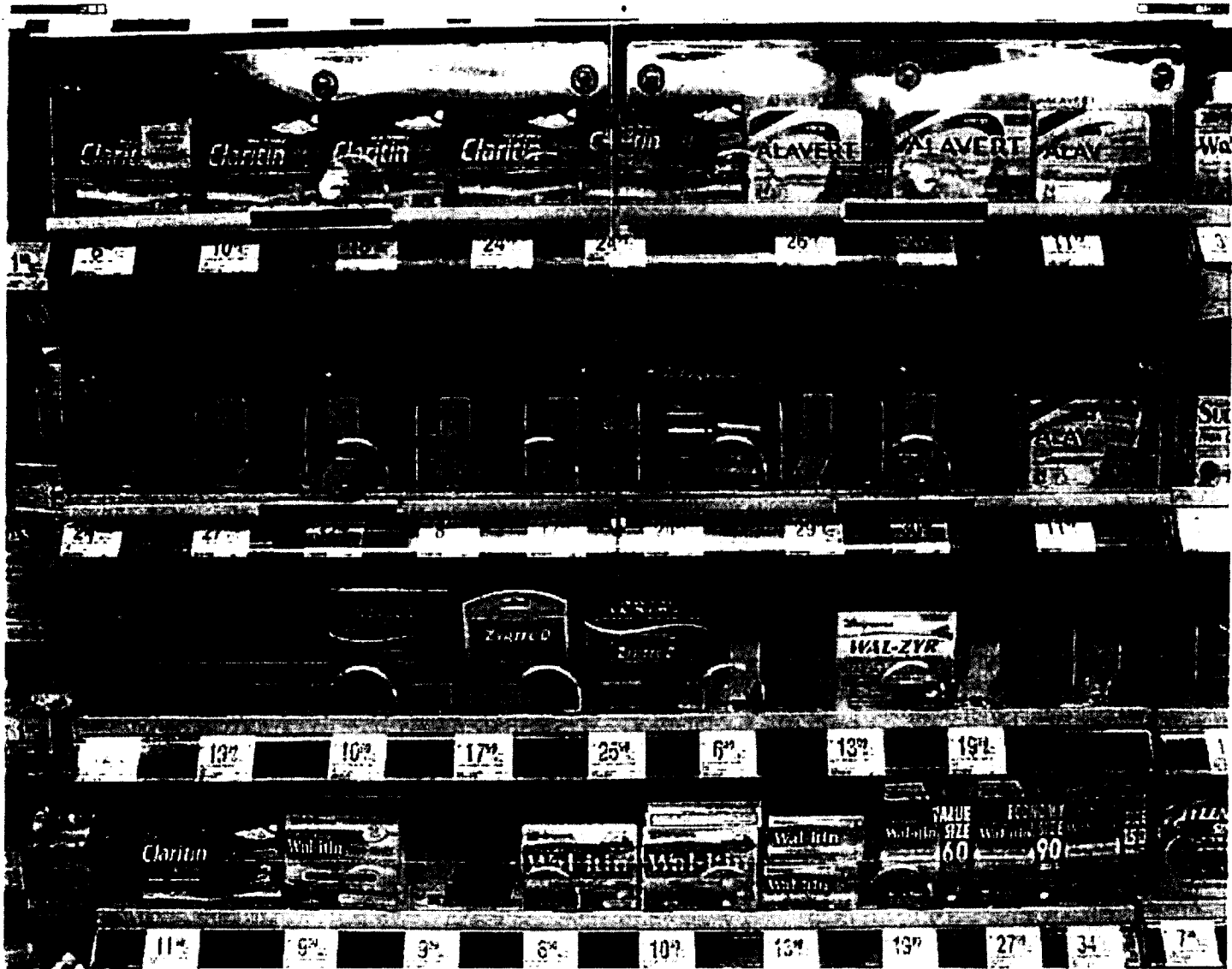
ZYRTEC

Cetirizine HCl ALLERGY

Proven allergy relief. $\frac{1}{2}$ at 28 days.

Value
\$24.99

Value
\$24.99





COMING SOON!

NEW!

LYRTEC

COLD AND ALLERGY

SMART SOURCES

10

One Hour Photo

24 EXP-35MM

6.99 **7.9**

INSTANT PASSES
& ID PHOTO

NEW!

ZYRTEC

INDOOR & OUTDOOR ALLERGY

Indoor & Outdoor Allergies

24 HOURS

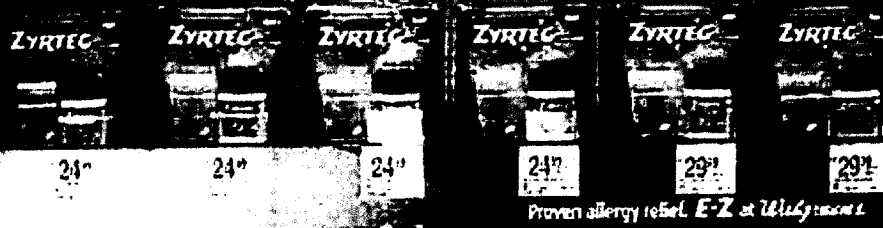
*Get it NOW
Without a Prescription*

Proven allergy relief. E-Z use.

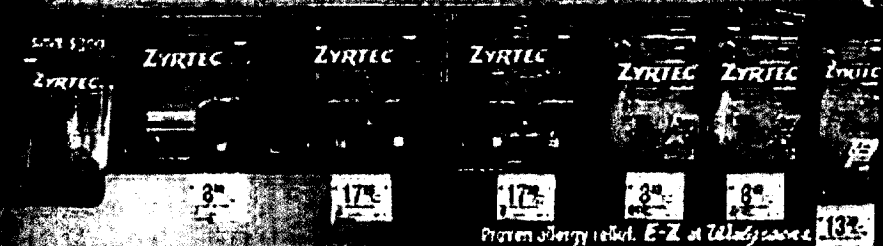
ZYRTEC

ALLERGY

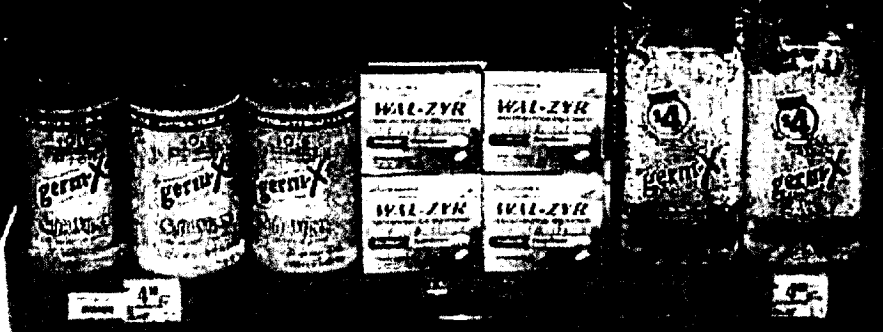
NEW! Original Prescription Strength



Proven allergy relief. E-Z to take.



Proven allergy relief. E-Z to take.



Quality Photos

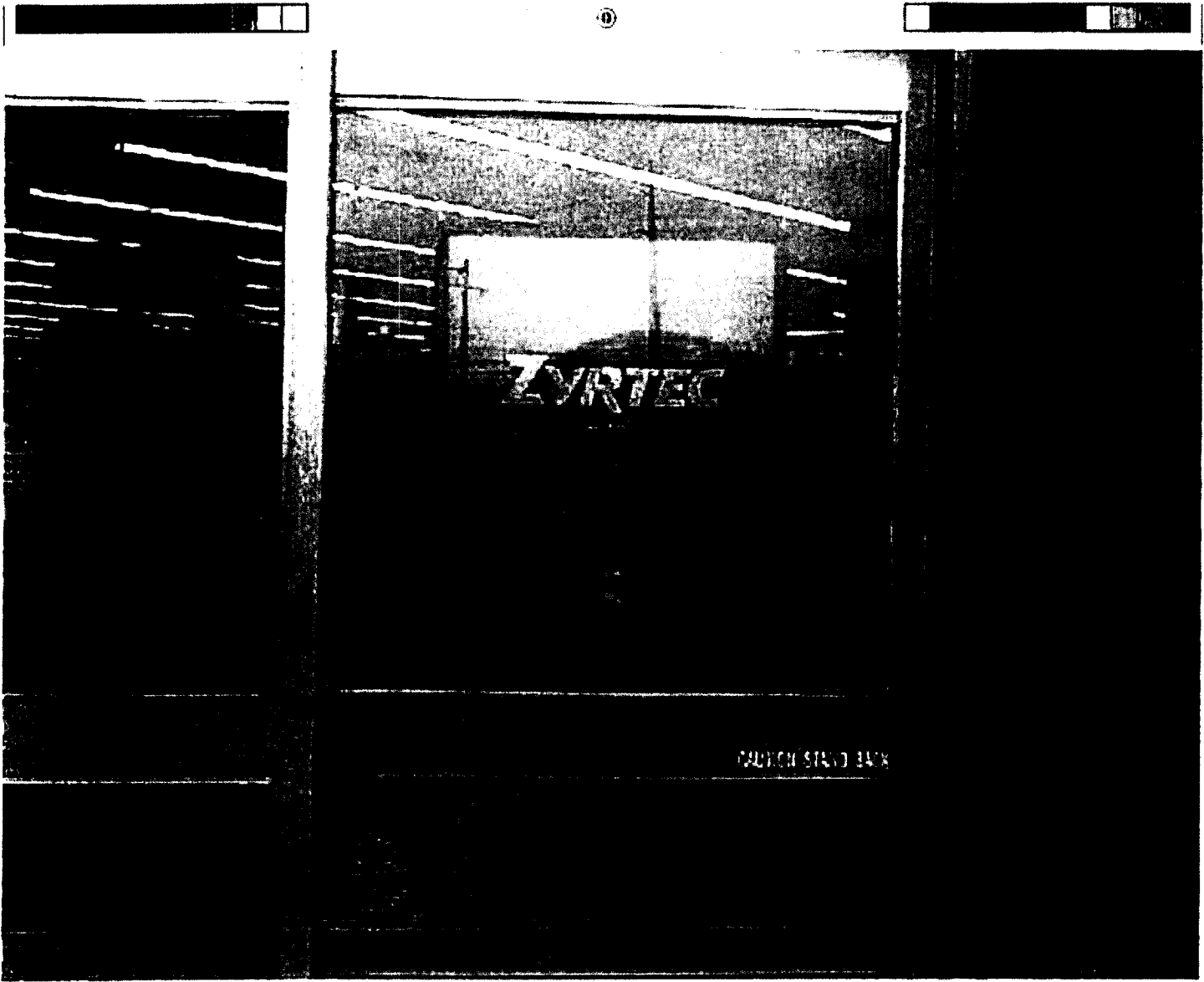
FAS

Get it NOW
Without a Prescription

Proven relief with E-2

ALLERGY

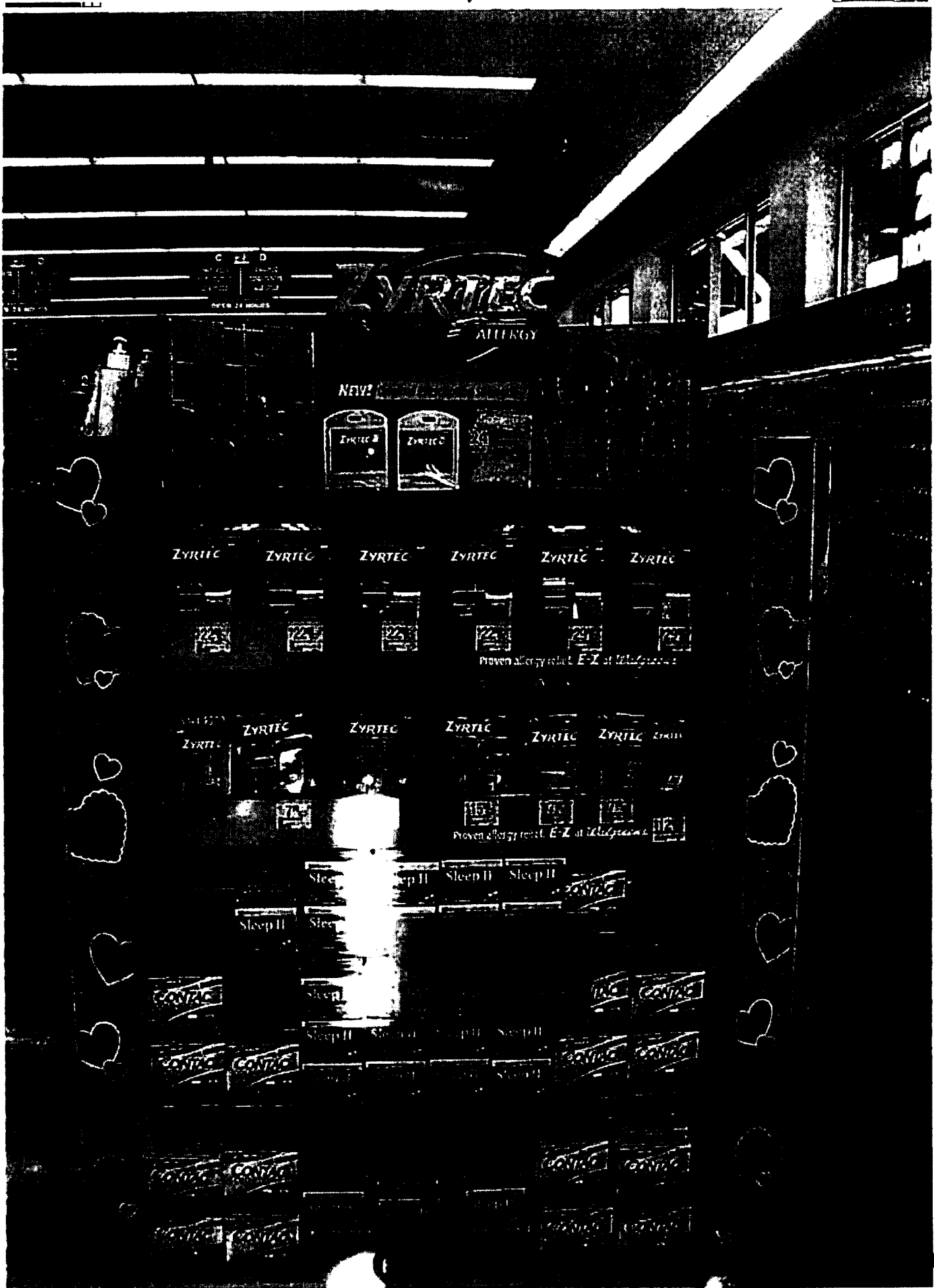




CAUTION STAND BACK

Acc2617065 comp 1

4/11/08 5:31:01 PM



Zyrtec

ALLERGY

NEW!



Zyrtec Zyrtec Zyrtec Zyrtec Zyrtec Zyrtec

Proven allergy relief. E-Z at 10/10/99

Zyrtec Zyrtec Zyrtec Zyrtec Zyrtec Zyrtec

Proven allergy relief. E-Z at 10/10/99

Sleep II Sleep II Sleep II Sleep II

Sleep II Sleep II

Sleep II

Sleep II Sleep II Sleep II Sleep II

Contac Contac

Contac Contac

Contac Contac

Contac Contac

Contac Contac

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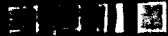
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A weekly advertisement flyer from Walgreens. The top left corner features the Walgreens logo. The flyer lists various products and their sale prices, including items like 'E-Z 10', 'EasySiver', and 'atlas'. The text is small and difficult to read due to the high contrast of the image.

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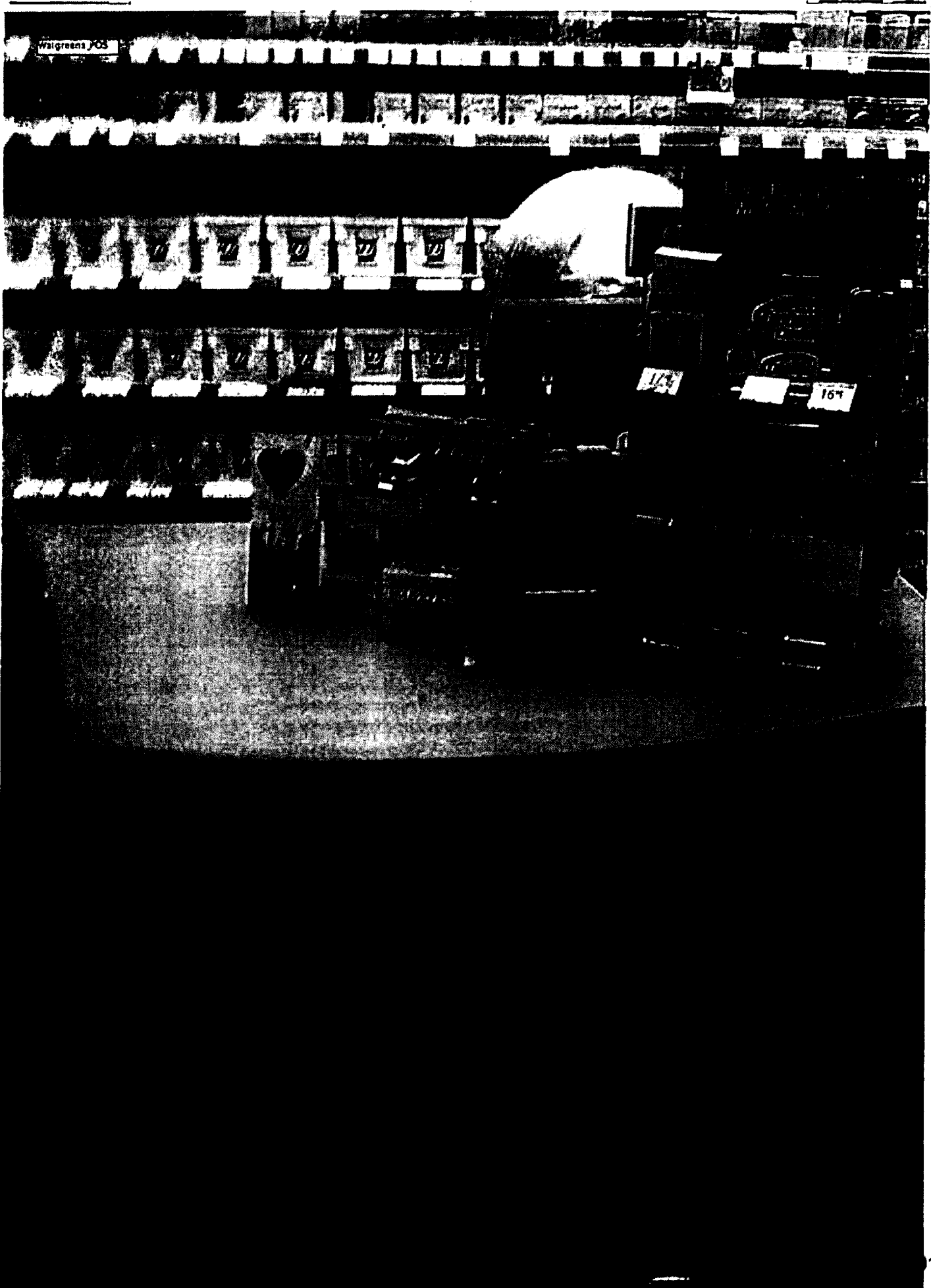
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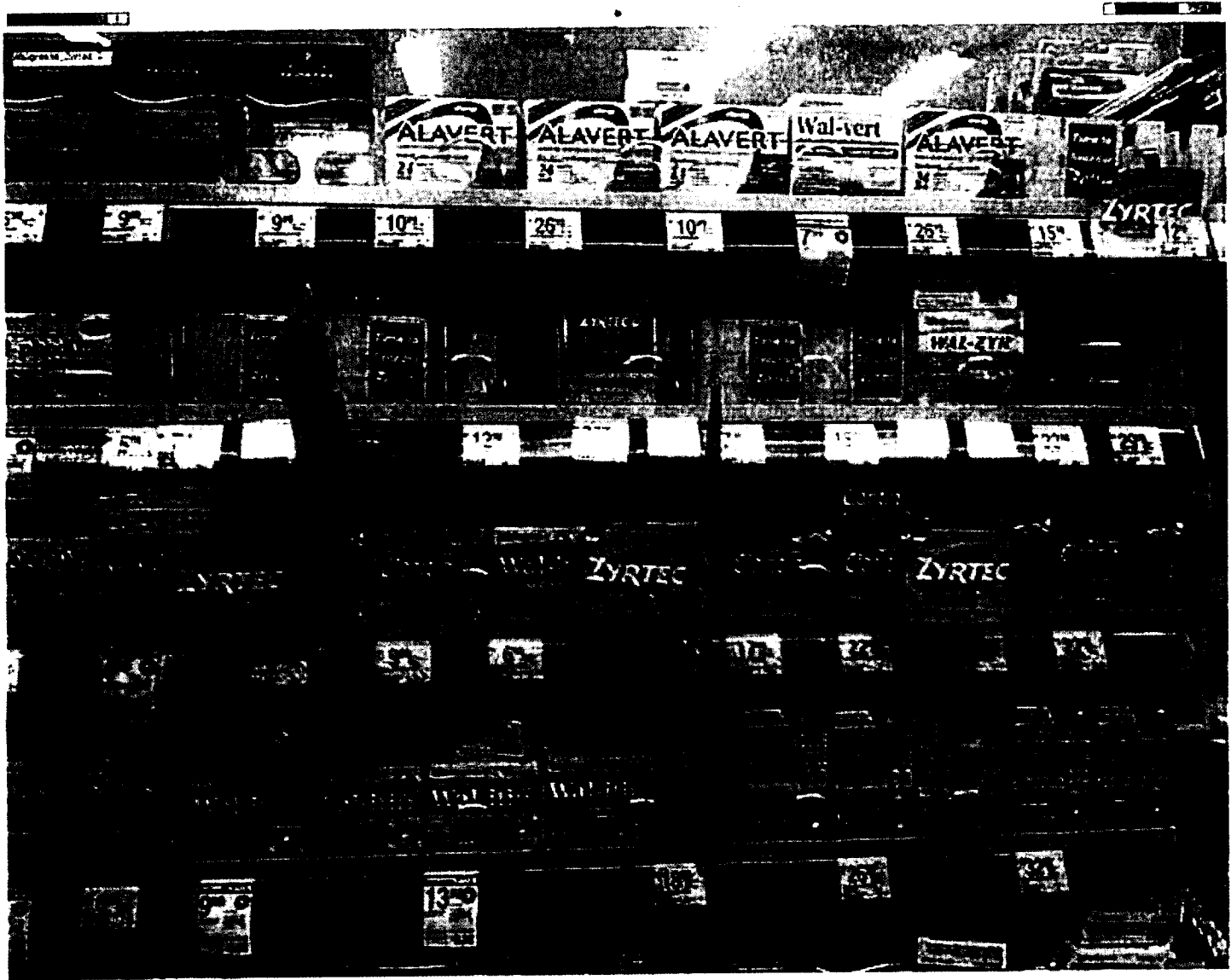
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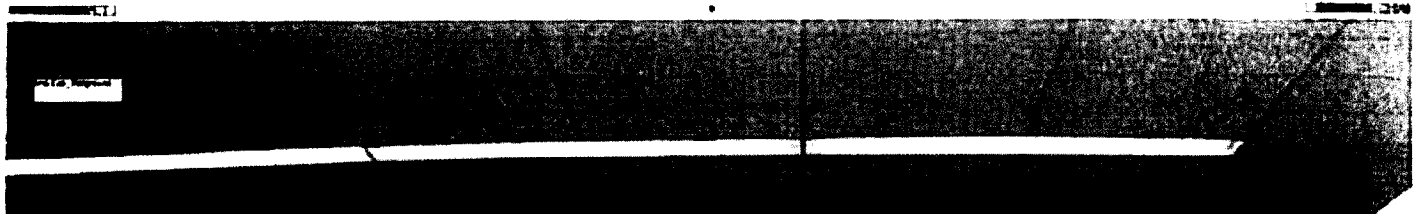
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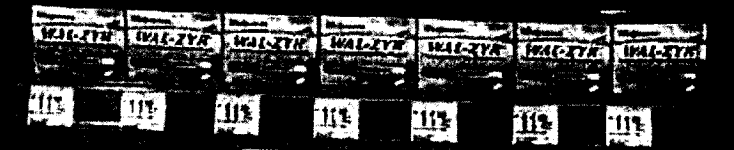
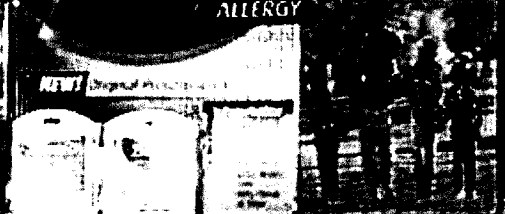
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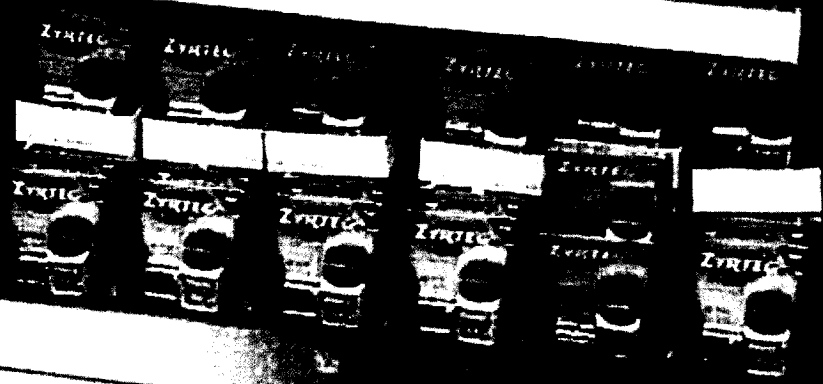
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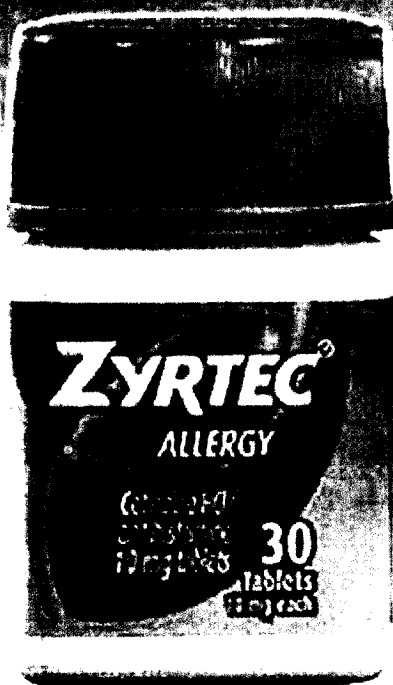


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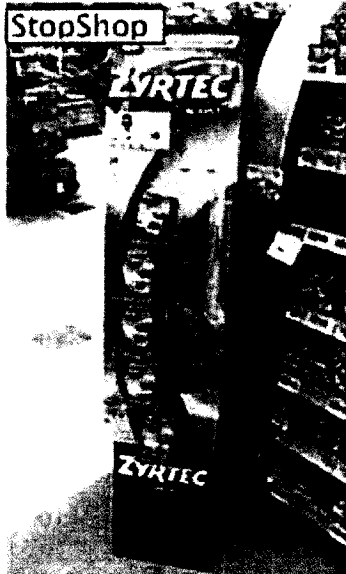


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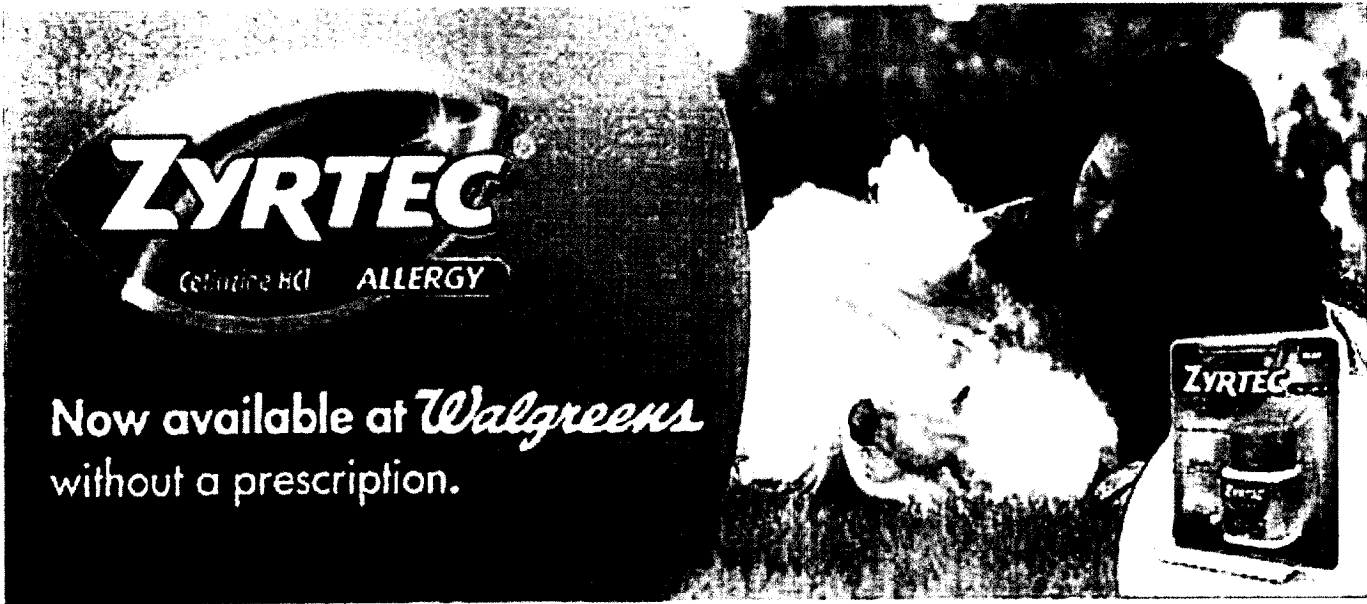
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Is over-the-counter Zyrtec right for me?

Zyrtec is clinically proven to relieve your indoor and outdoor allergy symptoms. Over-the-counter Zyrtec is the same strength that has been available by prescription for many years. Its cost is covered by most Flexible Spending Account (FSA) plans.

If you have a question about whether a specific allergy treatment is right for you, ask your local Walgreens pharmacist!

Enjoy 24-hour relief from these allergy symptoms:

- Sneezing
- Runny nose
- Itchy, watery eyes
- Itchy throat or nose



Allergy Center

Whether you have classic hayfever or are allergic to certain foods, plants, latex, insect bites, or even some medications, being prepared to head off and handle allergic reactions can save your life.

Learn about recognizing your allergy triggers, diagnosis, and day-to-day management of your allergies with this year-round resource.



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ZYRTEC. LIFE'S NO PLACE FOR ALLERGIES.

Allergy Relief Made Simple

Living with allergies can be a real challenge—just ask anyone who is allergic to grass, pet dander, mold, or even dust. A self-management approach that includes making environmental changes (for example, changing from a down-filled comforter to a cotton quilt) or a change in habits (exercising during hours when pollen counts typically are lower, for instance) can make a big difference.

Try these tips for relief from allergy symptoms:

- Keep windows closed, use air conditioning.
- Stay indoors between 5 a.m. to 10 a.m.—peak pollen hours.
- Change clothes after being outside.
- Don't dry laundry outside.
- Avoid lawn mowing or raking leaves.
- Opt for hardwood, tile, or linoleum floors, and area rugs vs. wall-to-wall carpets.
- Wash bedding in hot water (130 degrees F).
- Vacuum weekly, using a HEPA filter or a double bag.
- Avoid or at least minimize contact with

Proven allergy relief. **E-Z** at *Walgreens*

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Cetirizine HCl

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24
Hour

Relief of
Sneezing
Runny Nose
Itchy, Watery Eyes
Itchy Throat or Nose

Use only as directed

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McNeil-PPC, Inc.
Applicant
Opposer
Walgreen Co.
Robtish Hooda: Opposer Test. Dep. Ex. 23
Opp No 9133978

Case No.	Applicant	Opposer	Applicant's Counsel	Opposer's Counsel	Case Status
9133978	McNeil-PPC, Inc.	Walgreen Co.
9133979	McNeil-PPC, Inc.	Walgreen Co.
9133980	McNeil-PPC, Inc.	Walgreen Co.
9133981	McNeil-PPC, Inc.	Walgreen Co.
9133982	McNeil-PPC, Inc.	Walgreen Co.
9133983	McNeil-PPC, Inc.	Walgreen Co.
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9133988	McNeil-PPC, Inc.	Walgreen Co.
9133989	McNeil-PPC, Inc.	Walgreen Co.
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9133991	McNeil-PPC, Inc.	Walgreen Co.
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9133993	McNeil-PPC, Inc.	Walgreen Co.
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ALLERGY - LONG LASTING
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ZYRTEC

Cetirizine HCl ALLERGY

Indoor & Outdoor Allergies

24
hour

Relief of
• Sneezing
• Runny Nose
• Itchy, Watery Eyes
• Itchy Throat or Nose

Available at the Pharmacy Counter



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Product Name	Strength	Formulation	Quantity
Zyrtec	5 mg	Tablets	30
Zyrtec	1 mg	Chewable Tablets	30
Zyrtec	1 mg	Syrup	100 mL

McNeil 000057

EXHIBIT 24

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BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

v.

Walgreen Co.,

Applicant,

Rohiniish Hooda; Opposer Test. Dep. Ex. 24

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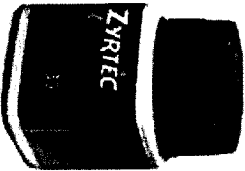
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Products

ZYRTEC® (cetirizine HCl) is an over-the-counter antihistamine for adults and children that helps relieve upper respiratory symptoms caused by allergy triggers such as dust, mold and pet dander, tree pollen, weeds and grasses.

For Adults



For Children

ZYRTEC® Comparison Chart > FAQ > Select a Product

Did You Know? The most common types of

Did You Know? Many people with allergies

Did You Know? An allergy is a reaction of your

Questions? Contact our Consumer Care Center

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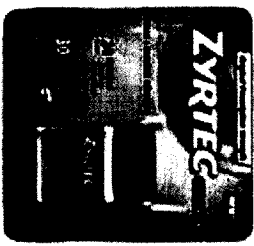
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For Adults

The ZYRTEC® For Adults family of products is available in a wide range of formulations to meet the needs of people seeking relief of indoor and outdoor allergy symptoms

ZYRTEC® 10mg tablets



ZYRTEC-D® tablets



10mg (0.1g) of cetirizine HCl

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Did You Know? The most common types of allergies are caused by pollen

The Big Switch Find all you need to know about the ZYRTEC-D switch from

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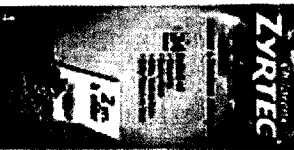
For Children

ZYRTEC® is approved to treat indoor and outdoor allergy symptoms in children as young as 2 years old. Better yet, ZYRTEC® comes in 2 forms that are great for kids — syrups and chewables.

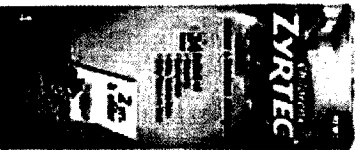
Plus, ZYRTEC® treats itching due to hives (aged 6 years and above).



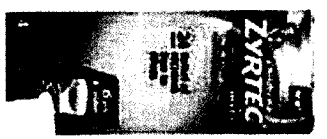
Children's ZYRTEC®
Chewable 5mg
ages 2-5 yrs



Children's ZYRTEC®
Chewable 10mg
ages 6-11 yrs



Children's ZYRTEC®
Allergy Syrup
ages 2-5 yrs



Children's ZYRTEC®
Hives Relief Syrup
ages 6-11 yrs

Use only as directed.

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Product	Strength	Formulation	Age Group
Zyrtec®	5 mg	Tablet	12 years and older
Zyrtec-D®	12 mg	Tablet	12 years and older
Children's Zyrtec® Allergy Syrup	2 mg	Syrup	2 to 11 years
Children's Zyrtec® Chewable Syrup	6 mg	Syrup	6 to 11 years
Children's Zyrtec® Chewable Xings	6 mg	Syrup	6 to 11 years
Children's Zyrtec® Hives Relief Syrup	6 mg	Syrup	6 to 11 years
Zyrtec® Eye	0.05%	Eye Drops	12 years and older
Zyrtec-D® Eye	0.05%	Eye Drops	12 years and older
Children's Zyrtec® Eye	0.05%	Eye Drops	2 to 11 years
Children's Zyrtec® Eye	0.05%	Eye Drops	6 to 11 years
Children's Zyrtec® Eye	0.05%	Eye Drops	6 to 11 years

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Allergy Education


There's a lot more to allergies than meets the eye. The often seen, sneezed nose, itchy nose, you discover useful ways to reduce the overall impact of allergies on your child's life.

Fear of sneezing? We've got a simple solution. To assist in helping your child live with their allergies, you can try Zyrtec. In the best of your allergy symptoms, you'll know the best deciding whether or not to use Zyrtec for allergies on a cold.

Meet the Allergens



Allergy or Cold?



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Common Cold or Allergies?
You've got a runny nose, a cough and congestion. So have you caught a cold or is it allergies? Unfortunately, it's often hard to tell - even for doctors. But here's information that may help. Read on to learn more about the causes and treatment of cold and allergy symptoms.

Medicine: Prolong Your Environment
Medicines help treat allergy symptoms such as they strike, but there are several steps you can take to prevent allergy symptoms altogether. The following recommendations can help you avoid allergy triggers whether you're at home, outdoors, or out on the town.

Dust Allergies
By WEBMD
Life with dust allergies - whether they're yours or a family member's - comes with a load of questions.
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Seasonal Allergies: 4 Routes to Relief
By Kathleen E. Cherny - WEBMD
Whether you'll fall allergy symptoms are mild or miserable, here's what you can do to feel better.

Enjoy Allergy-Free Gardening: Experts offer some free gardening advice
By Jennifer V. Garner - WEBMD
Gardening is one of life's simple pleasures. But for the 35 million Americans who suffer from hay fever or seasonal allergies, having a green thumb means suffering from symptoms like a runny nose and itchy, watery eyes.

How common is it for someone to be allergic to pine tree pollen?
By Dr. Anne S. Feldberg
The type of allergens in the pollen - the main factor that determines whether the pollen is likely to cause hay fever - for example, pine tree pollen is...
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The Big Switch

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Outsmart your allergies by checking the pollen count for your area

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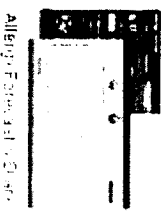
Members of ZYRTOPIA™:

- Use the tools here to track daily allergy forecasts and compare them against other allergy symptoms — and the symptoms others are experiencing as well.
- Find the support they need to pursue their passions in spite of their allergies.
- Receive the free periodical newsletter — ZYRTOPIA™ News — filled with even more tips and advice.

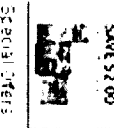
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Allergy Forecast & Diary



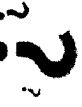
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More about allergies, the ZYRTEC® family of products and the switch from prescription to over-the-counter.



Children's ZYRTEC®

For indoor and outdoor respiratory allergies and hives, there's a Children's ZYRTEC®.



Why Wait. Buy ZYRTEC® NOW

ZYRTEC® is now available without a prescription from one of our partnered online retailers.

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Edwin K. Kufner, MD
Senior Director, Medical Affairs
McNeil Consumer Healthcare

Get set for Fall allergies

Original Prescription Strength Allergy Relief

All of the power of prescription ZYRTEC® your patients love—fast and long-lasting allergy relief—available without the prescription.

ZYRTEC® was the #1 prescribed antihistamine by physicians.* It provides indoor and outdoor upper respiratory allergy relief, lasting up to 24 hours. ZYRTEC® is available where over-the-counter medications are sold.

Read the ZYRTEC® Plus Release

This web site is designed to help you transition your prescription ZYRTEC® patients to over-the-counter ZYRTEC® by providing information and tools that will enable you to make the conversion easy for them—and your practice.

Sign up to receive ZYRTEC® samples and related education materials.

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Equip your staff

Get an up-to-date and customized outdoor allergy and weather forecast emailed or faxed to you twice a week.

Weekly Allergy Outlook

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McNeil Consumer Healthcare

8:37 AM

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ZYRTEC® Delivers Real Patient Satisfaction

See studies with ZYRTEC® and other leading antihistamines

90% of ZYRTEC® patients were satisfied

- In a survey of 180,000 respondents, 93% of patients reported satisfaction with ZYRTEC®
- In clinical trials, 98% of patients who took ZYRTEC® stayed with ZYRTEC®
- 1% discontinued due to side effects

Children's ZYRTEC® Allergy Syrup is effective for children age 2 and older

- In trials with over 200 pediatric patients ages 6-11, 0% discontinued due to side effects

ZYRTEC® was also the #1 prescribed antihistamine in the U.S.*

Recommended ZYRTEC®. Fast relief, real easy to get.

Equip your self

Get an up-to-date and customized outdoor allergy and weather forecast emailed or faxed to you twice a week.

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*MSD Total Pharmaceutical 2004-2007

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6:59 AM

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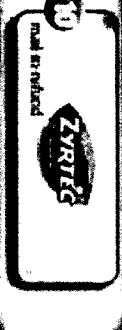
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OCCASIONAL SLEEPLESSNESS

- 11**  **11** 

LIVING WITH DIABETES

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www.walgreens.com/zyrtec

Sample Screens

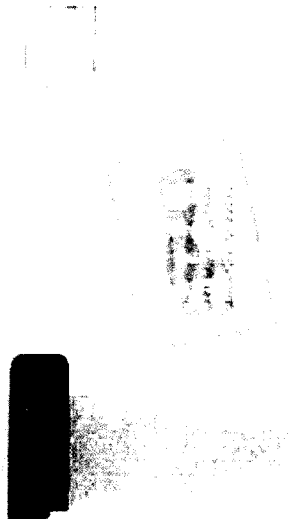
http://www.walgreens.com/zyrtec/

The screenshot shows a web browser window displaying the Walgreens website. The address bar shows the URL <http://www.walgreens.com/zyrtec/>. The page features a navigation menu with links for Pharmacy, Health Library, Photo, Sleep, and more. A search bar is located at the top right. The main content area is dominated by a large advertisement for Zyrtec. The ad includes the Walgreens logo, the text "ZYRTEC ALLERGY", and the headline "Now available at Walgreens without a prescription." Below this, it states "The #1 prescribed allergy medicine is available at full prescription strength —without a prescription." The background of the ad shows a person's face and a Zyrtec product box. The browser's taskbar at the bottom shows several open applications, including Microsoft Excel and Microsoft PowerPoint.

EXHIBIT 25



THINGS CAN IMPACT ME



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McNeil-PPC, Inc.
10000 McNeil Drive
Kansas City, MO 64114

McNeil-PPC, Inc. 01/18/97



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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 01184973

Walgreen Co.,

Applicant

Rohinish Hooda; Opposer Test. Dep. Ex. 25

McNeil 001055

EXHIBIT 26

ZYRTEC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIEBUNAL AND APPELLATE BOARD
McNeil-PPC, Inc.,
Applicant,
Opposer,
v.
Opp. No. 91184978

Walgreen Co.

Appellant

Robish Hoods: Opposer Trial Dep. Ex. 26

McNeil 000107



EXHIBIT 28

**Zyrtec Approval Press Releases from FDA and McNeil/Johnson & Johnson
November 2007**

**FDA Press Release
FDA Approves Zyrtec for Nonprescription Use in Adults and Children
November 21, 2007**

(Picked up by MedicalNewsToday.com, MedicalUsers.com, RXJournals.com, UCDailyNews.com, News-Medical.net, Clitizen-Times.com, ComplianceHome.com)

The U.S. Food and Drug Administration has approved tablet, chewable tablet, and syrup formulations of Zyrtec (cetirizine HCl) for nonprescription use. The nonprescription drug is approved for the temporary relief of symptoms due to hay fever or other respiratory allergies (sneezing; runny nose; itchy, watery eyes; itchy throat or nose) in adults and children 2 years of age and older.

The nonprescription Zyrtec products also are approved for the relief of itching due to hives in people 6 years of age and older, including adults.

"The approval of Zyrtec for nonprescription use offers an additional treatment option for children and adults," said Andrea Leonard-Segal, M.D., director, Division of Nonprescription Clinical Evaluation in the FDA's Center for Drug Evaluation and Research. "As for all nonprescription drugs, consumers and caregivers should read and carefully follow all directions on the labeling."

The tablets and chewable tablets are approved for adults and children 6 years of age and older:

- for the treatment of the symptoms of hay fever and other respiratory allergies, and
- to relieve the itching due to hives.

The syrup is approved for:

- adults and children 2 years of age and older for the treatment of the symptoms of hay fever and other respiratory allergies, and
- adults and children 6 years of age and older to relieve the itching due to hives.

The company will market two distinct Zyrtec products for each dosage form. One will provide directions for treating the symptoms of hay fever and other respiratory allergies. The other will contain directions for use to relieve the itching due to hives.

Zyrtec may cause drowsiness in some people at recommended doses. Other common side effects include fatigue and dry mouth.

On November 9, 2007, the FDA announced that it had approved Zyrtec-D, a product which contains cetirizine HCl and pseudoephedrine HCl, for nonprescription use. Sales of the Zyrtec-D are subject to restrictions in the Combat Methamphetamine Epidemic Act. This law places restrictions on the sale of products containing pseudoephedrine, such as limiting the amount that an individual can purchase, and imposing record keeping requirements on the retail establishments that sell the product and that it be located with the pharmacist. Nonprescription Zyrtec-D was approved for the relief of symptoms due to hay fever or other upper respiratory allergies such as runny nose, sneezing, itchy, watery eyes, itching of the nose or throat, and nasal congestion. Zyrtec-D is also approved for reducing swelling of nasal passages, for relief of sinus congestion and pressure, and for restoring freer breathing through the nose due to hay fever and other upper respiratory allergies. Zyrtec-D is not approved for the relief of itching due to hives.

Zyrtec is marketed and distributed by McNeil Consumer Healthcare, based in Fort Washington, Pa.

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

v.

Walgreen Co.,

Applicant.

McNeil 000109

Rohinish Hooda; Opposer Test. Dep. Ex. 28

US Food and Drug Administration News

**New and generic drug approvals: Zyrtec (cetirizine HCl) Tablets, McNeil Consumer.
November 19, 2007**

On 19 Nov 2007, the US Food and Drug Administration announced approval of NDA 019835 (OTC labelling) for Zyrtec (cetirizine HCl) Tablets. The product contains cetirizine HCl at 5mg or 10mg, is manufactured by McNeil Consumer (Pfizer Inc), and is prescription only. There are no therapeutic equivalents. The label is not available on the website.

US Food and Drug Administration News

Website: <http://www.fda.gov> [<http://www.fda.gov>]

US Food and Drug Administration News

**New and generic drug approvals: Children's Zyrtec (cetirizine HCl) Allergy Syrup, McNeil Consumer.
November 19, 2007**

On 19 Nov 2007, the US Food and Drug Administration announced approval of NDA 022155 (OTC approval) for Children's Zyrtec (cetirizine HCl) Allergy Syrup. The product contains cetirizine HCl at 1mg/ml, is manufactured by McNeil Consumer (Pfizer Inc), and is prescription only. There are no other OTC drugs with the same active ingredient, strength and dosage form/route. The label is not available on the website.

US Food and Drug Administration News

Website: <http://www.fda.gov> [<http://www.fda.gov>]

US Food and Drug Administration News

**New and generic drug approvals: Children's Zyrtec (cetirizine HCl) Chewable Tablets, McNeil Consumer.
November 19, 2007**

On 19 Nov 2007, the US Food and Drug Administration announced approval of NDA 021621 (OTC approval) for Children's Zyrtec (cetirizine HCl) Chewable Tablets. The product contains cetirizine HCl at 5mg or 10mg, is manufactured by McNeil Consumer (Pfizer Inc), and is prescription only. There are no therapeutic equivalents. The label is not available on the website.

US Food and Drug Administration News

Website: <http://www.fda.gov> [<http://www.fda.gov>]

McNeil Consumer Health

**FDA Approves the Allergy Treatment Zyrtec(R) for Use Without a Prescription; - ZYRTEC(R) and ZYRTEC-D(R) 12 HOUR(R) to be Available in Stores Nationwide January 2008 -
November 16, 2007**

(Picked up by Yahoo! Finance, Yahoo!, FDA-News.com – posted a link to the McNeil Press Release on Yahoo! Finance, Forbes Online, AOL Money News, Houston Chronicle, Philadelphia Business Journal, Pittsburgh Business Times, Dallas Morning News, BizJournals.com, KRON-San

Francisco, WFAA-Dallas/Fort Worth, NBC6.com-Charlotte, NC, earthtimes.org, Drugs.com, eMaxHealth, RBC Dain Raushcer, Breitbart.com, TecTrends, MarketWatch, RCR Wirelsss News, Express-Times, MedicalDevices.org, biospace.com, EMaxHealth.com, www.topix.net)

FT. WASHINGTON, Pa., Nov. 16 /PRNewswire/ -- McNeil Consumer Healthcare, a division of McNEIL-PPC, Inc., announced today that it received approval from the U.S. Food and Drug Administration (FDA) for the allergy treatment ZYRTEC(R) (cetirizine HCl) to be used without a prescription for adults and children. ZYRTEC(R) relieves symptoms due to perennial and seasonal allergic rhinitis, commonly referred to as indoor and outdoor upper respiratory allergies. ZYRTEC(R) also relieves itching due to hives.

The ZYRTEC(R) approval comes one week after the FDA granted the company approval to market ZYRTEC-D(R) 12 HOUR(R) (cetirizine HCl 5 mg/pseudoephedrine HCl 120 mg), which combines ZYRTEC(R) with a decongestant. ZYRTEC-D(R) and ZYRTEC(R), the number one prescribed allergy medication in the U.S.*, will be available in stores nationwide** in late January 2008 without a prescription in its original-prescription strength.

"For a decade, ZYRTEC(R), as a prescription medication, has been alleviating people's symptoms from perennial and seasonal allergies," said Ashley McEvoy, President, McNeil Consumer Healthcare. "By providing ZYRTEC(R) over-the-counter, we're offering allergy sufferers greater access to a convenient, effective and affordable treatment option that helps alleviate their specific allergy symptoms. In fact, for many allergy sufferers, ZYRTEC(R) will cost up to one third less than prescription ZYRTEC(R)."

ZYRTEC(R) is a once-a-day medication for adults and children that relieves indoor and outdoor allergy symptoms of sneezing, runny nose, and watery eyes for 24 hours. ZYRTEC-D(R) 12 HOUR(R) provides the added benefit of relieving nasal congestion. The FDA approved ZYRTEC(R) in 5mg and 10mg tablets, 5mg and 10mg chewable tablets, and 1mg/mL syrup. ZYRTEC-D(R) 12 HOUR(R) is also approved as an extended release tablet. ZYRTEC(R) also relieves itching due to hives.

"As a pharmacist, I often help my customers choose the appropriate medication to treat their indoor and outdoor allergies," said Anil Datwani, Phar. D., AR-EX Pharmacy, Fords, New Jersey. "The availability of over-the-counter ZYRTEC(R) is good news for the millions of Americans who suffer from indoor and outdoor allergies and are looking for an easier way to obtain an effective allergy treatment. Now allergy sufferers can go to any convenient location where over-the-counter medications are sold to buy ZYRTEC(R), instead of having to visit their allergist or other healthcare provider."

ZYRTEC(R) is an antihistamine that helps block the action of histamine to help relieve symptoms caused by allergy triggers such as dust, mold and pet dander, tree pollen, weeds and grasses. ZYRTEC(R) has proven to be generally well-tolerated. In studies, ZYRTEC(R) began working within one hour and showed continued symptom relief for a full-24 hours from a single dose. The most common side effects included drowsiness, tiredness, and dry mouth. For more information about ZYRTEC(R) visit <http://www.ZyrtecOTC.com> [<http://www.ZyrtecOTC.com>]. Healthcare Professionals can visit <http://www.ZyrtecProfessional.com> [<http://www.ZyrtecProfessional.com>].

"I've suffered from allergies for many years, and have relied on my doctor for a prescription to relieve my worst symptoms," said allergy patient, Jill Attas. "I tried other medicines, but ZYRTEC(R) is the only one that truly helped both my indoor and outdoor allergies. It's great news that ZYRTEC(R) will be available in local stores in January so I can easily get the medicine I need."

About Allergies

Millions of Americans suffer from allergies, including indoor and outdoor. Allergies are caused when a person's body overreacts to normally harmless substances. These substances are often referred to as triggers. People can experience allergy triggers anytime throughout the year that can lead to both indoor

and outdoor allergies. Indoor allergies can occur year round and are triggered by substances such as mold, dust, and pet dander. These allergens are often inhaled through the nose and mouth, putting the allergens in contact with the immune cells in the lining of the nose, mouth, throat, and airways of the lungs causing an allergic response. Similarly, outdoor allergies can occur when outdoor allergens such as pollens from grasses, weeds and trees are inhaled through the nose and mouth into the lungs causing an allergic response. Those who suffer from outdoor allergies are often affected by allergies in the spring and fall. Symptoms for both indoor and outdoor allergies can include itchy, watery eyes, itchy nose, or throat, sneezing and runny nose.

About McNeil Consumer Healthcare

McNeil Consumer Healthcare Division of McNeil-PPC, Inc., a subsidiary of Johnson & Johnson, markets a broad range of well-known and trusted over-the-counter (OTC) products. McNeil Consumer Healthcare is most widely recognized for the complete line of TYLENOL(R) acetaminophen products, the leading pain reliever brand in the adult and pediatric categories. The TYLENOL(R) product line consists of hundreds of products across a variety of pain categories including: arthritis pain, pain with accompanying sleeplessness and upper respiratory. Other McNeil Consumer Healthcare brands include BENADRYL(R) allergy medicines; IMODIUM(R) A-D anti-diarrheal; MOTRIN(R) IB; PediaCare(R) upper respiratory medicines for children; ROLAIDS(R) antacid products; ST. JOSEPH(R) Adult Regimen Aspirin; and SUDAFED(R) and SUDAFED PE(R) nasal decongestants.

This press release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or unknown risks or uncertainties materialize, actual results could vary materially from the Company's expectations and projections. Risks and uncertainties include general industry conditions and competition; economic conditions, such as interest rate and currency exchange rate fluctuations; technological advances and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approvals; domestic and foreign health care reforms and governmental laws and regulations; and trends toward health care cost containment. A further list and description of these risks, uncertainties and other factors can be found in Exhibit 99 of the Johnson & Johnson Annual Report on Form 10-K for the fiscal year ended December 31, 2006. Copies of this Form 10-K, as well as subsequent filings, are available online at <http://www.sec.gov> [<http://www.sec.gov>], <http://www.jnj.com> [<http://www.jnj.com>] or on request from Johnson & Johnson. The Company does not undertake to update any forward-looking statements as a result of new information or future events or developments.

*Based on IMS total prescriptions from 2004-2007

** In most states

CONTACTS:

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McNeil Consumer Healthcare	McNeil Consumer Healthcare
(856) 912-9965 (Mobile)	(908) 310-7721 (Mobile)

Stan Panasewicz	Lesley Fishman
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SOURCE McNeil Consumer Healthcare

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US Food and Drug Administration News
New and generic drug approvals: Zyrtec-D (cetirizine HCl/pseudoephedrine HCl) Tablets, Pfizer Inc.
November 14, 2007

On 14 Nov 2007, the US Food and Drug Administration announced approval of NDA 021150 (OTC labelling revision) for Zyrtec-D (cetirizine HCl/pseudoephedrine HCl) Tablets. The product contains cetirizine HCl at 5mg and pseudoephedrine HCl at 120mg, is manufactured by Pfizer Inc, and is prescription only. There are no therapeutic equivalents. The label is not available on the website.

US Food and Drug Administration News

Website: <http://www.fda.gov> [<http://www.fda.gov>]

US Food and Drug Administration News
FDA Approves Nonprescription Zyrtec-D for Allergies.
November 9, 2007

On 9 Nov 2007, the Food and Drug Administration (FDA) announced the approval of Zyrtec-D (cetirizine HCl 5 mg and pseudoephedrine HCl 120 mg), an allergy drug, for nonprescription use in adults and children 12 years of age and older. This drug combines an antihistamine with a nasal decongestant. Available as a prescription drug since 2001, Zyrtec-D is now approved as a nonprescription drug for the relief of symptoms due to hay fever or other upper respiratory allergies such as, runny nose, sneezing, itchy, watery eyes, itching of the nose or throat, and nasal congestion. Zyrtec-D is also for reducing swelling of nasal passages, for relief of sinus congestion and pressure, and for restoring freer breathing through the nose. Hay fever and other allergies are the sixth leading cause of chronic disease, with about 50 M sufferers each year in the US, according to the National Institute of Allergy and Infectious Diseases.

Zyrtec-D's common side effects include drowsiness, fatigue, and dry mouth. Sales of the drug are subject to restrictions in the Combat Methamphetamine Epidemic Act. This law places restrictions on the sale of products containing pseudoephedrine, such as limiting the amount that an individual can purchase, and imposing record keeping requirements on the retail establishments that sell the product. Zyrtec-D is distributed by McNeil Consumer Healthcare, Fort Washington, PA.

US Food and Drug Administration News

Website: <http://www.fda.gov> [<http://www.fda.gov>]

U.S. Food & Drug Administration
FDA News Release: FDA Approves Nonprescription Zyrtec-D for Allergies, Colds
November 9, 2007

FDA NEWS RELEASE

FDA Approves Nonprescription Zyrtec-D for Allergies, Colds

The Food and Drug Administration (FDA) has approved Zyrtec-D (cetirizine HCl 5 mg and pseudoephedrine HCl 120 mg), an allergy drug, for nonprescription use in adults and children 12 years of age and older. This drug combines an antihistamine with a nasal decongestant.

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swelling of nasal passages, for relief of sinus congestion and pressure, and for restoring freer breathing through the nose.

Hay fever and other allergies are the sixth leading cause of chronic disease, with about 50 million sufferers each year in the United States, according to the National Institute of Allergy and Infectious Diseases.

"The approval of this widely-used drug for nonprescription use will enable many people to have access to another effective treatment for their allergy symptoms," said Andrea Leonard-Segal, M.D., director, Division of Nonprescription Clinical Evaluation in the FDA's Center for Drug Evaluation and Research. "This approval reflects FDA's commitment to bringing prescription drugs to the over-the-counter market when they can be safely used without a prescription.

Zyrtec-D's common side effects include drowsiness, fatigue, and dry mouth. Sales of the drug are subject to restrictions in the Combat Methamphetamine Epidemic Act. This law places restrictions on the sale of products containing pseudoephedrine, such as limiting the amount that an individual can purchase, and imposing record keeping requirements on the retail establishments that sell the product. Zyrtec-D is distributed by McNeil Consumer Healthcare, Fort Washington, Pa.

For more information:

Allergies and Hay Fever Fact Sheet www.fda.gov/womens/getthefacts/allergies.html
[<http://www.fda.gov/womens/getthefacts/allergies.html>]

FDA Consumer Magazine: 'Itching for Some Allergy Relief?' www.fda.gov/fdac/features/2002/302itch.html
[<http://www.fda.gov/fdac/features/2002/302itch.html>]

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For Immediate Release: Nov. 9, 2007 Media Inquiries: Susan Cruzan, 301-827-6242,
susan.cruzan@fda.hhs.gov Consumer Inquiries: 888-INFO-FDA

U.S. Food & Drug Administration Documents
FDA News Release: FDA Approves Nonprescription Zyrtec-D for Allergies
November 9, 2007

FDA NEWS RELEASE

FDA Approves Nonprescription Zyrtec-D for Allergies

The Food and Drug Administration (FDA) has approved Zyrtec-D (cetirizine HCl 5 mg and pseudoephedrine HCl 120 mg), an allergy drug, for nonprescription use in adults and children 12 years of age and older. This drug combines an antihistamine with a nasal decongestant.

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Zyrtec-D's common side effects include drowsiness, fatigue, and dry mouth. Sales of the drug are subject to restrictions in the Combat Methamphetamine Epidemic Act. This law places restrictions on the sale of products containing pseudoephedrine, such as limiting the amount that an individual can purchase, and imposing record keeping requirements on the retail establishments that sell the product. Zyrtec-D is distributed by McNeil Consumer Healthcare, Fort Washington, Pa.

For more information:

Allergies and Hay Fever Fact Sheet www.fda.gov/womens/getthefacts/allergies.html
[<http://www.fda.gov/womens/getthefacts/allergies.html>]

FDA Consumer Magazine: 'Itching for Some Allergy Relief?' www.fda.gov/fdac/features/2002/302itch.html
[<http://www.fda.gov/fdac/features/2002/302itch.html>]

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For Immediate Release: Nov. 9, 2007 Media Inquiries: Susan Cruzan, 301-827-6242,
susan.cruzan@fda.hhs.gov Consumer Inquiries: 888-INFO-FDA

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EXHIBIT 29

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

McNeil-PPC, Inc.

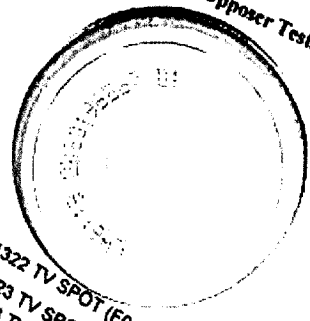
Walgreen Co.

Opposer

Applicant

Opp. No. 91184078

Rohinsh Hooda; Opposer Test. Dep. Ex. 29



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2. McNeil 001323 TV SPOT (F0418392). WMV
3. McNeil 001324 TV SPOT (F0418391). MPG
4. McNeil 001558 COMMERCIAL (F0475883). MPEG
5. McNeil 001559 RADIO AD (F0475885). MP3
6. McNeil 001580 GRAPHICS (F0475893). MOV
7. McNeil 001581 GRAPHICS (F0475898). MOV
8. McNeil 001582 GRAPHICS (F0475898). MOV
9. McNeil 001583 COMMERCIAL (F0475899). MPEG

EXHIBIT 30

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

McNeil-PPC, Inc.

Opponent

Opp. No. 9118497X

Walgreen Co.

Applicant

Rohinish Hooda; Opposer Test. Dep. Ex. 30

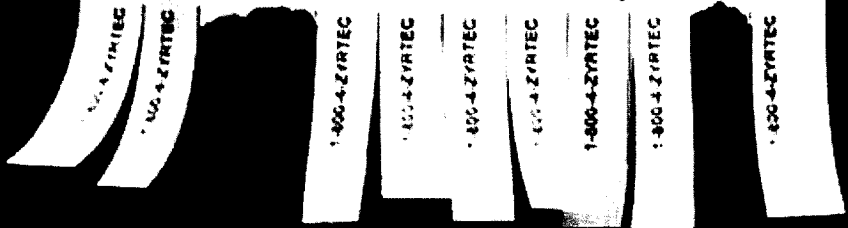
1. MCNEIL 005157 COMMERCIAL (Grass Stains)(F0687454).MPG
2. MCNEIL 005158 COMMERCIAL (Show and Tell)(F0687453).MPG
3. MCNEIL 005159 COMMERCIAL (Nine Iron)(F0687451).MPG
4. MCNEIL 005160 COMMERCIAL (Cat)(F0687452) MOV

EXHIBIT 31

MISSING

2 HOURS

LAST SEEN: WHILE WAITING
FOR CLARITIN® TO START
WORKING. IF FOUND PLEASE
CALL: 1-800-4-ZYR-TEC.



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

McNeil-PPC, Inc.,

Opposer:

Opp. No. 9118497B

v.

Walgreen Co.,

Applicant

Rohinish Hooda; Opposer Test. Dep. Ex. 31

EXHIBIT 32

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ISSUE THE TRADEMARK TRIAL AND APPEAL BOARD
McNeil-PPC, Inc. Opener Op. No. 91184978
Walgreen Co. Applicant

Robinson Hooda: Opposer Test. Dep. Ex. 32

McNeil 001552

LIFE'S NO PLACE FOR ALLERGIES™

ZYRTEC

Original prescription strength—
Now available without a prescription

ZYRTEC

If you sneeze a lot or have a runny or stuffy nose that never seems to go away, there's a good chance you have upper respiratory allergies. They affect more than 50 million people in the United States alone.

What are some common allergy symptoms?

People with allergies often experience sneezing, runny nose, stuffy nose (congested), or itchy, watery eyes.

Isn't there more than one kind of allergy—what's the difference?

If your symptoms are only at certain times of the year, chances are it's seasonal allergy rhinitis or outdoor allergies. Common triggers (substances that cause an allergic response) include tree grass and weed pollens or mold.

If your symptoms are year-round it's probably perennial allergic rhinitis or indoor allergies. Common triggers include animal dander, tiny skin flakes or saliva from animals, indoor mold, and dust mites.

Powerful relief—
it's what's in store

ZYRTEC

- The same strength as prescription ZYRTEC—now available over the counter
- 24-hour relief of indoor and outdoor allergy symptoms
- Can cost up to 1/3 less per month than the co-pay for prescription antihistamines*
- Wide range of formulations to meet your needs

*Based on a 120 mg Zyrtec prescription tablet. Prices may vary by region.

Visit Zyrtec.com for product information and helpful allergy management tools

Visit myhealthysolutions.com for tools to manage your health and coupons for leading over-the-counter products



TRY ZYRTEC™

1 TABLET FOR ALLERGIES
24 HOUR RELIEF OF ALLERGIC SYMPTOMS

What can I do to cope with my allergies?

If you have outdoor allergies:

- Keep windows closed and use air conditioning
- Stay indoors during peak pollen hours, usually 5 a.m. to 10 a.m.
- Change your clothes after you've been outside
- Don't hang laundry outside to dry
- Avoid mowing the lawn or raking leaves

If you have indoor allergies:

- Opt for hardwood, tile, or linoleum floors. Choose area rugs over wall-to-wall carpeting when possible
- Keep pillows, mattresses, and box springs in plastic or special allergen-proof fabric covers
- Wash bedding in hot water (130°F)
- Vacuum weekly using a HEPA filter or a double bag
- Avoid pets with fur or feathers if you can't limit intimate contact
- Use a cleaning solution containing 5% bleach and a small amount of detergent to eliminate indoor molds

There's also something you can take for your allergy symptoms...

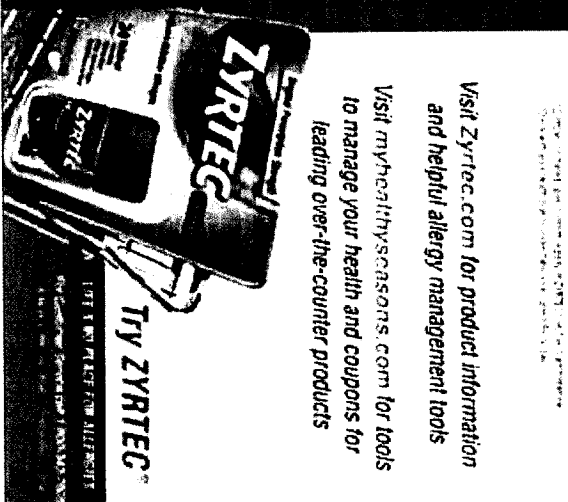


EXHIBIT 33

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
McNeil PPC, Inc.

Applicant

Opposer

Op. No. 91134078

Applicant

Walgreen Co. Applicant
Robnish Hooda: Opposer Test. Dep. Ex. 33

Hey, Bentonville.
Barely a sneeze. Hardly a snuffle.
No longer a prescription.

ZYRTEC

levamisole HCl antihistamine

The #1 prescribed* allergy medicine—available without a prescription January 23rd.

*U.S. Data Link Prescription 2004-2011
Use only as directed

 CLEAR CHANNEL

WHISTLER

EXHIBIT 34

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91134978

Walgreen Co.,

Applicant

Robinish Hoods; Opposer Test. Dep. Ex. 34

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**Now these dust-pollen-feathers
can enjoy the wild indoors.**

**Does your
family's allergy
medicine treat
both indoor and
outdoor allergies?**

If not, ask your
doctor about
switching to Zyrtec.

To learn more, visit
www.zyrtec.com or
call 1-800-ZYRTEC-2

Allergies tend to run in families.
Unlike some allergy medicines,
prescription Zyrtec (cetirizine HCl)
is approved to treat all your family's
indoor and outdoor allergies.
Like grass. Ragweed. Dust. Mold.
And even pet dander.

In fact, no other antihistamine is
approved to treat more allergies
than Zyrtec.

Ask your doctor for free samples
of Zyrtec pills or syrup.

In adults, the most common side

effect was feeling drowsy.
Some of the others were feeling
tired and dry mouth. In children,
2 to 11 years old, some of the
side effects were headache and
stomach pain. Others were feeling
drowsy and sore throat. Most were
mild to moderate.

ZYRTEC[®]
cetirizine HCl

Lots of allergies. Just one Zyrtec.[™]

(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1-mg/mL syrup on the next page.

McNeil 001554

EXHIBIT 35

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

McNeil-PPC, Inc.,

Opposer

Opp. No. 91184978

Walgreen Co.

Applicant

Rohitash Hooda; Opposer Test. Dep. Ex. 35



Now this grass-oak-pet dander
can keep her pet dander.

Does your child's
allergy medicine
treat both indoor
and outdoor
allergies?

If not, ask your
doctor about
switching to Zyrtec.

To learn more, visit
www.zyrtec.com or
call 1-800-3-ZYRTEC

Unlike some allergy medicines,
prescription Zyrtec (cetirizine HCl)
is approved to treat all indoor and
outdoor allergies in children 2
years and older. Allergies like
grass. Ragweed. Dust. Mold.
And even pet dander.

And now, Zyrtec is the first and
only antihistamine approved to
treat indoor allergies in infants
as young as 6 months.

Ask your doctor for free samples
of Zyrtec pills or syrup.

In children, 2 to 11 years old,
some of the side effects were

headache and stomach pain.
Others were feeling drowsy and
sore throat. Most were mild to
moderate.

In infants, 6 to 23 months old,
side effects were like those of a
sugar pill. Some were being
cranky, fussy and not able to
sleep. Others were feeling tired
and looking uncomfortable.


ZYRTEC[®]
cetirizine HCl

Lots of allergies. Just one Zyrtec.[™]
(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1-mg/mL syrup on the next page.

McNeil 001555

EXHIBIT 36



**Now this pollen-dust-dog dander
can keep his new dance partner.**

**Does your allergy
medicine treat
both indoor and
outdoor allergies?**

If not, ask your
doctor about
switching to Zyrtec.

To learn more, visit
www.zyrtec.com or
call 1-800-ZYRTEC-2.

Unlike some allergy medicines, prescription Zyrtec[®]
is approved to treat all your indoor and outdoor allergies.
Like grass. Ragweed. Dust. Mold. And even pet dander.

In fact, no other antihistamine is approved to treat more
allergies than Zyrtec. And if you're currently taking Zyrtec,
remember to ask your doctor for a refill on your prescription.

The most common
side effect was feeling
drowsy. Some of the
others were feeling tired
and dry mouth. Most
were mild to moderate.

ZYRTEC[®]
cetirizine HCl

Lots of allergies. Just one Zyrtec.[®]

(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1-mg/mL syrup on the next page.

EXHIBIT 37



**Now this dust-pollen-pet dander
can ride a bicycle built for three.**

**Does your allergy
medicine treat
both indoor and
outdoor allergies?**

If not, ask your
doctor about
switching to Zyrtec.

To learn more, visit
www.zyrtec.com or
call 1-800-ZYRTEC-2.

Unlike some allergy medicines, prescription Zyrtec[®]
is approved to treat all your indoor and outdoor allergies.
Like grass. Ragweed. Dust. Mold. And even pet dander.

In fact, no other antihistamine is approved to treat more
allergies than Zyrtec. And if you're currently taking Zyrtec,
remember to ask your doctor for a refill on your prescription.

The most common
side effect was feeling
drowsy. Some of the
others were feeling tired
and dry mouth. Most
were mild to moderate.

ZYRTEC
cetirizine HCl

Lots of allergies. Just one Zyrtec.[®]
(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1 mg/mL syrup on the next page.

EXHIBIT 38

Leave allergies in the dust.



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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

v.

Walgreen Co.,

Applicant.

Rohinish Hooda; Opposer Test. Dep. Ex. 38

Use only as directed.

Introducing allergy relief at liquid speed.*
That's the fast, powerful relief of 24-hour ZYRTEC®, now in a liquid gel.**

New ZYRTEC® Liquid Gels. love air™

*Starts working at hour 1. **Relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat. ©McNEIL-PPC, Inc. 2010

MCNEIL 005114

EXHIBIT 39

Liquid Gels Headline: Leave

Leave allergies
in the dust.

Introducing



Allergy relief
at liquid speed*

That's the fast, powerful
relief of ZYRTEC[®]
now in a Liquid Gel.



Use only as directed.

*Starts working at hour 1.
Relieves itching, sneezing, runny nose, itchy, watery eyes & itching of the nose or throat.

NEW
ZYRTEC[®]
Liquid Gels



love air



Use only as directed.

*Starts working at hour 1.
Relieves itching, sneezing, runny nose, itchy, watery eyes & itching of the nose or throat.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD
McNeil-PPC, Inc.,

v. Opposer.

Opp. No. 91184978

Walgreen Co.

Applicant

Robinish Hooda; Opposer Test. Dep. Ex. 39

MCNEIL 005115

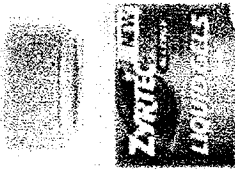
Liquid Gels Headline: Nip

Nip spring allergies
in the bud.



Allergy relief
at liquid speed*

That's the fast, powerful
relief of ZYRTEC[®]
now in a Liquid Gel.



Use only as directed.

*Starts working at hour 1.
Zyrtec Liquid Gels may provide relief of the nose or throat.

NEW
ZYRTEC[®]
Liquid Gels



love air[™]

Use only as directed.

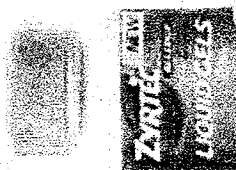
*Starts working at hour 1.
Zyrtec Liquid Gels may provide relief of the nose or throat.

Liquid Gels Headline: Pull

Pull a fast one on allergies.



Allergy relief at liquid speed* That's the fast, powerful relief of ZYRTEC, now in a Liquid Gel.



NEW ZYRTEC® Liquid Gels love air™



Use only as directed.

*Starts working at hour 1. Relieves sneezing, itchy eyes & itching of the nose or throat. Relieves itchy throat, itchy, watery eyes & itchy, watery skin. See package insert for full details.

Liquid Gels Quiz: Allergies

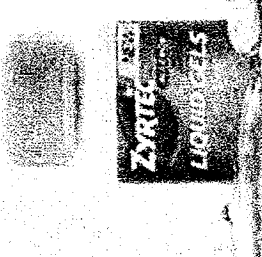
Quick:
Which is worse
for allergies?
Flower pollen
or Tree pollen?

Introducing **ZYRTEC**
LIQUID GELS



Quick:
Which is worse
for allergies?
Surprise,
it's tree pollen.

Introducing **ZYRTEC**
LIQUID GELS



**Allergy relief
at liquid speed***

That's the fast, powerful
relief of ZYRTEC,[®]
now in a Liquid Gel.

Use only as directed.

*Starts working in 1 hour.[†]
Relief starts fast, usually 1 hour. Relief of the nose or throat.



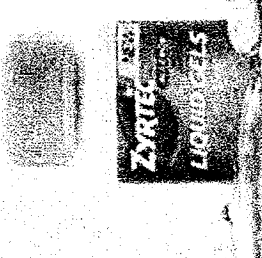
NEW
ZYRTEC[®]
Liquid Gels

**SAVE 10% ON
ZYRTEC PRODUCTS**

love air™

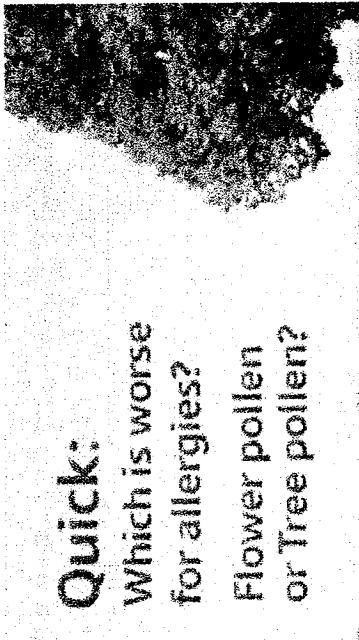
Use only as directed.

*Starts working at hour 1.
Relief starts fast, usually 1 hour. Relief of the nose or throat.



Liquid Gels Quiz: Pollen

Quick:
Which is worse
for allergies?
Flower pollen
or Tree pollen?



Introducing **ZYRTEC**
Liquid Gels

Quick:
Which is worse
for allergies?
Surprise,
it's tree pollen.



Introducing **ZYRTEC**
Liquid Gels

**Allergy relief
at liquid speed***

That's the fast, powerful
relief of ZYRTEC,
now in a Liquid Gel.



NEW
ZYRTEC
Liquid Gels

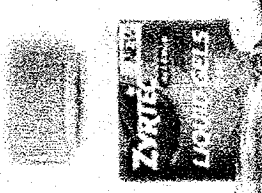
Use only as directed.

*Starts working at hour 1.
Based on a study of Zyrtec Liquid Gels showing faster relief of the nose or throat.

NEW
ZYRTEC
Liquid Gels

**SAVE 100%
on ZYRTEC products**

love air™

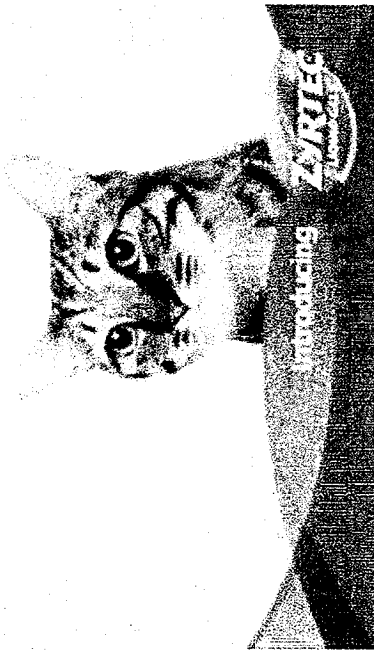


Use only as directed.

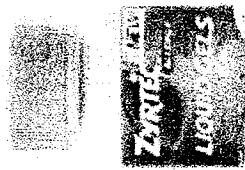
*Starts working at hour 1.
Based on a study of Zyrtec Liquid Gels showing faster relief of the nose or throat.

Liquid Gels Triggers: Cat

Cat got your tongue,
nose and eyes?



Allergy relief
at liquid speed*
That's the fast, powerful
relief of ZYRTEC,
now in a Liquid Gel.



Use only as directed.

*Onset working at hour 1.
Relieves sneezing, runny nose, itchy, watery eyes & itchy of the nose or throat.

NEW
ZYRTEC®
Liquid Gels



Use only as directed.

love air

*Onset working at hour 1.
Relieves sneezing, runny nose, itchy, watery eyes & itchy of the nose or throat.

Liquid Gels Triggers: Teddy



Stand up to the
Teddy Bear Gang.

Introducing



**Allergy relief
at liquid speed***

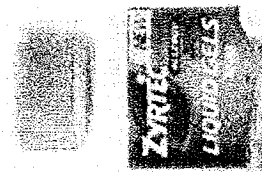
That's the fast, powerful
relief of Zyrtec,
now in a Liquid Gel.



Use only as directed.

*Starts working at hour 1.
Relief starts, runs, rips, watery eyes & itchy of the nose or throat.

**NEW
ZYRTEC®
Liquid Gels**



Use only as directed.

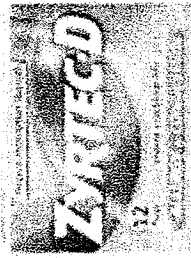
love the air™

*Starts working at hour 1.
Relief starts, runs, rips, watery eyes & itchy of the nose or throat.

D Headline: Relief

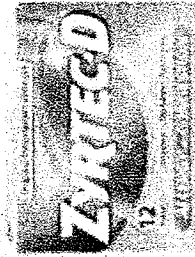
Ahh, the smell of
allergy relief in
the morning.

Powerful Relief **ZYRTEC**



The proven
allergy relief of
ZYRTEC plus
a powerful
decongestant.

Relieves sneezing, stuffy nose, itchy, watery eyes,
itchy nose or throat, nasal congestion, and sinus pressure for 12 hours.



Breathe Freer[®]
Find it behind the
pharmacy counter.
No prescription needed.¹



love air[®]

¹Temporarily restores freer nasal breathing. ²In most cases.

Advanced Targeting: RX Always

You don't always
need a prescription
for prescription
strength relief.



Use only as directed.

ZYRTEC[®]
may cost up
to 40% less
than the average copay
for an oral brand name
prescription antihistamine.*

ROLLOVER FOR MORE DETAILS



Use only as directed.

Proven allergy
relief without
a prescription.

*Based on a survey of 100 oral brand name prescription antihistamines. Copay to non-prescription Zyrtec Allergy 24 Hour Relief. ©2007 MCNEIL-PPC, INC.



love air[™]

ROLLOVER FOR MORE DETAILS

Advanced Targeting: RX Nobody

Nobody is allergic
to saving money.

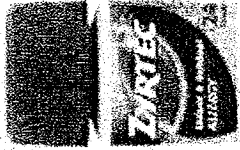
Saves on Allergy Relief



Use only as directed.

ZYRTEC[®]
may cost up
to 40% less
than the average copay
for an oral brand name
prescription antihistamine.

ROLLOVER FOR MORE DETAILS



Use only as directed.

Proven allergy
relief without
a prescription.

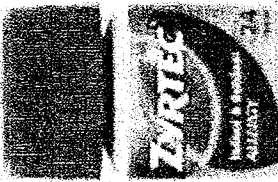
If you are currently taking a
prescription antihistamine, talk to
your doctor. Let me switching to an
OTC product.



love air[™]

ROLLOVER FOR MORE DETAILS

Advanced Targeting: RX 40



ZYRTEC®
may cost up
to **40% less**
than the average copay
for an oral brand name
prescription antihistamine.*

SAVES*

Use only as directed.

ROLLOVER FOR MORE DETAILS

EXHIBIT 40

Leave allergies in the dust.



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

McNeil-PPC, Inc.,

Opposer.

Opp. No. 91184978

v.

Walgreen Co.,

Applicant.

Rohinish Hooda; Opposer Test. Dep. Ex. 40

Use only as directed.

Introducing allergy relief at liquid speed.* That's the powerful relief of ZYRTEC®, the fastest 24-hour allergy medicine, now in a liquid gel.**

New ZYRTEC® Liquid Gels. love the air™

*Starts working at hour one. **Among name brand OTC products. Relieves sneezing, runny nose, itchy, watery eyes, and itchy nose or throat. ©McNEIL-PPC, Inc. 2010.

MCNEIL 005126

EXHIBIT 41

Get back to running your fingers through someone else's hair.

Breathe free. Zyrtec-D helps you get back to the things you love with the proven allergy relief of Zyrtec plus a powerful decongestant.



love

air™

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

McNeil-PPC, Inc.,

Opposer,

Opp. No. 91184978

v.

Walgreen Co.,

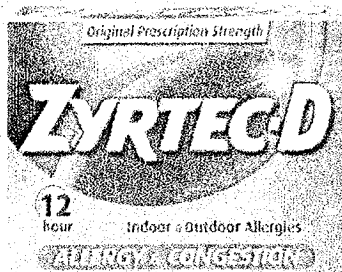
Applicant.

Rohinish Hooda; Opposer Test. Dep. Ex. 41

MCNEIL 005127

Get back to running your fingers through someone else's hair.

Breathe freer. Zyrtec-D helps you get back to the things you love with the proven allergy relief of Zyrtec, plus a powerful decongestant.



love

air™

MCNEIL 005128

EXHIBIT 42



EXHIBIT 43

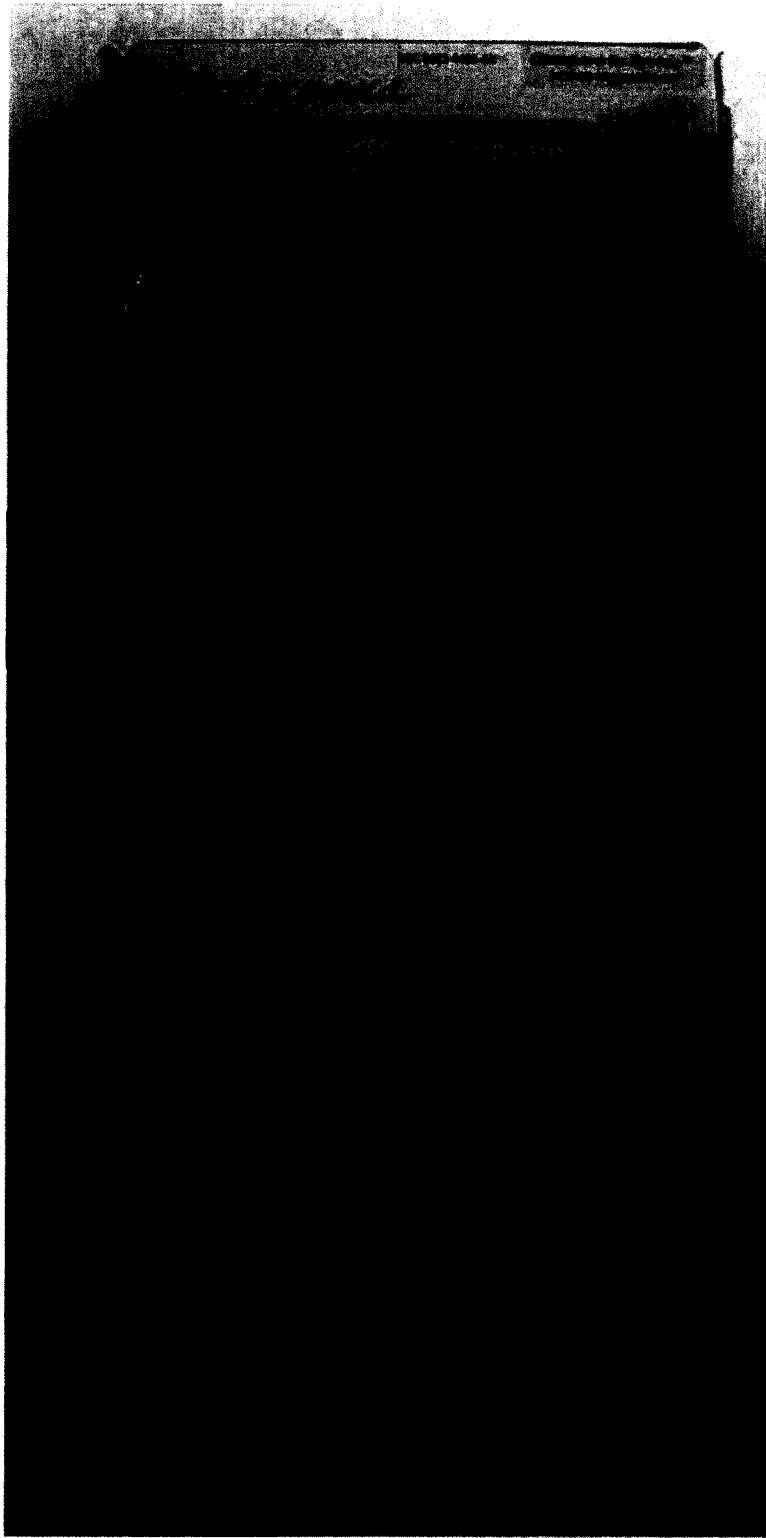


EXHIBIT 44

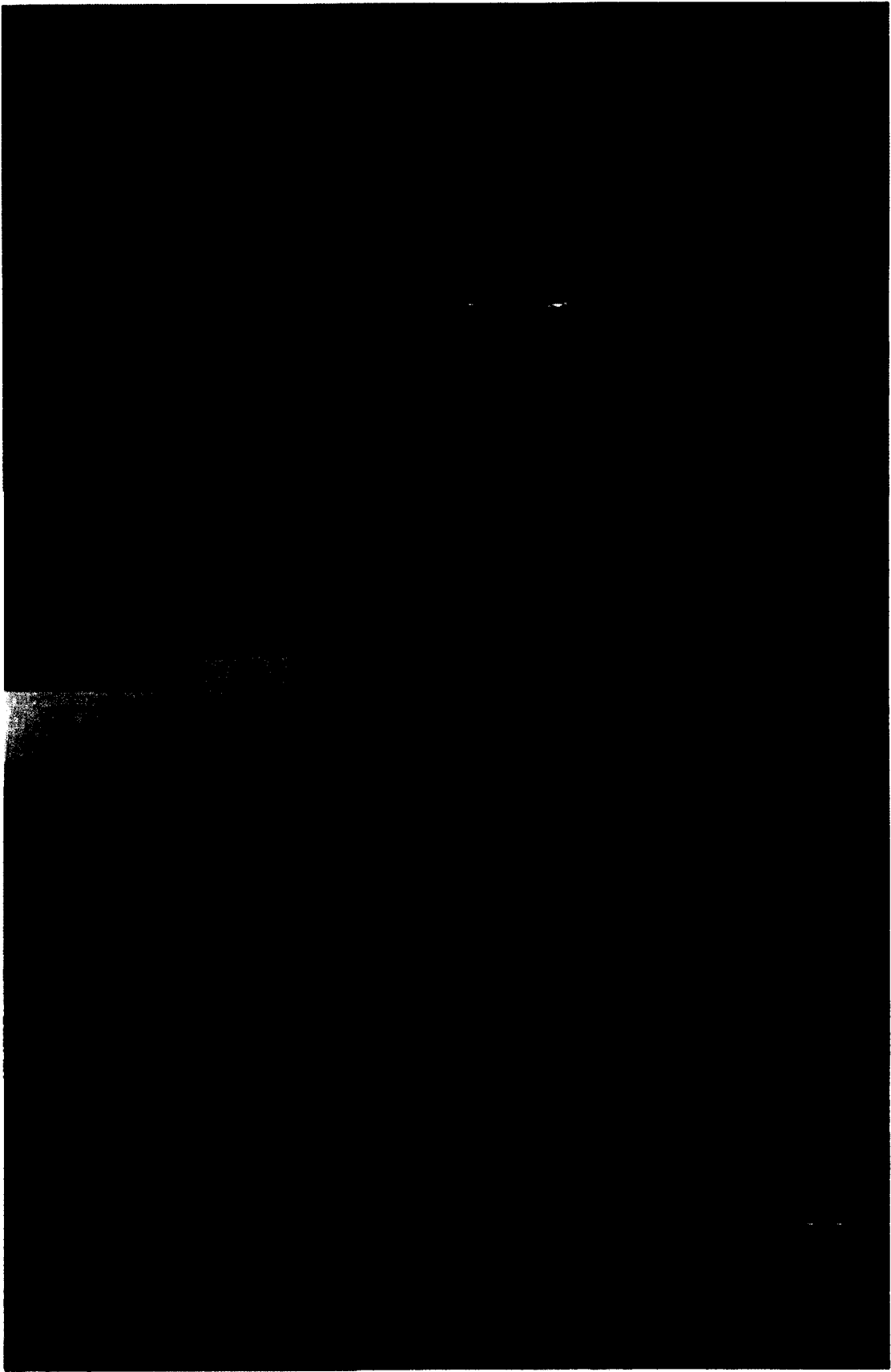


EXHIBIT 63

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J&J's Zyrtec: A Marketing 50 Case Study

By [Jack Neff](#)
Published: [November 17, 2009](#)



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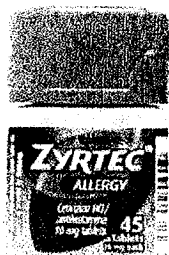


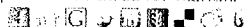
Photo: Tony Pettinato

When Johnson & Johnson acquired Pfizer's consumer-health-care business, the buried treasure was allergy drug Zyrtec. At the time, in 2006, it was a top-selling prescription drug in the U.S.

Showcasing that treasure has been Robinish Hooda, VP-marketing for J&J's over-the-counter upper-respiratory business. Zyrtec is on track to hit \$300 million in its first year of OTC sales despite going head-to-head with private-label.

"It's been a phenomenal year," Mr. Hooda says. By the second quarter, Zyrtec had a 27.5% share of the U.S. OTC allergy business. The sales are great, he says, but "the market response from consumers, customers and competitors is even more satisfying."

J&J arranged for 40 of the Fortune 500 employers to send direct-mail ads to Zyrtec prescription users. But the key move may have been mining clinical data to come up with a powerful new claim in TV and print ads from JWT, New York -- that Zyrtec starts working in only an hour, compared with three for Claritin.



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SPECIAL REPORT

Media Mavens 2010



These 18 Agency and Marketer Executives Faced the Great Recession Head on and Found Success Stretching Media Budgets and Bolstering Their Companies' Bottom Lines

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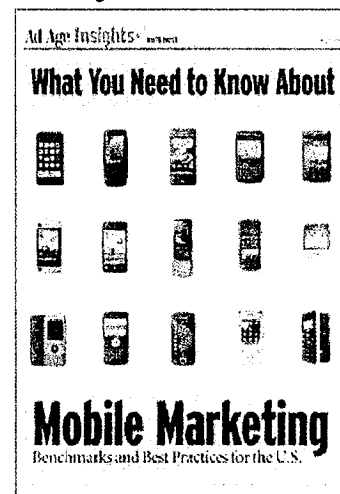


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McNeil-PPC, Inc.,

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Opp. No. 91184978

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BRANDWEEK

G2, Zyrtec Top New Product Sales in '08

March 23, 2009

- Elaine Wong and Kenneth Hein



Consumers crave brands with health and affordability claims, according to Information Resources Inc.'s annual New Product Pacesetters report. PepsiCo's G2 and over-the-counter allergy relief medication Zyrtec topped the list of most successful product introductions last year, per the research firm, which is releasing its findings at the CPG Summit in Las Vegas this week. The report encompasses both food and nonfood brands that have completed one full year of sales, have gained at least 30 percent national distribution and generated at least \$7.5 million in sales in the food, drug and mass channels. Here's a look at the top winners:

G2 Outruns the Competition

Early last year, curious ads showed Derek Jeter walking the city streets while baseball stadium grass magically grew under his feet. It caused people to ask: "What is G2?" Well, \$159 million in sales later, it seems plenty of consumers figured it out pretty quickly.

G2, the low-calorie version of Gatorade, proved to be (forgive us) a home run for the brand. Why? Experts said it was all about the timing. "It tapped into the burgeoning awareness among consumers of the high-calorie count even among healthy-positioned beverages like Gatorade and Vitaminwater—PepsiCo itself having stoked that awareness with Gatorade sibling Propel's attacks on Vitaminwater," said Gerry Khermouch, editor of Beverage Business Insights. (Vitaminwater, last week,

launched its own 10-calorie per serving line extension.)

Of course, it doesn't hurt to be part of the Gatorade family, said John Sicher, editor, Beverage Digest. "Over the years, Gatorade has done very well with line extensions like Fierce and Frost. [It's one of the few brands that has.] . . . Beyond Coke and Pepsi, there is a small number of power brands in the U.S. beverage system and Gatorade is one of them. You can see how difficult a time the others have had, including Powerade, against Gatorade's dominance."

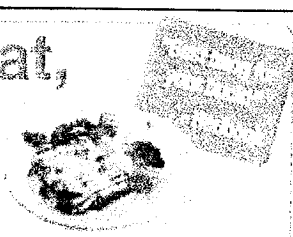
Last week, G2 continued its attack by debuting the first of three new TV spots tucked under its new "Everyday Athlete" tagline. It also added Eli Manning as brand spokesperson. "We're broadening who we call an athlete and meeting their needs with low-calorie offerings," said Carla Hassan, Gatorade's director of marketing. "We feel that we have a bigger opportunity to talk about G2's low calories. It will be emphasized even more."

Becoming an over-the-counter drug has done wonders for the health of the Zyrtec brand. The Johnson & Johnson-owned allergy reliever notched \$316 million in first-year sales since its January 2008 switchover from being a prescription-only medication. The FDA approved OTC use of the drug in November 2007.

Zyrtec has also benefited from its reputation as "fast-acting" relief to common allergy symptoms as well as a steep drop in price. Anne Berlack, evp of consumer and shopper insights at IRI, said the huge drop in pricing which typically accompanies prescription to OTC switches is a critical driver of first-year sales.

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BRANDWEEK

2008 New Product Pacesetters: Top 10 Food and Beverage Brands

Year-over dollar sales (in millions) across food, drug and mass (excluding Wal-Mart)

1. G2	\$159.1
2. Dunkin' Donuts coffee	\$111.6
3. Healthy Choice Café Steamers	\$95.2
4. Progresso Light	\$75.0
5. Hormel Compleats	\$71.3
6. DiGiorno Ultimate	\$61.4
7. Smirnoff Ice flavors	\$61.1
8. Diet Pepsi Max	\$60.9
9. Tyson Any'tizers	\$58.9
10. Doritos Collision	\$57.7



Top 10 Nonfood Brands

1. Zyrtec	\$315.9
2. alli	\$160.4
3. Charmin Ultra Strong	\$144.0
4. PedEgg	\$69.0
5. Secret Clinical Strength	\$50.6
6. MiraLAX	\$49.3
7. Dawn Plus	\$49.2
8. Cover Girl Lash Blast	\$45.0
9. Maybelline Define	\$44.7
10. Tide Pure Essentials	\$43.5

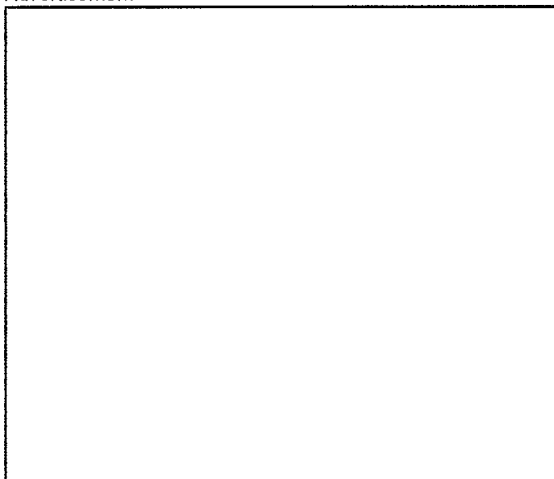
Source: IRI

Zyrtec's primary competitor, Claritin (from Schering-Plough), went OTC in December 2002, but there's room enough for the two brands to duke it out as they've distinguished themselves on separate claims, said Mintel senior analyst Krista Faron. Claritin prides itself on delivering nondrowsy relief.

Generic versions of the drug do exist—including one sold by Ohm Laboratories of New Brunswick, N. J.—but this is usually not enough to detract from branded sales in the short run, Berlack said.

Still, private label remains a long-term competitive threat. Generic brands accounted for 21.8 percent of U.S. cold, allergy and sinus remedy sales in 2008, per Mintel. Sales in this sector jumped 22.7 percent in two years. And, Faron said, until the economy turns around, consumers may very well "pick based on price."

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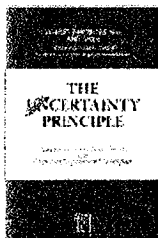
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2010 Brand Keys Customer Loyalty Engagement Index

The annual Brand Keys Customer Loyalty Engagement Winners are those brands best able to engage consumers and create loyal customers. Initiated in 1997, the Brand Keys Customer Loyalty Engagement Index is fielded annually in the spring and fall. The current Index examines customers' relationships with 518 brands in 71 categories.

The Brand Keys data paints a detailed picture of the category drivers that engage customers, engender loyalty and drive real profits.

These drivers not only define how the consumer will view the category, compare offerings, and, ultimately, buy, but also identify the expectations the consumer holds for each driver. The brand whose drivers come closest to meeting (or even exceeding) those of the category Ideal is always the one whose customers will demonstrate the highest levels of engagement and loyalty over the next 12 to 18 months.

To learn more about the Brand Keys Customer Loyalty Engagement Index, [click here](#). If you'd like information about previous years' Brand Keys Customer Loyalty Engagement Index, contact Leigh Benatar at 212-532-6028 on extension 15 or at leighb@brandkeys.com.

In 2007, Brand Keys introduced the Brand Keys Customer Loyalty Insights Reports. To learn more about the Customer Loyalty Insights Reports, [click here](#) or call Leigh Benatar at 212-532-6028 on extension 15.

2010 Brands Listed by Category

This year's category winners are listed in RED.

<p>Airline JetBlue Southwest Midwest Delta Continental Northwest American US Airways United</p>	<p>Allergy Medicine (OTC) Tylenol Claritin Benadryl Sudafed Zyrtec Chlor-Trimeton</p>	<p>Athletic Footwear New Balance/Nike (tie) Air Jordan Adidas Asics Reebok Skechers Fila</p>	<p>Automotive Hyundai Toyota Subaru Ford Saab BMW Mercedes Audi Honda Volkswagen Kia Nissan Mitsubishi Jeep Mazda Chevrolet Volvo Chrysler General Motors</p>
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<p>Bank Wells Fargo Bank of NY JPMorgan Chase</p>	<p>Beer (Light) Coors Light Miller Lite Bud Light</p>	<p>Beer (Regular) Budweiser Sam Adams Heineken</p>	<p>Bottled Water Aquafina/San Pellegrino (tie) Fiji</p>
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Acer/Samsung (tie)
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HP
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Estee Lauder
Clinique
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Pet Food - Canned (Cats) Hills/Purina (tie) Iams Whiskers Fancy Feast Friskies Meow Mix 9Lives	Pet Food - Canned (Dogs) Purina One Pedigree Alpo Hills Gravy Train Iams Kibbles 'n Bits	Pizza Domino's Pizza Hut Papa John's Little Caesars Godfather's Round Table Chuck E. Cheese	Printers HP Lexmark Samsung Canon Dell Epson Brother
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ADVANCED SEARCH

Brand Keys: 'Value' Is New 'Price' In Customer Loyalty

by Karl Greenberg, Monday, March 2, 2009, 4:04 PM

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Even as the floor is dropping out of the U.S. economy and restaurants are offering "recession deals," price isn't everything. New York-based marketing firm Brand Keys, in its 2009 Brand Keys Customer Loyalty Index, says successful brands are those that stand out because consumers think of them as valuable, and don't see the term as a synonym for "cheap."

The just-released index says, in fact, that consumer expectations regarding brand value went up 20% this year versus last. It surveyed consumers on 441 brands in 62 categories. That these scores are loyalty measures and not measures of awareness or satisfaction is emphasized by Tom's of Maine's top position on key drivers like Natural Ingredients & Added Value.


Also among the 69 brands that won the highest levels of loyalty and engagement assessments from 26,000 respondents were: Avis, JetBlue, Bank of America, Zyrtec, Sam Adams, Cheerios, Allstate, Dunkin' Donuts, Mary Kay, Kodak, W Hotels, Scotttrade, Jams, McDonald's, Grey Goose, ABC TV, Nike, Apple, Wal-Mart, the NFL and Tom's of Maine.

Robert Passikoff, president and founder of the firm, says that because of the Web, the onus is on marketers to prove value and prove the deals are real.

"Brand difference and brand value have increased in terms of percent contribution they make to engagement loyalty and profitability," he says. "That means the consumer who has been handling that on their own for a while now expects, generally speaking, that their brands will provide that. I think what you are seeing is not only the effects of the economy--the economy may have been a catalyst--people are looking for best value for price."

He says that is particularly clear now because for a long time, as the economy was growing, brands put their heads in the sand. "Apple is the absolute classic example," he says. "With products like iPod, Apple creates added value and differentiation with aspects like design and ownership of higher technology. The issue is, how low does the price need to go in order for you to be able to leverage a consumer away from added value?"

He says that even a commodity like home heating oil is subject to the influence of value. "It's a commodity, but if the guy is offering you a low or no-cost service contract and is willing to come out to fix the heater--versus someone who will sell you heating oil for 50 cents less--price isn't the issue, it's value. And for each of the brands who are winners, you can find a point in time where they literally own some aspect of what drives the category: for JetBlue or Southwest, the issue isn't low price, it's in-flight service."

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Chevrolet, Microsoft Go Multi-Screen For Volt Sep 27, 12:26 PM

Instead of using a real steering wheel, the two -- who were playing the new Microsoft...

At OHMA Global, Aflac CMO Charney Touts The Duck Sep 27, 5:44 PM

"Brand awareness has gone from 11% to 91% in fewer than four years. The commercials worked...

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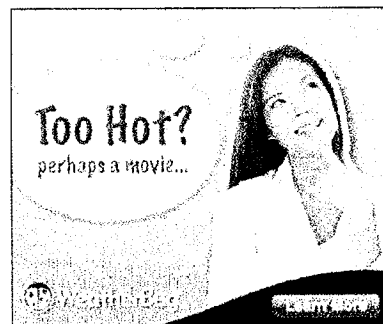


EXHIBIT 67

- Self-care health management strategies
- Differences between the common cold and fall allergies
- The ABCs of Health Saving and Flexible Savings Accounts
- A how-to on minimizing the impact and costs of the cold and flu season

The support of McNeil Consumer Healthcare underscores their strong commitment to helping in-store healthcare providers provide high quality, cost-effective and convenient health care for busy individuals and families. "We are proud to support the Family Health Supplement of Retail Clinician and look forward to continuing to help practitioners educate patients," says Edwin K. Kuffner, MD Senior director, Medical Affairs for McNeil Consumer Healthcare.

With this Special Edition of Retail Clinician, parent publication Drug Store News re-enforces its dedication to coverage of this emerging retail format and its promise to foster dialog in the industry. "Every issue of Retail Clinician and specifically this Special Family Health Edition presents an opportunity for suppliers and in-store health professionals to exchange ideas and devise strategies that will result in a quality healthcare offering for American families. We are proud of the role that we play in furthering these discussions," says John Kenlon, Group Publisher.

About Retail Clinician

Retail Clinician, launched in 2006, is the only publication that is dedicated to informing in-store healthcare providers practicing in the convenient care clinic environment and the headquarter-level executives that are making strategic decisions concerning the clinics. The magazine is distributed to 9000 industry influentials including retail based nurse practitioners, clinic management and chain pharmacy decision makers.

About Drug Store News

Drug Store News has been the voice of the retail drug industry for more than seven decades. Forty thousand industry professionals read its flagship magazine for its timely coverage of industry news, merchandising trends and pharmacy developments. Its authoritative articles and studies provide extensive coverage of every major segment of chain drug retailing and combination stores, keeping it number one in readership. For more information go to www.drugstorenews.com

SOURCE Drug Store News

Paula Lashinsky, +1-212-756-5131, for Drug Store News

Associated Press

Sick economy has patients skimping on medicine

October 23, 2008

By LINDSEY TANNER and LINDA A. JOHNSON

(picked up by Boston Globe Online)

CHICAGO (AP) -- The ailing economy is leading many Americans to skip doctor visits, skimp on their medicine, and put off mammograms, Pap smears and other tests. And physicians worry the result will be sicker patients who need more expensive treatment later.

"I have to pretty much be very ill to go to the doctor," said Julie Shelley, a 49-year-old office manager and mother of three from West Milton, Ohio. "I'm probably at the age where I should have a checkup or physical. I'm not going to do it. I am last on the list."

"I have patients who have stopped taking their osteoporosis medication."

On Tuesday, the drug giant Pfizer, which makes Lipitor, the world's top-selling prescription medicine, said United States sales of that drug were down 13 percent in the third quarter of this year.

Through August of this year, the number of all prescriptions dispensed in the United States was lower than in the first eight months of last year, according to a recent analysis of data from IMS Health, a research firm that tracks prescriptions.

Although other forces are also in play, like safety concerns over some previously popular drugs and the transition of some prescription medications to over-the-counter sales, many doctors and other experts say consumer belt-tightening is a big factor in the prescription downturn.

The trend, if it continues, could have potentially profound implications.

If enough people try to save money by forgoing drugs, controllable conditions could escalate into major medical problems. That could eventually raise the nation's total health care bill and lower the nation's standard of living.

Martin Schwarzenberger, a 56-year-old accounting manager for the Boys and Girls Clubs of Greater Kansas City, is stretching out his prescriptions. Mr. Schwarzenberger, who has Type 1 diabetes, is not cutting his insulin, but has started scrimping on a variety of other medications he takes, including Lipitor.

"Don't tell my wife, but if I have 30 days' worth of pills, I'll usually stretch those out to 35 or 40 days," he said. "You're trying to keep a house over your head and use your money to pay all your bills."

Although the overall decline in prescriptions in the IMS Health data was less than 1 percent, it was the first downturn after more than a decade of steady increases in prescriptions, as new drugs came on the market and the population aged.

From 1997 to 2007, the number of prescriptions filled had increased 72 percent, to 3.8 billion last year. In the same period, the average number of prescriptions filled by each person in this country increased from 8.9 a year in 1997 to 12.6 in 2007.

Dr. Timothy Anderson, a Sanford C. Bernstein & Company pharmaceutical analyst who analyzed the IMS data and first reported the prescription downturn last week, said the declining volume was "most likely tied to a worsening economic environment."

In some cases, the cutbacks might not hurt, according to Gerard F. Anderson, a health policy expert at Johns Hopkins Bloomberg School of Public Health. "A lot of people think there there's probably over-prescribing in the United States," Mr. Anderson said.

But for other patients, he said, "the prescription drug is a lifesaver, and they really can't afford to stop it."

Dr. Thomas J. Weida, a family physician in Hershey, Pa., said one of his patients ended up in the hospital because he was unable to afford insulin.

Not everyone simply stops taking their drugs.

"They'll split pills, take their pills every other day, do a lot of things without conferring with their doctors," said Jack Hoadley, a health policy analyst at Georgetown University.

"We've had focus groups with various populations," Mr. Hoadley said. "They'll look at four or five prescriptions and say, 'This is the one I can do without.' They're not going to stop their pain medication because they'll feel bad if they don't take that. They'll stop their statin for cholesterol because they don't feel any different whether they take that or not."

Overall spending in the United States for prescription drugs is still the highest in the world, an estimated \$286.5 billion last year. But that number makes up only about 10 percent of this country's total health expenditures of \$2.26 trillion.

Pharmaceutical companies have long been among those arguing that drugs are a cost-effective way to stave off other, higher medical costs.

The recent prescription cutbacks come even as the drug industry was already heading toward the "generic cliff," as it is known -- an approaching period when a number of blockbuster drugs are scheduled to lose patent protection. That will be 2011 for Lipitor.

Already, a migration to generic drugs means that 60 percent of prescriptions over all are filled by off-brand versions of drugs. But with money tight, even cheaper generic drugs may not always be affordable drugs.

Factors other than the economy that may also be at play in the prescription downturn include adverse publicity about some big-selling medications -- like the cholesterol medications Zetia and Vytorin, marketed jointly by Merck and Schering-Plough. And sales of Zyrtec, a popular allergy medication, moved out of the prescription category earlier this year when Johnson & Johnson began selling it as an over-the-counter medication.

Diane M. Conmy, the director of market insights for IMS Health, said the drop in prescriptions might also be partly related to the higher out-of-pocket drug co-payments that insurers are asking consumers to pay.

"Some consumers are making decisions based on the fact that they are bearing more of the cost of medicines than they have in the past," Ms. Conmy said.

The average co-payment for drugs on insurers' "preferred" lists rose to \$25 in 2007, from \$15 in 2000, according to the Kaiser Family Foundation, a nonprofit health care research organization. And, of course, lots of people have no drug insurance at all. That includes the estimated 47 million people in the United States with no form of health coverage, but it is also true for some people who have medical insurance that does not include drug coverage -- a number for which no good data may exist.

For older Americans, the addition of Medicare drug coverage in 2006 through the Part D program has meant that 90 percent of Medicare-age people now have drug insurance. And in the early going, Part D had helped stimulate growth in the nation's overall number of prescriptions, as patients who previously had no coverage flocked to Part D.

But a potential coverage gap in each recipient's benefit each year -- the so-called Part D doughnut hole -- means that many Medicare patients are without coverage for part of the year.

The recent IMS Health figures reveal that prescription volume declined in June, in July and again in August, mirroring studies from last year suggesting that prescription use begins dropping at about the time more Medicare beneficiaries begin entering the doughnut hole.

Under this year's rules, the doughnut hole opens when a patient's total drug costs have reached \$2,510, which counts the portion paid by Medicare as well as the patient's own out-of-pocket deductibles and co-payments.

The beneficiary must then absorb 100 percent of the costs for the next \$3,216, until total drug costs for the year have reached \$5,726, when Medicare coverage resumes.

Gloria Wofford, 76, of Pittsburgh, said she recently stopped taking Provigil, prescribed for her problem of falling asleep during the day, because she could no longer afford it after she entered the Medicare doughnut hole.

Her Provigil had been costing \$1,695 every three months. "I have no idea who could do it," she said. "There's no way I could handle that."

Without the medication, Ms. Wofford said, she falls asleep while sitting at her computer during the day but then cannot sleep during the night. Because she feels she has no choice, Ms. Wofford is paying out of pocket to continue taking an expensive diabetes medication that costs more than \$500 every three months.

For some other people, the boundaries of when and where to cut back are less distinct.

Lori Stewart of Champaign, Ill., is trying to decide whether to discontinue her mother's Alzheimer's medications, which seem to have only marginal benefit.

"The medication is \$182 a month," said Ms. Stewart, who recently wrote about the dilemma on her personal blog.

"It's been a very agonizing decision for me. It is literally one-fifth of her income."

**Pfizer Inc. Press Release
Pfizer Reports Third-Quarter 2008 Results
October 21, 2008**

NEW YORK - (BUSINESS WIRE) - Pfizer Inc (NYSE: PFE):

(\$ in millions, except per share amounts)

	Third-Quarter 2008	Year-to-Date		
		2007	Change	2008 2007 Change
Reported Revenues	\$ 11,973	\$ 11,990	--	\$ 35,950 \$ 35,548 1 %
Reported Net Income	2,278	761	199 %	7,838 5,420 45 %
Reported Diluted EPS	0.34	0.11	209 %	1.16 0.78 49 %
Adjusted Revenues((1))	12,159	11,950	2 %	36,030 35,414 2 %
Adjusted Income((1))	4,180	3,963	5 %	11,977 11,711 2 %
Adjusted Diluted EPS((1))	0.62	0.58	7 %	1.77 1.68 5 %

See end of text prior to tables for notes.

Pfizer Inc (NYSE: PFE) today reported financial results for third-quarter 2008. The Company recorded reported revenues of \$12.0 billion, consistent with the year-ago quarter, despite the negative impact of the loss of U.S. exclusivity for Zyrtec, which Pfizer ceased selling in late January 2008, and for Camptosar in February 2008. Zyrtec and Camptosar third-quarter 2008 revenues decreased by \$549 million (\$428 million and \$121 million, respectively), compared with the year-ago quarter. Foreign exchange favorably impacted reported revenues by approximately \$620 million or 5%, as did the solid performance of many key products. Reported revenues in third-quarter 2008 were negatively impacted by a \$217 million adjustment to prior years' liabilities for product returns. U.S. reported revenues accounted for 41% of the total compared with 48% in the year-ago quarter, while international reported revenues accounted for 59% of the total

compared with 52% in the year-ago quarter. In the U.S., reported revenues were \$4.9 billion, a decrease of 15%, while international reported revenues were \$7.1 billion, an increase of 13%, compared to third-quarter 2007. The increase in international reported revenues reflects the favorable impact of foreign exchange of 10% and operational growth of 3%.

For third-quarter 2008, Pfizer posted reported net income of \$2.3 billion, compared with \$761 million in the prior-year quarter, and reported diluted EPS of \$0.34, compared with \$0.11 in the prior-year quarter. These increases were primarily attributable to the after-tax charges of \$2.1 billion related to the decision to exit Exubera in the year-ago quarter, which was partially offset by the after-tax charge in third-quarter 2008 of approximately \$640 million resulting from the previously announced agreements in principle to resolve certain litigation involving the Company's non-steroidal anti-inflammatory (NSAID) pain medicines as well as the after-tax charge of approximately \$150 million associated with the aforementioned adjustment to prior years' product returns liabilities.

For the first nine months of 2008, Pfizer recorded reported revenues of \$36.0 billion, an increase of 1% compared with \$35.5 billion in the same period in 2007, despite the loss of U.S. exclusivity of Norvasc (March 2007), Zyrtec (January 2008) and Camptosar (February 2008), which collectively decreased revenues by \$2.1 billion. Foreign exchange favorably impacted revenues by approximately \$2.0 billion or 6%, as did the solid performance of many key products. U.S. reported revenues accounted for 42% of the total compared with 49% in the year-ago period, while international reported revenues accounted for 58% of the total compared with 51% in the year-ago period. In the U.S., reported revenues were \$15.2 billion, a decrease of 13%, while international reported revenues were \$20.8 billion, an increase of 15% compared to the year-ago period. The increase in international reported revenues reflects the favorable impact of foreign exchange of 11% and operational growth of 4%.

For the first nine months of 2008, the Company posted reported net income of \$7.8 billion, compared with \$5.4 billion in the prior-year period, and reported diluted EPS of \$1.16, compared with \$0.78 in the prior-year period. These increases were primarily attributable to the previously mentioned after-tax charges of \$2.1 billion related to Exubera in the year-ago quarter, lower restructuring charges associated with cost-reduction initiatives, as well as savings generated by those initiatives, which were partially offset by the previously mentioned after-tax charge of approximately \$640 million associated with the resolution of certain NSAID litigation in third-quarter 2008.

Adjusted Revenue((1)), Adjusted Income((1)) and Adjusted Diluted EPS((1)) Results

For third-quarter 2008, Pfizer posted adjusted revenues((1)) of \$12.2 billion, an increase of 2% compared with \$12.0 billion in the year-ago quarter. For the first nine months of 2008, Pfizer posted adjusted revenues((1)) of \$36.0 billion, an increase of 2% compared with \$35.4 billion in the first nine months of 2007. Adjusted revenues((1)) were positively impacted by foreign exchange and the solid performance of many key products, and negatively impacted by the loss of U.S. exclusivity of Norvasc, Zyrtec and Camptosar.

For third-quarter 2008, Pfizer recorded adjusted income((1)) of \$4.2 billion, an increase of 5% compared with \$4.0 billion in the year-ago quarter, and adjusted diluted EPS((1)) of \$0.62, an increase of 7% compared with \$0.58 in the year-ago quarter. For the first nine months of 2008, Pfizer recorded adjusted income((1)) of \$12.0 billion, an increase of 2% compared with \$11.7 billion in the year-ago period, and adjusted diluted EPS((1)) of \$1.77, an increase of 5% compared with \$1.68 in the year-ago period. In third-quarter 2008, adjusted income((1)) and adjusted diluted EPS((1)) were positively impacted by foreign exchange and savings associated with cost-reduction initiatives, which were partially offset by a decrease in net interest income. In the first nine months of 2008 compared with the same period in 2007, adjusted income((1)) and adjusted diluted EPS((1)) were impacted by the aforementioned factors in addition to the 2007

payment to Bristol-Myers Squibb Company in connection with the apixaban collaboration, as well as the 2008 favorable income tax adjustments.

Reported and adjusted diluted EPS((1)) were also positively impacted by the full benefit of Pfizer's purchase of \$10.0 billion of the Company's common stock in 2007.

Executive Commentary

"We remain on-track to meet our 2008 objectives, despite the turbulent global economy," said Chairman and Chief Executive Officer Jeff Kindler. "We continued to deliver steady results this quarter, with many of our most important medicines performing well around the world, including Lyrica, Celebrex, Viagra, Sutent, Zyvox and Geodon, as well as Lipitor in a highly competitive market. Looking ahead, we are making progress on our growth strategies, including increasing the number of programs in our Phase 3 portfolio from 16 to 25 in the last six months. With the formation of the Primary Care, Specialty Care and Emerging Markets units, which join the existing Oncology and Established Products units, we continue to evolve our pharmaceutical operations into smaller, more focused units that can anticipate and respond more quickly to our customers' and patients' changing needs."

Frank D'Amelio, Chief Financial Officer, commented, "Based on our year-to-date performance and outlook for the remainder of 2008, we are raising the lower end of our guidance range for full-year 2008 revenues to \$48.0 to \$49.0 billion from \$47.0 to \$49.0 billion. In addition, we have increased our guidance to at least a \$2.0 billion reduction of absolute adjusted total costs((2)) at the end of 2008 compared with 2006 on a constant currency basis((3)). At the end of third-quarter 2008, cost reductions under this program totaled \$1.7 billion. We are pleased with our progress and continue to look for new opportunities to further reduce and more effectively manage our costs. Finally, with our strong balance sheet and operating cash flow, we remain confident that we have the financial flexibility to successfully execute our strategies and meet our financial objectives in the face of the current macroeconomic environment."

Product Performance

(\$ in millions, except percentages)

	Third-Quarter 2008		Year-to-Date 2007		Change		2008		2007		Change	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
In-Line Products((4))	27,363	8 %	10,061		9,323	8 %	\$ 29,503					
New Products((5))			448		402	11 %	1,369		1,021			
		34 %										
Total In-Line and New Products((6))			10,509		9,725	8 %	30,872					
		9 %										
Loss of Exclusivity Products((7))			684		1,311	(48 %)	2,278					
			4,338	(47 %)								
Returns Adjustment			(217)		--	*	(217)	--	*			
Total Pharmaceutical			10,976		11,036	(1 %)	32,933					
		1 %										
Animal Health			708		636	11 %	2,042		1,854		10	
		%										
Other((8))			289		318	(9 %)	975		972		--	

Total Revenues	\$	11,973	\$	11,990	--	\$ 35,950	\$
35,548	1	%					

See end of text prior to tables for notes.

* Calculation not meaningful.

Pharmaceutical

Pharmaceutical revenues for third-quarter 2008 were \$11.0 billion, a decrease of 1% compared with the prior-year quarter, including the favorable impact of foreign exchange of approximately \$570 million or 5%. Third-quarter 2008 revenues from in-line and new products⁽⁶⁾ increased 8% compared with the year-ago quarter, which excludes the impact of the loss of U.S. exclusivity of Norvasc, Zyrtec and Camptosar, which collectively decreased revenues by \$627 million compared with the year-ago quarter. Additionally, pharmaceutical revenues were impacted by a \$217 million adjustment to the prior years' product returns liabilities.

Lipitor revenues in third-quarter 2008 were \$3.1 billion, a decrease of 1% compared with the prior-year quarter. In the U.S., Lipitor revenues were \$1.6 billion, a decrease of 13% compared with the prior-year quarter, while revenues from international markets were \$1.6 billion, an increase of 16%. The increase in international revenues reflects the favorable impact of foreign exchange of approximately \$130 million, or 10%, and operational growth of 6%. The global statin market remains highly competitive, marked by decelerating market growth and increasing cost constraints. Pfizer continues to respond to these market dynamics by focusing on Lipitor's differentiated clinical profile backed with strong landmark outcomes data. Pfizer recently launched a new multi-channel "Heart to Heart" direct-to-consumer campaign featuring patient testimonials to motivate new patients to speak with their physicians.

Lyrica revenues in third-quarter 2008 were \$675 million, an increase of 45% compared with the prior-year quarter, driven by high patient and physician satisfaction globally demonstrated by strong physician prescribing patterns, as well as growth in the U.S. fibromyalgia market, where we continue to expand our leadership position. In the U.S., Lyrica revenues rose to \$379 million, an increase of 40% compared with the prior-year quarter, while international revenues grew to \$296 million, an increase of 51% primarily from operational growth.

Celebrex revenues in third-quarter 2008 were \$625 million, an increase of 8% compared with the year-ago quarter, supported by continued educational and promotional efforts highlighting the benefit-risk proposition of Celebrex, as well as the favorable impact of foreign exchange. In the U.S., Celebrex revenues were \$450 million, an increase of 4% compared with the prior-year quarter, while international revenues were \$175 million, an increase of 21%.

Sutent revenues in third-quarter 2008 were \$226 million, an increase of 49% compared with the year-ago quarter, demonstrating continued strong performance and market leadership in its approved indications. In the U.S., Sutent revenues were \$62 million, an increase of 4% compared with the prior-year quarter, while international revenues were \$164 million, an increase of 79%. Sutent is now available in all major markets and is supported by efficacy, survival and cost-effectiveness data. Further, our robust life cycle plan currently includes Phase 3 clinical trials in cancers with unmet medical need, such as breast, lung, colorectal, liver and prostate cancers.

Chantix (known as Champix outside the U.S.) revenues in third-quarter 2008 were \$182 million, a decrease of 24% compared with third-quarter 2007. In the U.S., Chantix revenues were \$96 million, a decline of 49% compared with the prior-year quarter, while international revenues were \$86 million, an increase of 60%. Third-quarter 2008 U.S. results continued to be negatively impacted by the changes to the Chantix U.S. label in prior quarters. Pfizer continues its educational and promotional efforts focused on the Chantix benefit-risk proposition, the significant health consequences of smoking and the importance of physician-patient dialogue in helping

patients quit smoking. In September, the U.S. branded direct-to-consumer campaign was re-launched with print, television and web advertising. Chantix has now been either approved or launched in all major markets.

Animal Health

Animal Health revenues for third-quarter 2008 were \$708 million, an increase of 11% compared with \$636 million in the year-ago quarter. The increase was driven by the favorable impact of foreign exchange, which increased revenues by approximately \$35 million or 6%, in addition to strong global livestock and companion animal product performance.

Costs and Expenses

In third-quarter 2008, adjusted cost of sales⁽⁽¹⁾⁾ as a percentage of revenues was 14.5% compared with 15.1% in third-quarter 2007. This improvement reflects the benefits from our cost-reduction initiatives, partially offset by a less favorable geographic mix.

Adjusted selling, informational and administrative (SI&A) expenses⁽⁽¹⁾⁾ were \$3.4 billion in third-quarter 2008, a decrease of 6% compared with the prior-year quarter, due to the continued favorable impact of our cost-reduction initiatives, which was partially offset by the unfavorable impact of foreign exchange compared with the year-ago period.

Adjusted research and development (R&D) expenses were \$1.8 billion in third-quarter 2008, an increase of 2% compared with the prior-year period. This primarily reflects increased spending on Phase 3 programs, partially offset by the favorable impact of cost-reduction initiatives.

Overall, foreign exchange increased adjusted total costs⁽⁽²⁾⁾ by \$242 million or 3% in third-quarter 2008 compared with the prior-year period. Excluding the impact of foreign exchange, adjusted total costs⁽⁽²⁾⁾ decreased by approximately \$460 million, or 6%, compared with the year-ago quarter. The operational improvement was driven partially by the reduction in workforce to 83,400 at the end of third-quarter 2008, a decline of 3,600 compared with the end of third-quarter 2007, as well as manufacturing and research and development site exits.

At the end of third-quarter 2008, Pfizer achieved its goal to reduce absolute adjusted total costs⁽⁽²⁾⁾ by at least \$1.5 to \$2.0 billion at the end of 2008 compared with 2006 on a constant currency basis⁽⁽³⁾⁾, having realized a total reduction of \$1.7 billion. Pfizer now expects to reduce absolute adjusted total costs⁽⁽²⁾⁾ by at least \$2.0 billion by the end of 2008. These initiatives span essentially all divisions, functions, markets and sites, and reflect a workforce reduction of 14,600 since the target was established in January 2007.

Financial Guidance

For full-year 2008, Pfizer's financial guidance, at current exchange rates⁽⁽⁹⁾⁾ is summarized below. Revenue guidance has been narrowed to a range of \$48.0 to \$49.0 billion from \$47.0 to \$49.0 billion, adjusted SI&A expenses⁽⁽¹⁾⁾ guidance has been narrowed to a range of \$14.4 to \$14.7 billion from \$14.4 to \$14.9 billion, and adjusted diluted EPS⁽⁽¹⁾⁾ guidance has been narrowed to a range of \$2.36 to \$2.41 from \$2.35 to \$2.45. Additionally, reported diluted EPS⁽⁽¹⁰⁾⁾ guidance has been reduced to a range of \$1.61 to \$1.71 from \$1.73 to \$1.88, reflecting in part the charges associated with the previously mentioned resolution of certain NSAID litigation.

	2007 Actual	2008 Guidance
Revenues	\$48.2 billion	\$48.0 to \$49.0 billion
Adjusted Cost of Sales ⁽⁽¹⁾⁾ as a Percentage of Revenues	16.0%	15.0% to 15.5%

Adjusted SI&A Expenses((1))	\$15.2 billion	\$14.4 to \$14.7 billion
Adjusted R&D Expenses((1))	\$7.5 billion	\$7.3 to \$7.6 billion
Effective Tax Rate on Adjusted Income((1))	21.0%	21.5% to 22.0%
Reported Diluted EPS((10))	\$1.17	\$1.61 to \$1.71
Adjusted Diluted EPS((1))	\$2.18	\$2.36 to \$2.41
Cash Flows from Operations	\$13.4 billion	\$17.0 to \$18.0 billion

Reuters

Pfizer cost cuts help, but Street pines for deals

October 21, 2008

NEW YORK, Oct 21 (Reuters) - Pfizer Inc posted a better-than-expected quarterly profit on Tuesday on aggressive cost cuts, but analysts cautioned the company has been overly tame in buying new products to offset looming sales declines for its Lipitor cholesterol fighter.

Lipitor delivered \$3.1 billion in third-quarter worldwide sales, a decrease of 1 percent in the increasingly competitive field. The slide in the U.S. market was more pronounced, down 13 percent from a year before.

Pfizer's ongoing aggressive cost cuts are meant to help the company remain competitive after Lipitor goes off-patent in late 2011 and cheaper generics wrest away most of the branded product's sales.

"This is now an organization where a focus on productivity and efficiency is a way of life," company Chief Executive Jeff Kindler said in an interview. "We need a cost structure that is appropriate for our revenues."

Meanwhile, Kindler said Pfizer aims to boost its revenue through acquisitions. Although the value of many smaller drugmakers may have fallen during the economic downturn, he said Pfizer still has strict guidelines for deals.

"It has to be strategic, at the right price and done in a way that minimizes disruption to our productivity," said Kindler.

Some analysts have said Kindler, in his two years at the helm of Pfizer, has been too cautious in buying companies or products that could help replace Lipitor.

"Clearly he hasn't done anything radical and I think that's what people are looking for," said Natixis Bleichroeder analyst Jon LeCroy.

LeCroy said investors are growing increasingly impatient with Pfizer and Kindler since company shares are trading at 11-year lows, having tumbled 26 percent in the past 12 months.

Although Pfizer deems its cash flow and cash holdings as adequate to protect its industry-topping dividend, some analysts say more of it should be used to buy drugmakers or their products.

"The most troubling aspect of the story is the massive patent 'cliff' Pfizer faces that will put its earnings growth from 2012-2015 into sharply negative territory," Sanford Bernstein analyst Tim Anderson said in a research note on Tuesday.

"It will likely be difficult for Pfizer to effectively replace these lost revenue streams, suggesting that a merger or acquisition may lay in the company's future," Anderson said.

Pfizer said it had net income of \$2.28 billion, or 34 cents per share, in the third quarter.

That compared with \$761 million, or 11 cents per share, in the year-earlier period, when the company took a hefty charge to end its involvement with an inhaled insulin drug.

Excluding special items, Pfizer earned 62 cents per share, topping analysts' average expectations by 2 cents, according to Reuters Estimates.

Revenue was barely changed at \$11.97 billion. Foreign exchange aided reported revenue by about \$620 million, or 5 percent, Pfizer said.

"Pfizer's ability to match our 62 cents estimate and exceed consensus of 60 cents seems in part due to expense management, which should bode well for future estimates," Catherine Arnold, an analyst for Credit Suisse, said in a research note.

Sales of Lyrica for neuropathic pain and fibromyalgia jumped 45 percent to \$675 million for the quarter.

Results were hurt by a 24 percent decline -- 49 percent in the United States -- in sales of Chantix to help smokers quit, which has been dogged by reports of psychiatric side effects. Results also were reduced by the loss this year of patent protection on allergy medicine Zyrtec and the cancer drug Camptosar.

Pfizer now expects by the end of the year to achieve cumulative cost cuts of \$2 billion compared with 2006, up \$300 million from its prior estimates.

The company narrowed its full-year adjusted profit per share forecast to \$2.36 to \$2.41, from its previous view of \$2.35 to \$2.45. That would reflect earnings growth of 7.2 percent to 9.5 percent over last year.

Pfizer shares closed unchanged at \$17.34 on the New York Stock Exchange. (Additional reporting by Lewis Krauskopf and Bill Berkrot in New York; Editing by Maureen Bavdek, Gerald E. McCormick and Carol Bishopric)

Associated Press

Drugmaker Pfizer posts big jump in 3Q profit due to charge a year ago, but sales are flat October 21, 2008

By LINDA A. JOHNSON

TRENTON, N.J. (AP) - Pfizer Inc.'s profit tripled in the third quarter, mainly because a huge charge depressed last year's results, despite flat sales. Its earnings narrowly beat Wall Street's earnings expectations.

But the company behind impotence treatment Viagra and the top-selling cholesterol fighter Lipitor reduced its earnings forecast for 2008 even as it raised the lower end of its revenue forecasts for the year.

Its shares rose 65 cents to \$17.99 in premarket trading.

Pfizer said it earned \$2.3 billion, or 34 cents per share, in the July-September quarter, up from \$761 million, or 11 cents per share, a year ago.

Excluding one-time items, net income amounted to \$4.18 billion, or 62 cents a share -- 2 cents a share more than analysts surveyed by Thomson Reuters expected.

In the current quarter, the New York-based company took a charge of \$894 million, or \$640 million after taxes, for a settlement announced Friday to end most of the lawsuits over its withdrawn painkiller Bextra and another pain reliever still on the market, Celebrex.

A year ago, Pfizer took a \$2.1 billion after-tax charge in the third quarter, related to its decision to stop selling inhaled insulin product Exubera, which had dismal sales and then was linked to risk of lung cancer.

Pfizer said its revenues slipped to \$11.97 billion from \$11.99 billion a year ago, even though favorable exchange rates due to the weak dollar boosted sales by 5 percent. Analysts had been expecting revenues of \$12.01 billion.

Pfizer reported a 13 percent drop in U.S. sales of Lipitor. Total revenues from Lipitor, the top-selling drug in the world, were down 1 percent at \$3.14 billion.

The company said revenues for three drugs with recent generic competition -- blood-pressure medicine Norvasc, allergy drug Zyrtec and colon-cancer drug Camptosar -- fell by 48 percent, or a combined \$627 million.

Several other drugs sold well, however.

"We remain on track to meet our 2008 objectives, despite the turbulent global economy," Chief Executive Officer Jeff Kindler said in a statement.

The company noted it has cut annual costs by a total of \$1.7 billion from 2006 levels and now expects to get to \$2 billion in reductions by the end of this year. Those cuts include reducing the work force by 14,600 people since January 2007.

The company reduced its earnings per share forecast for 2008, to a range of \$1.61 to \$1.71, from \$1.73 to \$1.88. It also raised the lower end of its revenue forecasts for the year, from \$47 billion to \$48 billion, but kept the top end at \$49 billion.

MarketWatch.com

Pfizer's profit triples on accounting charges; Drug giant reports flat sales, narrows revenue forecast

October 21, 2008

By Val Brickates Kennedy

BOSTON (MarketWatch) - Pfizer said early Tuesday that its third-quarter profit more than tripled year-over-year, due largely to steep charges taken during last year's period for the discontinuation of its inhaled insulin product Exubera.

For the quarter ended Sept. 30, Pfizer (PFE, US) posted net income of \$2.28 billion, or 34 cents a share. This compares to the \$761 million, or 11 cents a share, Pfizer reported for the 2007 period, which included an after-tax charge of \$2.1 billion related to Exubera's demise.

The company noted that earnings per share for the 2008 quarter also benefited from a stock buyback of about \$10 billion during 2007.

Excluding various charges, Pfizer would have reported adjusted earnings of 62 cents a share, compared with 58 cents for the same quarter a year ago. This year's quarter also reflected cost-savings from the company's massive restructuring plan.

The 2008 quarter was likewise punctuated with accounting items. Late last week, Pfizer said it would take a pre-tax charge of \$894 million, or \$640 million after taxes, on its third-quarter earnings for the planned settlement of the bulk of litigation associated with its painkillers Bextra and Celebrex.

Bextra was discontinued in 2005 over safety concerns. Celebrex was allowed to remain on the U.S. market after regulators determined it poses few, if any, health risks.

Sales for the pharmaceutical behemoth, however, came in largely flat with those of last year's at \$11.97 billion, with a favorable foreign exchange rate contributing about 5%.

Excluding about \$217 million related to product returns, Pfizer's adjusted revenue was \$12.16 billion.

For the 2007 period, Pfizer took in revenue of \$11.99 billion.

A recent poll of analysts by FactSet Research had Pfizer posting earnings per share of 60 cents, on revenue of \$12.02 billion.

Generic competition

Pfizer's flattish sales are due primarily to the loss of market exclusivity for several once-hot products as Norvasc, Zithromax and Zoloft over the past three years. In addition, Pfizer recently lost patent protection for the chemotherapy agent Campostar and allergy medication Zyrtec.

Adding to its woes, the company's smoking-cessation product Chantix, which had been expected to be a big seller, has faced weakened sales due to safety issues. Chantix sales dropped 24% during the quarter to \$182 million from last year.

Despite strains on its top line, Pfizer raised the lower end of its 2008 financial forecast. The drugmaker said it now sees revenues coming in between \$48.0 and \$49.0 billion, up from its previous range of \$47.0 to \$49.00 billion.

Sales of Pfizer's top-selling product, the cholesterol reducer Lipitor, slipped 1% to \$3.1 billion. The product has been facing increased competition from generic versions of such rival medications as Merck & Co.'s (MRK, US) Zocor. Lipitor itself loses patent protection in 2011.

According to a recent note by Deutsche Bank's Barbara Ryan, sales of Lipitor were seen as falling almost 4% to \$3.05 billion.

Pfizer said early Tuesday that its third-quarter profit more than tripled year-over-year, due largely to steep charges taken during last year's period for the discontinuation of its inhaled insulin product Exubera.

The Wall Street Journal

Need a Tissue? Why aging is putting more people at risk for developing allergies -- and what you can do about it

October 18, 2008

By Kelly Greene

Not everybody outgrows a stuffy nose.

Oren Cline, an 87-year-old retired accountant in Hickory, N.C., checks his computer every morning "to see what the pollen situation is for the next four days. When the pollen's bad, I don't go outdoors," he says. "My allergies have gotten worse as I've gotten older."

The traditional view that allergies and asthma wane with age is falling to the wayside. Allergies affect 17% to 20% of the U.S. population, and that proportion doesn't decrease with age. In fact, symptoms in many cases worsen, or erupt for the first time in later life, says Karen Calhoun, chairman of the University of Missouri School of Medicine's otolaryngology department in

Columbia, Mo. She is also president of the American Society of Geriatric Otolaryngology, a group formed two years ago, in part, to focus on the problem.

"We have patients come in all the time and say, 'How can I have allergies? I'm 65 years old, and I've never had allergies before,'" Dr. Calhoun says. "They hit a threshold where they can't ignore the symptoms anymore."

At the other extreme, some older patients fail to get treatment, chalking up their symptoms to "aging," says James Pacala, a geriatrician and associate professor at the University of Minnesota Medical School in Minneapolis. "It won't even occur to them that allergies might be the problem," Dr. Pacala says.

The reasons for an allergy flare-up in later life can include a move to a new part of the country, an accumulation of exposures in one location, changes in one's health, and genetics. "If you have one parent who's allergic, you have about a 40% chance of developing allergies; if you have two parents with allergies, there's a 60% chance," Dr. Calhoun says.

Relocating to a mild climate -- where pollen is prevalent nearly year round -- is a common trigger. It can take a few years for the body to build up what are called reactive cells to an irritant, but once that happens, flare-ups can start.

"I saw a lady yesterday who moved here from upstate New York, and her first complaint was allergies," says Jeff Williamson, head of geriatric medicine at Wake Forest University School of Medicine in Winston-Salem, N.C.

Sometimes, cutting back on travel can create a problem, too. Mr. Cline, the retired accountant in North Carolina, used to find relief for his allergies in Arizona, where he would head during the spring. But now he lives in an assisted-living apartment closer to family and relies instead on air filters and homeopathic remedies for relief.

Surprisingly, living amid a lifetime of possessions -- favorite books and furniture, for example -- can aggravate allergies to mold and dust. Doctors refer to it as the "lifetime load" theory. "With aging and allergies, one thought is that the sheer duration and breadth [of] stuff you get exposed to over life have a cumulative effect that winds up eventually sensitizing the body's immune system -- and creating an allergy you didn't have before," Dr. Pacala says.

Physiological changes in the body can unmask symptoms, too. The amount of water in the body generally decreases with age, which in turn decreases the action of tiny hairs, called cilia, in the nose that help wash it out. There's less blood flow to the nose as you get older, too, due to a variety of vascular conditions. "All of that ends up drying your passageways, producing more inflammation, and making you stuffy," Dr. Pacala says. Cumulative damage to the nose, including polyps and bent cartilage, contributes as well.

Scientists also are starting to look at the impact of menopause and hormone-replacement therapy. There's not much research yet, but a few studies point to hormone-replacement therapy as a factor in wheezing and asthma, in which the inflammation moves to the lungs. Hormone-replacement therapy was associated with asthma-like symptoms among women, particularly in those with a low body-mass index, according to study results published in the journal *Allergy* in January. A study two years ago of more than 2,000 Scandinavian women found that hormone-replacement therapy was associated with an increased risk for asthma, wheezing and hay fever.

Diagnosing allergies among older patients can be tricky. One problem has been the standard skin-prick test. "As people get older, their skin changes and is less reactive" to such testing, Dr. Calhoun says. She used a different form of testing -- an intradermal, or skin-puncture, test that goes deeper -- and found the incidence of allergies "almost exactly the same" among 100 people

over age 60 as it was among 200 people under age 45. "The older folks tended to be a little more allergic to mold, maybe because of longer exposure and older household goods," she says.

Another problem: Doctors simply don't think to ask older patients about allergies or postnasal drip, which could be chaining people to their homes and their tissues. To be fair, that's because physicians typically are busy treating acute health problems among older patients, such as heart disease. But treating allergies may have a bigger impact on a patient's lifestyle.

"Rhinitis is something that's frequently lower on a doctor's list than a patient's," Dr. Pacala says. "My father's 82, and he has developed this constantly runny nose, and it drives him crazy. You go out into the world, and you're constantly having to wipe your nose. It's a drag."

Doctors also find it difficult, at times, to sort out allergy symptoms from those indicative of other medical problems. "Breathing difficulties can indicate allergies, an infection, emphysema or pulmonary fibrosis, and all the heart problems that can cause breathing difficulties, like cardiac asthma or heart failure," Dr. Pacala says. "When a person comes to me with breathing complaints, I'm going to rule out the really bad things first, then go down the list. It can be very difficult to disentangle" allergies from asthma, he adds.

Medications, too, can trigger side effects that include nasal symptoms, breathing problems or a cough. ACE inhibitors -- commonly used to treat coronary disease, diabetes and high blood pressure -- can lead to a dry cough, Dr. Pacala says. And beta blockers, which "do really good things for the heart and blood pressure, tend to constrict the airways in the lungs," he adds.

So, what's the best way to deal with allergies in later life? First, actually deal with them. "It's easy enough to find out if you are or are not allergic," Dr. Calhoun says. "If you have symptoms, find out and do what you need to get better. There's no need to suffer."

Of course, that's easy to say and hard to do. One popular tool is a "neti pot," which "looks like an Aladdin lamp," Dr. Calhoun says. How it works: You pour saline in one side of the nose, and it comes out the other side. (YouTube has a number of entertaining videos that show how it's done.) "It's very effective," Dr. Calhoun says. "Let's say you're allergic to a particular mold. This one you're allergic to sticks to the mucus inside of the nose. If you can mechanically wash it away, it's not there anymore making your body react."

Another basic fix that can bring great relief: a humidifier, particularly in the winter. "I have patients who come in with problems every October or November when the heat comes on," says Dr. Pacala, who practices in Minnesota.

Trying over-the-counter medications may seem like the simplest fix, but they can cause a number of disconcerting -- and sometimes hazardous -- side effects. At Wake Forest, Dr. Williamson's patient, for example, was taking Tylenol PM to deal with her allergies at night. "The morning after, she was dizzy, and she's really thin, which puts her at high risk for falling," he says.

Watch out for first-generation antihistamines, such as diphenhydramine, the active ingredient in Benadryl, which can worsen memory conditions and cause confusion among people with mild Alzheimer's disease, as well as cause drowsiness, Dr. Pacala says. Alfa-adrenergic medications, such as Sudafed and Afrin nasal spray, shrink blood vessels to reduce stuffiness, but can exacerbate heart problems.

The two types of medicine are often combined in cold preparations. In a man with an enlarged prostate, the combination can relax the bladder and cause the sphincter to clamp shut. "The next thing you know, he's in the emergency room with acute urinary retention," Dr. Pacala says.

Fortunately, newer drugs with less dire side effects can help alleviate symptoms. Second-generation antihistamines, including Zyrtec, Allegra, Clarinex and Claritin, "don't cause confusion

or drowsiness as often," Dr. Pacala says. Nasal steroid sprays reduce inflammation, though they may take a while to start working. And there are other medications that "work at different spots of the process [in which] the allergen" triggers inflammation or irritation.

Scientists are experimenting with anti-inflammatory drugs as they look for common links among allergic reactions, coronary disease and other health problems in which inflammation plays a role.

Inhalers may work also, Dr. Pacala says, with nasal inhalers typically targeting seasonal allergies and oral inhalers targeting wheezing. "I've gotten burned a couple of times where I'm treating somebody for the wrong thing, and then I stick them on an inhaler and they get better."

The Wall Street Journal

**Earnings Digest: J&J Profit Rises; Firm Boosts Its Forecast --- Sales of Consumer Products, Such as Listerine and Neutrogena, Offset Slow Prescription-Drug Business
October 15, 2008**

By Jonathan D. Rockoff

Johnson & Johnson, shrugging off increased generic-drug competition and the recent financial-market turmoil, recorded a strong rise in third-quarter profit, thanks largely to results of its Listerine mouthwash, Neutrogena skin cream and other consumer products.

The New Brunswick, N.J., health-care conglomerate, the first major pharmaceutical company to announce quarterly results, reported a 30% increase in net income to profit to \$3.31 billion, or \$1.17 a share, from \$2.55 billion, or 88 cents a share, a year earlier when results were reduced by a \$528 million restructuring charge. Without the charge, the profit increase would have been 7.6% in the latest quarter.

Sales rose 6.4% to \$15.92 billion, bolstered by rising international revenue and the weak dollar. Third-quarter sales from outside the U.S. rose 13%, while domestic sales rose only 0.4%.

Analysts said J&J's results showed the advantages of a diversified health-care line. Revenue from consumer products rose 13% to \$4.1 billion. J&J singled out sales growth of Listerine and Neutrogena, Clean & Clear and Aveeno skin-care lines.

Listerine was included in J&J's 2006 acquisition of Pfizer Co.'s consumer-products business. Nonprescription allergy medicine Zyrtec -- also acquired from Pfizer -- helped to drive a 14% rise in revenue in J&J's over-the-counter and nutritionals unit to \$1.4 billion.

"The timing of taking on Pfizer's consumer business could not have been better," said Rick Wise, an analyst at Leerink Swann LLC.

Meanwhile, J&J Chief Financial Officer Dominic Caruso said the financial turmoil hadn't caused "any significant impact" and the company had good access to credit.

Shares in J&J stock rose \$1.32, or 2%, to \$64 in 4 p.m. composite trading on the New York Stock Exchange Tuesday.

Like other drug companies, J&J has struggled to replace sales lost when lucrative pharmaceuticals lose patent protection. The company's pharmaceutical business posted a slight revenue gain to \$6.1 billion, aided by international business and the lower dollar.

Sales of its Risperdal, an antipsychotic drug for which patent protection expired in June, plunged 62% to \$320 million. Sales of anemia drug Procrit, whose safety in certain patient populations has been scrutinized in the U.S. and Europe, dropped to \$619 million, a 9.2% decline.

Company officials noted that certain drugs performed well and they were on track to seek approval for between seven and 10 drug products through 2010.

"We're optimistic about our short- and long-term prospects," said Christine Poon, the head of the company's pharmaceutical division, who has announced she is retiring in March.

The company's medical-devices and diagnostics unit saw sales increase \$461 million to \$5.7 billion, even though revenue from the Cordis unit, which sells the Cypher drug-eluting stent, a heart-related device, fell 6.6% to \$726 million.

J&J boosted its full-year 2008 earnings forecast to a range of \$4.50 to \$4.53 a share, excluding one-time items, from a previous range of \$4.45 to \$4.50 a share.

The New York Times
Johnson & Johnson Posts Strong Results
October 15, 2008
By STEPHANIE SAUL

Johnson & Johnson showed resilience Tuesday in the face of an economic downturn, posting higher third-quarter sales and earnings.

Because the large medical products company is more broadly diversified than many other drug and medical device makers, Johnson & Johnson's report is not necessarily considered a bellwether for the entire health care industry. Hospitals, for example, tend to be retrenching, squeezed by the credit crisis and concerns about patients' ability to pay their bills.

But health care products, like the artificial joints made by Johnson & Johnson's DePuy division, may be less subject to the economic winds buffeting most sectors of the economy.

"Everything we've seen so far has shown that health care has been pretty defensive and volumes have not been affected by the downturn in the economy," said David H. Roman, a medical devices analyst for Morgan Stanley.

For example, up to 70 percent of hip and knee replacements, a large part of the medical device industry, are performed on Medicare beneficiaries -- a group whose insurance coverage is guaranteed and who would be unlikely to delay surgery because of the economy. And, as Mr. Roman said, Medicare beneficiaries are growing in numbers.

Another medical products company, Abbott, is set to announce its earnings Wednesday morning. Many analysts predict those numbers will also be strong, largely because of the company's Xience drug-coated heart stent, a device that has become popular among interventional cardiologists, Mr. Roman said.

Xience's success is coming in part at the expense of Johnson & Johnson's Cypher stent, which is one of the rare devices in the company's portfolio that did not show solid growth.

In Johnson & Johnson's earnings call with analysts on Tuesday, Dominic J. Caruso, the chief financial officer, said that the company's access to commercial paper had been unfettered and available at what he called "very, very good" rates. That could bode well for other health products companies.

"That's important," said Ronny Gal, a pharmaceuticals analyst for Sanford C. Bernstein & Company. "The markets are not frozen for health care companies."

Mr. Gal said the news could mean that Teva, the Israeli maker of generic drugs, would have no problem completing its pending \$7.5 billion acquisition of Barr Laboratories, another generic maker. To finance that deal, Teva plans to raise more than \$2 billion, Mr. Gal said.

Johnson & Johnson announced sales of \$15.9 billion for the third quarter, up 6.4 percent from a year earlier. The company said it earned \$3.31 billion, or \$1.17 a share in the third quarter, compared with \$2.55 billion, or 88 cents a year earlier. Analysts surveyed by Thomson Financial had been expecting earnings of \$1.11 a share. Excluding special charges, the company's net earnings for the quarter increased 7.6 percent compared with last year's period.

Johnson & Johnson, based in New Brunswick, N.J., also raised its guidance for the year.. The company increased its earnings guidance for full-year 2008 to \$4.50 to \$4.53 a share. Its previous forecast ranged from \$4.45 to \$4.50 a share.

Johnson & Johnson's shares were up more than 2 percent Tuesday, closing at \$64.

The company said its results improved despite generic competition to its Duragesic painkiller patch and its schizophrenia medication Risperdal, as well as sales declines in Europe for its injectable anemia medication Epogen.

The company's acquisition in December 2006 of Pfizer's consumer products division -- which included the Listerine line of products -- seems to be a successful move, with the company citing strength in that part of its business.

Among strong sellers for Johnson & Johnson during the quarter was Zyrtec, an over-the-counter allergy treatment that the company introduced this year. Zyrtec was part of the Pfizer consumer products acquisition. Also in that acquisition was Listerine mouthwash, another strong seller.

Consumer products generally are steadier and less risky than pharmaceuticals, with lower research and development costs, fewer regulatory demands, lower litigation costs and less impact from generic competition.

Eli Lilly, for example, recently announced it would pay \$70 a share, or \$6.5 billion, for ImClone Systems, the maker of the cancer drug Erbitux. The price was considered high, but the move was thought to be critical to Lilly, which faces the loss of patent exclusivity on its best-selling Zyprexa schizophrenia drug in 2011.

Lilly "is between a rock and a hard place from the standpoint that it desperately needs to get new product into its portfolio," Dr. Timothy Anderson, another pharmaceutical analyst for Sanford C. Bernstein, wrote in a note to clients. Lilly reports its earnings on Oct. 23.

Cypress Pharmaceutical, Inc. Press Release

Cypress Pharmaceutical, Inc. receives FDA approval of Cetirizine Hydrochloride Oral Solution

October 15, 2008

MADISON, Miss. - (BUSINESS WIRE) - Cypress Pharmaceutical, Inc., announced today that the U.S. Food and Drug Administration (FDA) has granted final approval of the company's abbreviated new drug application (ANDA) for the prescription and over-the-counter versions of Cetirizine Hydrochloride Oral Solution, 1 mg/1 mL.

Cypress' Cetirizine HCl Oral Solution is the AA-rated generic equivalent to McNeil Consumer Healthcare's Zyrtec(®) Oral Solution. The prescription version of Cetirizine HCl Oral Solution is used for the relief of symptoms associated with perennial allergic rhinitis in children 6 to 23 months of age, and for chronic urticaria (hives) in children 6 months to 5 years of age. The over-the-counter version of Cetirizine HCl Oral Solution is an antihistamine used for the relief of

sneezing, runny nose, itchy, watery eyes and itchy throat or nose due to indoor and outdoor allergies for individuals 2 years and older and for the relief of itching due to hives for individuals 6 years and older.

Cypress' Cetirizine HCl Oral Solution will be available through all the national drug wholesalers and chain drug stores and will begin shipping immediately.

About Cypress Pharmaceutical, Inc.

Cypress Pharmaceutical, Inc., founded in 1993, is a specialty pharmaceutical company that develops, markets and distributes generic prescription pharmaceutical products to leading national pharmaceutical wholesalers, chain drug stores, distributors, and other retail merchandisers. In 1999, Cypress established a specialty branded business, Hawthorn Pharmaceuticals, to market a line of internally developed pharmaceutical products directly to physician specialties through its nationwide sales force.

Cypress has an aggressive product development pipeline including new drug applications (NDAs) and abbreviated new drug applications (ANDAs) with over 35 products in various stages of development. Cypress currently has 13 submissions with the Food and Drug Administration (FDA) with up to 8 submissions expected to be filed in 2008.

Cypress and Hawthorn have successfully signed several in-licensing agreements with multinational companies in the past several years and will continue to utilize strategic alliances as part of its overall pharmaceutical pipeline.

Additional information about Cypress and Hawthorn is available at www.cypressrx.com and www.hawthornrx.com.

Cypress Pharmaceutical, Inc. Max Draughn, CEO/President, 800-856-4393

MarketScan.com
Consumer Safety For J&J
October 15, 2008
By Carl Gutierrez

Johnson & Johnson logged a healthy quarter thanks to its consumer business, which served as a counterbalance to sagging prescription drug sales.

Shares of the health-care company gained 2.1%, or \$1.32, to \$64.00, after its third-quarter results beat analysts' expectations. Chief Financial Officer Dominic Caruso said the recent difficult financial conditions have only affected small pockets of the company's broad-based business, such as sales of devices used in elective surgery.

The higher consumer and medical device sales, mainly overseas, overcame flat sales of prescription medicines, which edged up just 0.2%, to \$6.1 billion, and would have been down 2.5% if not for the favorable exchange rates.

"The pharmaceuticals sales are the leading indicator that we are in a full-blown recession," and other drugmakers are likely to have similarly disappointing results for prescription drugs, said analyst Steve Brozak of WBB Securities. "Thank God for their consumer business."

Johnson & Johnson's health-care peers started strong but fell off as the day wore on. (See "Stocks Droop At The Close.") Schering-Plough fell 1.3%, or 19 cents, to \$14.63; Abbott Laboratories gained 1.1%, or 57 cents, to \$54.78; and Boston Scientific lifted 0.9%, or 8 cents, to \$9.30. Amgen slipped 4.1%, or \$2.19, to \$51.61.

Johnson & Johnson's consumer product sales jumped 13.9%, to \$4.1 billion, from \$3.6 billion, thanks to the successful January launch of a nonprescription version of allergy drug Zyrtec, which already has about one-quarter of the market.

The New Brunswick, N.J.-based company reported earnings of \$3.3 billion, or \$1.17 per share, up from \$2.6 billion, or 88 cents per share, posted in last year's corresponding period. Sales rose to \$15.9 billion, from \$15.0 billion, for an increase of 10.4%, but 3.1% of the growth was due to a favorable currency exchange rate.

Analysts surveyed by Thomson Reuters expected earnings per share of \$1.11 and revenue of \$15.69 billion.

AdAge

J&J buoyant amid storm

October 14, 2008

But Johnson & Johnson made it look easy. In results announced today, J&J beat analyst earnings-per-share estimates by 6 cents at \$1.17 and delivered a surprisingly strong 6.4% increase in global sales to \$15.9 billion. U.S. sales grew only 0.4%, but were dragged down by patent expirations for key drugs.

J&J's consumer-products business posted a whopping 11.2% sales increase for the quarter -- better on an organic basis than the 8.2% sales increase outside the U.S. The consumer business, including such brands as Neutrogena, Aveeno, Listerine, Zyrtec and K-Y, accounts for more than 90% of J&J's annual \$1.4 billion in measured-media spending, according to TNS Media Intelligence data, even though it only accounts for less than a third of J&J's sales.

The over-the-counter conversion of allergy drug Zyrtec led the way for J&J, helping push OTC sales up 19% for the quarter. Skincare also did well, with sales up 15%, apparently helped by growth of Neutrogena's SkinID line, sold direct via infomercials and internet advertising. And J&J's women's health business also prospered, with U.S. sales up 10% behind strong results for K-Y's "His and Hers" lubricants, which weren't affected by hard economic times.

The quarter marks the second straight strong performance of J&J's consumer businesses, which have rebounded from a slow 2007 when they were hurt as the company integrated its acquisition of Pfizer consumer brands.

TheMotleyFool.com

Johnson & Johnson, Heal Thyself

October 14, 2008

By Brian Orelli

As I pointed out yesterday, diversification is one of Johnson & Johnson's (NYSE: JNJ) strengths. According to its latest earnings report, successes in two of the health-care giant's divisions -- consumer goods and medical devices -- compensated for flat drug sales in the recently concluded third quarter.

Consumer sales, including over-the-counter drugs and baby-care products -- you know, stuff people can't live without even in hard economic times -- jumped 13% year over year. Zyrtec, which J&J purchased from Pfizer (NYSE: PFE) after its patent ran out, was one of the big over-the-counter boosters for the division.

Sales of J&J's Cypher drug-eluting stent plunged by 23%, and estimates of its market share got slashed in half, after rivals from Abbott Labs (NYSE: ABT) and Medtronic (NYSE: MDT) entered the U.S. market. Nonetheless, Johnson & Johnson's medical devices saw an almost 9% year-over-year increase in sales overall.

On the drug side, things looked far less rosy. Global pharmaceutical sales were flat, with the U.S. figure down 6%. Sales of antipsychotic Risperdal plunged after generic competition from Teva Pharmaceuticals (Nasdaq: TEVA) arrived this quarter. Duragesic, another product that lost U.S. patent protection, saw sales fall 16%. Anemia treatment Procrit also kept dropping, but its less-than-4% decline compared to the previous quarter suggests that it may be reaching the bottom. That bodes well for Johnson & Johnson and Amgen (Nasdaq: AMGN), the other major anti-anemia drugmaker.

Pharmaceutical sales weren't a complete downer. Anti-inflammatory Remicade saw sales jump 19%, including a 16% boost internationally thanks to marketing partner Schering-Plough (NYSE: SGP). Migraine treatment Topamax also saw a nice 19% jump in sales, although it will lose marketing exclusivity in March 2009. In short, with so many drugs already off-patent or swiftly headed that way, don't expect a turnaround in pharmaceutical sales anytime soon.

Overall revenue was up 6.4%, split almost equally between organic growth and differences in currency exchange rates. Most of the growth came from outside the U.S., where sales were up 13% -- again, split almost evenly between currency impact and actual growth.

The bottom line looked even better. J&J's \$1.17 per share in earnings this quarter was 10% higher year over year, after adjusting for last-year's restructuring charge. That figure got a slight boost from a lower overall share count; Johnson & Johnson has repurchased \$7.4 billion worth of shares since August of last year.

However much the world may panic, Johnson & Johnson's diversity, combined with its non-discretionary products, make it a real long-term winner.

Associated Press (picked up by The Star-Ledger Online)
Health care giant Johnson & Johnson sees 30 percent 3Q profit jump, beating expectations
October 14, 2008
By LINDA A. JOHNSON

TRENTON, N.J. (AP) - Health care giant Johnson & Johnson on Tuesday posted a 30 percent jump in third-quarter profit and beat Wall Street expectations, mainly because the year-ago results were weighed down by a \$745 million restructuring charge.

Higher sales of consumer products and medical devices, boosted overseas by the weak dollar, also helped the New Brunswick, N.J.-based maker of contraceptives, baby care items, medical devices and prescription drugs. It reported net income of \$3.31 billion, or \$1.17 per share, up from \$2.55 billion, or 88 cents per share, in the year-ago period.

Revenue climbed 6.3 percent, to \$15.9 billion from \$14.97 billion, but was boosted 3.1 percent by favorable currency exchange rates.

Analysts surveyed by Thomson Reuters expected earnings per share of \$1.11 and revenue of \$15.69 billion.

Prescription drug sales were flat at \$6.1 billion and would have been down 2.5 percent if not for favorable exchange rates. They were hurt by generic competition for pain patch Duragesic and the pill version of Risperdal, whose sales were down 63 percent. The long-acting injected version of the schizophrenia drug, Risperdal Consta, still has patent protection and its sales increased 10 percent to \$338 million.

Three other drug franchises out of the 11 J&J reports saw sales decline: antibiotic Levaquin, heartburn treatment Aciphex and anemia drug Procrit. Epilepsy drug Topamax, Remicade for

arthritis and other immune disorders, attention deficit disorder pill Concerta and cancer drug Velcade all saw double-digit sales increases.

"Now's a very difficult time for J&J," although it has robust cash flow, said Krensavage Partners money manager Mike Krensavage, who owns J&J shares. "It's facing some significant headwinds" from looming generic competition, he said, but could resume growth of drugs in spring of 2010.

Company executives attempted to reassure investors with a detailed update on J&J's drug pipeline, saying it is the most robust in company history and that J&J is on track to seek approval for seven to 10 new drugs from 2008 through 2010.

"I don't see any blockbusters" in the pipeline, said analyst Steve Brozak of WBB Securities.

"The pharmaceuticals sales are the leading indicator that we are in a full-blown recession," and other drugmakers are likely to have similarly disappointing results for prescription drugs, he said. "Thank God for their consumer business."

Consumer product sales jumped 13 percent to \$4.1 billion. They were driven by the successful January launch of a nonprescription version of allergy drug Zyrtec, which already has about one-quarter of the market, plus women's health and skin-care products, including a moisturizer line from a Chinese company acquired this year.

Revenue from medical devices and diagnostics increased 8.8 percent to \$5.7 billion, on higher sales of Acuvue contact lenses, products for obesity surgery, joint replacement parts and the One-Touch Ultra diabetes testing system.

Most of the segment is strong and J&J "is spread out well," said medical device analyst Venkat Rajan at consultants Frost & Sullivan. He said the Cordis cardiac device business has been slowed by what he sees as a temporary decrease in the market for artery-opening stents, but when growth resumes, Cordis will be at a disadvantage to competitors with newer products than its Cypher stent.

The company's chief financial officer, Dominic Caruso, told analysts that recent difficult economic conditions have only affected small pockets of J&J's broad-based business, such as sales of devices used in elective surgery.

He said J&J has had no exposure to the subprime market or financial companies that have collapsed, still has ready access to short-term loans at "very attractive rates," and recently renewed lines of credit, although it has not had to use them as cash flow remains strong.

Caruso warned the strengthening dollar could reduce fourth-quarter revenue and said J&J raised its full-year profit forecast mainly due to the federal government reinstating a tax credit for research and development. For all of 2008, J&J now expects earnings of \$4.50 to \$4.53 per share, excluding one-time items, up from \$4.45 to \$4.50 a share last quarter.

For the first nine months, net income jumped 25 percent, to \$10.24 billion, or \$3.60 per share, up from \$8.2 billion, or \$2.81 per share. Revenue was up 7.6 percent, to \$48.57 billion from \$45.14 billion.

J&J shares gained \$1.32, or 2.1 percent, to close at \$64.

**Dow Jones
Johnson & Johnson 3Q Sales \$15.92B
October 14, 2008**

Johnson & Johnson (JNJ) posted a 30% rise in third-quarter net income, as strong consumer-products and medical-devices sales offset the impact of stepped-up competition from generic-drug makers.

The maker of Tylenol pain reliever, Band-Aid bandages and anemia drug Procrit also raised its 2008 earnings forecast.

The company reported net income of \$3.31 billion, or \$1.17 a share, up from \$2.55 billion, or 88 cents a share, a year earlier.

Excluding an 18-cent restructuring charge in the year-ago period, earnings rose to \$1.17 a share from \$1.06 a share.

Revenue rose 6.4% to \$15.92 billion, with 3.1 percentage points of the gain coming from the weaker dollar.

On average, analysts polled by Thomson Reuters had expected earnings of \$1.11 a share on revenue of \$15.7 billion.

Gross margin fell to 70% from 71.5%.

In recent premarket trading, shares were up 3.7% at \$64.98.

J&J and other big U.S. drug makers continue to be hurt by increased generic competition and heightened regulatory scrutiny of drug safety. Companies have responded by cutting costs - including layoffs and plant closings - and doing deals to beef up their research pipelines.

International sales rose 13.1% amid the weaker dollar, while U.S. sales edged up 0.4%. Worldwide sales of inflammatory-disease treatment Remicade rose 19.4% as sales of Procrit fell 9.2%.

J&J's consumer segment's newfound strength, thanks to sales of an over-the-counter version of allergy drug Zyrtec, has been helping to offset weakness in J&J's pharmaceutical unit. In the quarter, consumer-product sales rose 13%. Pharmaceuticals inched up 0.2%. Sales of its antipsychotic drug Risperdal, which lost patent protection in late June, plunged 61.5% amid competition from generic rivals.

Medical-devices sales rose 8.8%, or 5.6% excluding the foreign-exchange impact.

J&J raised its 2008 forecast to a range of \$4.50 to \$4.53 a share from its July-boosted forecast of \$4.45 to \$4.50 a share. Analysts recently were looking for \$4.51 a share on revenue of \$64.79 billion.

-By Mike Barris, Dow Jones Newswires; 201-938-5658; mike.barris@dowjones.com [10-14-08 0821ET]

Bloomberg.com
J&J Profit Leaps as Consumer Products Weather Crisis
October 14, 2008
By Alex Nussbaum and Shannon Pettypiece

Oct. 14 (Bloomberg) -- Johnson & Johnson's third-quarter profit rose 30 percent, driven by sales of products such as painkillers, contact lenses and allergy pills that remain on consumer shopping lists even in an economic crisis.

Net income for the world's largest maker of health-care products climbed to \$3.31 billion, or \$1.17 a share, from \$2.55 billion, or 88 cents, a year earlier, the New Brunswick, New Jersey-based company said today in a statement on PR Newswire. Earnings excluding some items beat by six cents the \$1.11 average estimate of 15 analysts surveyed by Bloomberg.

Revenue rose 6.4 percent to \$15.9 billion. J&J's consumer products unit, which makes Zyrtec allergy pills, Listerine mouthwash and diabetes test-strips, helped the company offset losses for top-selling prescription drugs like Risperdal, the antipsychotic that faced its first competition from low-cost generic copies in June.

``As safe havens go, you don't get a whole lot safer" than J&J, said Les Funtleyder, an analyst for Miller Tabak & Co. in New York, in a telephone interview before today's announcement. ``It is companies like Johnson & Johnson that are going to lead us out of this crisis."

J&J rose 4.7 percent to \$65.60 at 7:59 a.m. in trading before the New York Stock Exchange opened. The stock fell 4.9 percent in the 12 months before today.

The company raised its 2008 earnings forecast to \$4.50 to \$4.53 a share from \$4.45 to \$4.50.

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Last Updated: October 14, 2008 08:08 EDT

The Times-Journal Online (AL)
Fall allergies on the rise
October 13, 2008
By Lindsay Slater

It seems, the sniffing and sneezing never ends for people in DeKalb County.

The spring brings watery eyes and runny noses. The summer it continues. And now, in the fall, there is little break for people suffering from allergies.

Autumn brings cooler temperatures and more outdoor activities, so people are exposed to allergens more often. Most suffer from seasonal allergies and others suffer from persistent allergies, which commonly run through spring and fall.

John Posey, a nurse at Rapid Care in Fort Payne, said there is a rise in patients with allergy problems.

"We see about 100 patients a day on average and about 70-80 percent is allergy related illness," said Posey.

And Posey says it's all because of the weather.

"The change in weather this time of year is the biggest contributor to allergies," Posey said. "The extreme change in humidity and temperature bring on a flurry of allergens such as ragweed, dust and mold."

Posey also said with flu season on the horizon, the trend will continue.

"It's time for flu season and this is the time of year when allergies really start taking a toll on everyone," said Posey.

But, there is help.

Posey said over-the-counter antihistamines will help considerably.

Miranda Chambers, pharmacist with C&H Drugs, said that Zyrtec is an excellent allergy medication.

"Zyrtec is one of the top-sellers here and it's a big thing that it's now available over the counter and it's affordable. It was one of the biggest prescriptions that we would see," Chambers said.

Believe it or not, diet and rest can play a key role, as well.

"Proper diet is very important and increased fluid intake will help to keep sinus drainage, which can cause sore throats and upset stomachs, to a minimum," said Posey.

Investor's Business Daily Online
Consumer Unit Vulnerable, But J&J Still Fortified
October 13, 2008
BY JUAN CARLOS ARANCIBIA

From baby shampoo to Band-Aids to Tylenol, Johnson & Johnson (JNJ) makes dozens of personal and health care products that have become, literally, household names.

But the company is also a leading drug maker, with treatments for epilepsy, arthritis, schizophrenia and other ailments. It's making inroads in HIV/AIDS treatments.

The December 2006 acquisition of Pfizer's (PFE) health care unit practically doubled J&J's consumer business. The deal brought to J&J, among other things, the top-selling over-the-counter allergy medication, Zyrtec.

"J&J's very strong financial position and anti-cyclical and diverse product mix should provide thick insulation against a prolonged economic downturn," said a Zacks Equity Research report released Friday.

True, J&J's consumer division, which accounted for 24% of sales last year, is vulnerable to an economic slump, Zacks said. But that exposure is partially offset by its drugs and medical products units.

J&J has the highest-possible credit rating, and \$13 billion in cash with \$5 billion of short-term financing.

It has hiked its dividend for 46 straight years, most recently in April.

J&J, the world's largest medical device manufacturer, has a 3.3% dividend yield. That ranks it 21st among the 72 health care stocks in IBD's database that pay a dividend.

Traditionally, the company's earnings are unimpressive, with a five-year EPS growth rate of 12%.

Quarterly operating earnings rose 7%, 8%, 9%, 9% and 12% in the past five quarters.

Sales grew 13% in Q2 and Q3 of 2007, then 17%, 8% and 9% over the next three periods.

After-tax profit margins have topped 20% for eight of the past 10 quarters.

HealthNews.com
Health News Dozen: Top 12 Allergy Capitals of America
By Jennifer Newell

October 8, 2008

- 1) Greensboro, North Carolina
- 2) Greenville, South Carolina
- 3) Little Rock, Arkansas
- 4) Raleigh-Durham, North Carolina
- 5) Jackson, Mississippi
- 6) Knoxville, Tennessee
- 7) Grand Rapids, Michigan
- 8) Wichita, Kansas
- 9) Oklahoma City, Oklahoma
- 10) Madison, Wisconsin
- 11) Tulsa, Oklahoma
- 12) Chattanooga, Tennessee

Indoor and outdoor respiratory allergies affect more than 35 million Americans. If you don't suffer from allergies, you likely know someone who does. And depending on the season of the year and the city in which you live, those sneezes and sniffles that accompany allergies could be more frequent than others.

For those unaffected by allergies, it might seem to be a minor problem, something that brings with it a few cold symptoms and goes away with the changing of the season. But those affected know that it is much more serious. Of the 35 million people affected by respiratory allergies, according to a Kelton research survey cited by the Asthma and Allergy Foundation of America (AAFA), 50 percent of allergy sufferers in the U.S. along indicate that symptoms negatively affect their work. In addition, nearly 27 percent have missed an important event, and approximately 20 percent were prohibited from having a house pet because of those allergies.

Since many allergies are spurred by environment, such as the pollen concentrations in the air, the city in which one lives affects the severity and frequency of allergy symptoms. Most allergies become most severe in the fall, though springtime is particularly difficult for some. With the onset of fall, the Asthma and Allergy Foundation conducted its 2008 Fall Allergy Capitals™ list that ranks the 100 most challenging cities for people with upper respiratory allergies.

There were three primary factors used to rank the metropolitan areas surveyed for the scientific analysis: pollen scores, number of allergy medications used per patient, and number of allergy specialists per patient. This indicates that only people who have seen medical professionals for diagnosis and treatment of allergy symptoms were included in the survey, which means that many lower income people or those without insurance or access to health care professionals could boost the score of some cities even more.

Topping the list are the Carolinas, with Greensboro, North Carolina in the top spot, followed by Greenville, South Carolina and Raleigh-Durham, North Carolina in fourth place. Nine of the top twelve cities are located in the Southeast section of the United States, which is likely due to an abundance of trees and plants in those areas of the country that boasts of more rural neighborhoods, as well as the higher humidity level in those cities.

Mike Tringale, Director of External Affairs at AAFA, noted the significance of the survey, "Whether a city is ranked number 100 on the Allergy Capitals list or number one, it's essential for allergy sufferers to take the appropriate steps to manage their allergies. Allergy sufferers should know what allergens trigger their symptoms and, if appropriate, manage them by taking a medication like ZYRTEC® that can alleviate both outdoor and indoor allergies." (Author note: ZYRTEC was the primary sponsor of the survey.)

Typically, allergies are a body's natural reaction to allergens in the area, like ragweed and pollen, though many other factors trigger allergies as well. Dust mites and mold spores in the home, as

well as pet dander, can dramatically affect a person's allergy symptoms, which can include itchy eyes, nose or throat, nasal congestion, runny nose, and watery eyes.

In order to help control those symptoms, there are several things that can be done. Outdoor allergies can be mitigated, at least to some degree, by staying indoors when pollen counts, wind, and humidity are especially high, and when indoors or inside a vehicle, keep windows closed. After spending necessary time outdoors, showering is sometimes helpful.

To control indoor allergies, cleaning is the key. Washing bedding and towels often, dusting surfaces, vacuuming, and maintaining a clean air conditioning filter can alleviate symptoms. If the cleaning process increases symptoms, wear a mask when doing so. And if pets are a necessary part of the family but spur more allergy symptoms, keeping the furry friends out of the bedroom may help.

The best advice, by far, is to seek the consultation of a health care professional to properly diagnose one's allergies. Medical advice will be key to controlling symptoms, even with medication if necessary, in order to maintain a more allergy-free existence.

Grand Junction Sentinel
Cooler weather about all that brings relief to some allergy sufferers
October 6, 2008
By MELINDA MAWDSLEY

Kathy Malvern loves sitting on her back patio and enjoying unobstructed views of Colorado National Monument. Too bad she rarely gets to be outside.

Malvern is allergic to "just about everything outside in Grand Junction."

Every individual allergic to something reacts in different ways, said allergist Dr. William Scott with Allergy and Asthma Clinic of Western Colorado, 1120 Wellington Ave.

Itchy, watery eyes and runny nose are only part of the problem for Malvern. Her allergic reactions become respiratory, creating potentially dangerous breathing issues.

For those suffering from fall allergies to things such as sagebrush, Kochia weed and other grasses, the good news is the season is nearly over as temperatures continue to drop, Scott said.

The bad news is allergies typically return annually, and spring is the busiest time of the year at Scott's office.

Scott made several suggestions for those fighting allergies in the Grand Valley.

First, try over-the-counter medications to clear up symptoms. Claritin and Zyrtec are two that often work, Scott said. Claritin is weaker than Zyrtec, he added.

Claritin and Zyrtec used to be available by prescription only, but after the drug makers lost their patent several years ago, generic brands were manufactured and placed on store shelves.

Loratadine is the generic form of Claritin. Cetirizine is the generic form of Zyrtec.

When buying over-the-counter drugs, Scott tells his patients to avoid medications with pseudoephedrine. Sudafed and Claritin-D are examples of decongestants with pseudoephedrine.

Pseudoephedrine is used

in the production of methamphetamine, which is why a person who buys drugs with the ingredient has to fill out a form with a pharmacist.

Pseudoephedrine constricts the blood vessels in the nose, which is how it acts as a decongestant, but the drug also constricts other blood vessels in the body, which is why Scott advises using the drug minimally or not at all, even for colds or sinus problems.

"It's a powerful drug, and I think it's a lousy drug," he said.

Scott suggested a person use nasal steroids available from a physician.

He also said allergy eye drops such as Zaditor are effective. Zaditor is available over-the-counter.

Allergy shots are a last resort, Scott said.

Malvern said she will resume her shots this winter.

Her husband, Mike Malvern, also receives allergy shots after developing allergies in recent years. The Malverns are in their 50s.

Scott said it's not uncommon for people to develop allergies later in life or even after moving from one climate to another.

A person from the Midwest who moves to the Grand Valley could develop an allergy to sagebrush and other plants not found in the Midwest, Scott said.

The topography of the Grand Valley also creates additional problems for allergy sufferers because the wind can carry pollens or grasses for miles, he said.

When allergens get into the valley, they can't get over Grand Mesa, so they settle into the valley, he said.

Reuters

Walgreen, Rite Aid September same-store sales up October 2, 2008

CHICAGO (Reuters) - Walgreen Co and Rite Aid Corp on Thursday said September sales at stores open a least a year rose, driven by strong sales of over-the-counter allergy medicine and other items.

However, Rite Aid's total sales fell as it worked on improving results at the Brooks and Eckerd stores it acquired in June 2007.

At Walgreen, same-store sales rose 4.7 percent and pharmacy same-store sales rose 6.5 percent. At Rite Aid, same-store sales rose 1.7 percent and pharmacy same-store sales rose 1 percent.

Walgreen, which has more U.S. drugstores than any other chain, said generic drug introductions in the past year cut its pharmacy same-store sales by 2.4 percentage points. Rite Aid said generic introductions cut its pharmacy same-store sales by about 2.6 percentage points. Generic drugs cost less, lowering sales figures, but are more profitable for drugstores.

The number of prescriptions filled at Walgreen stores open at least a year rose 3.5 percent. Walgreen said customers fill more prescriptions on weekdays than weekends, and this September had two more weekdays than September 2007.

Walgreen said Hurricanes Gustav and Ike cut the amount of prescriptions filled by 0.9 percentage points as hundreds of stores were impacted by the storms.

The move of Johnson & Johnson's Zyrtec allergy medication to over-the-counter status from prescription cut the number of prescriptions filled at Walgreen by 0.6 percentage points, but general merchandise sales got a boost of the same amount from that switch.

Walgreen's sales of general merchandise, or front-end sales, at stores open at least a year rose 1.3 percent, aided by sales of food and beauty items.

At Rite Aid, the third-largest U.S. drugstore chain behind Walgreen and CVS Caremark Corp, same-store sales of general merchandise rose 3.4 percent in the four weeks ended Sept. 27.

Excluding the acquired Brooks and Eckerd stores, same-store sales rose 3.2 percent, front-end same-store sales rose 3.1 percent and pharmacy same-store sales climbed 3.3 percent, Rite Aid said.

Walgreen's total sales for the month rose 10 percent to \$4.85 billion. Rite Aid's total sales fell 0.8 percent to \$1.97 billion.

Pharmacy sales accounted for 67.2 percent of total sales at Walgreen and 67.9 percent of total sales at Rite Aid.

As of Sept. 30, Walgreen had 6,479 drugstores. Rite Aid had 4,922 stores as of Sept. 27.

Associated Press

Walgreen same-store sales rise 4.7 percent in September October 2, 2008

DEERFIELD, Ill. (AP) - Drug-store operator Walgreen Co. said Thursday that same-store sales rose 4.7 percent in September.

Non-pharmacy same-store sales rose 1.3 percent, helped by sales of food and beauty items. Pharmacy same-store sales rose 6.5 percent.

Same-store sales, or sales at stores open at least a year, is a key measure of retailer performance, because it measures growth at existing stores rather than from newly opened ones.

Total sales for the month rose 10 percent to \$4.85 billion.

Total prescriptions filled at stores open at least one year rose 3.5 percent.

The number of prescriptions filled was hurt by 0.9 percentage points due to Hurricanes Gustav and Ike and by 0.6 percentage points due to the switch of allergy medication Zyrtec to over-the-counter status.

Year-to-date, total sales rose 9.9 percent to \$44.35 billion.

Lake Norman Navigator (Statesville, NC)

Allergy sufferers may often mistake symptoms, use ineffective treatments October 2, 2008

By Megan Sprague

Allergy Nurse Practitioner Fred New understands how miserable people can be during this season. He sees their suffering on a daily basis as director of Allergy Services at Lake Norman Ears, Nose and Throat.

And fall is one of their busiest seasons.

"Nearly half of all Americans suffer from some type of seasonal allergy and many allergy sufferers have no idea that their symptoms are allergy related, so they go undiagnosed. Most simply think that they are suffering from a seasonal cold due to a change in the weather."

How do you know if it's more than just the sniffles?

Itchy, watery eyes, chronic cough, sore throat, and difficulty breathing are some of the symptoms.

"Runny or congested nasal passages, chronic sinus infections, post-nasal drip and sneezing are also symptoms," New explained. "On the skin, we can have hives, itchy skin and rashes. Many allergy sufferers will also list headaches or sinus pressure as one of their symptoms. For many of these multi-season allergy sufferers, medications alone are not going to get them the allergy relief that they desire."

New recommends that allergy sufferers not try to go it alone.

"Examination of the allergy sufferer usually shows pale and swollen nasal passage tissue while the patient with a sinus infection will have very red and swollen nasal passage tissue," he said. "These are just two of the many differentiating symptoms between allergic rhinitis and a sinus infection."

Determining whether you are suffering from sinus trouble and allergies is important because they are treated in different ways.

"In most cases, a sinus infection has started out as a viral infection and will usually clear up on its own," New said. "However, if the symptoms have persisted over a period greater than a week, then antibiotics are usually needed as the infection has probably become bacterial in nature."

Treatment options for allergies include "a combination of nasal steroid sprays, antihistamines, and in some cases, leukotriene modifiers will usually provide partial to complete relief from their allergy symptoms, New said.

"Claritin and Zyrtec are two very effective over-the-counter antihistamines," he added. "For the allergy sufferer who does not get relief from medications or is not satisfied with their relief, immunotherapy, or allergy shots and/or drops, is the next option."

But how do you tell the difference between a sinus infection and allergies?

"There are several things you need to consider," New said. "Do your symptoms usually occur at the same time of the year? Is the season changing? Is there a family history of allergies or asthma? If the answers to the above questions are yes, then, most likely, you have seasonal allergies.

If your symptoms are progressively getting worse, you are developing a fever or chills, or have facial pain or upper teeth pain, it is very possible you have a sinus infection.

Medicines aren't the only way to alleviate the painful symptoms of allergies.

"Doing things around your home can greatly reduce your allergy symptoms," New said. Things like minimizing the amount of dust in the house will greatly reduce symptoms such as sneezing. Vacuuming with a vacuum cleaner that has a HEPA filter will trap many indoor allergens and keep them from circulating in the air. Air filters for your heating and air system designed for the allergy sufferer are also a quick and easy way to reduce indoor allergens.

"Other options to consider are air purifiers, dust mite covers, special detergents designed for allergy sufferers and keeping pets out of the bedroom," he continued.

Adults aren't the only ones that can feel a little under the weather this time of year, but many parents question how early they can treat their youngsters.

"Allergies can develop at practically any age," New said. "Most allergy sufferers will start to show signs in adolescence, but can start much earlier. Infants and toddlers under the age of 2 are more often exhibiting food hypersensitivity than a true pollen allergy."

As the child ages and has more exposures, pollens become a factor, and by age 6, allergies are considered to be present if the child remains symptomatic, he explained.

"Having said that, children under the age of 6 who are symptomatic or have a family history of allergies should be evaluated," New added.

Whether it's sinus problems or allergies, only a doctor can tell you for sure what the best course of action is.

"With a diagnosis, proper treatment can quickly get you feeling better and enjoying the outdoors again."

What are allergies?

Allergies are the immune system's exaggerated response to a foreign substance. Normally harmless substances, such as pollen, cause the immune system to react as if the substance is harmful. Substances that cause allergies are called allergens.

What are the symptoms of allergies?

- Mild reactions include symptoms affecting a specific area of the body such as a rash, hives and watery eyes.
 - Moderate reactions include symptoms that spread to other parts of the body. Symptoms include itchiness, hives and difficulty breathing.
 - Severe reactions, known as anaphylaxis, are life-threatening reactions in which the body's response to an allergen is sudden and affects the entire body, including swelling of the throat, cramps and confusion or dizziness.
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Cox News Service

For autumn's allergy sufferers, how to keep wads of tissue from piling up like so many fallen leaves

September 30, 2008

By HELENA OLIVIERO

(picked up by *Fort Worth Star Telegram* and *Kansas City Star*)

Cool, breezy days of autumn invite you to go outside — or at least to open your windows.

But for Dr. Robert Bachman, a fall allergy sufferer, it's time to hunker down.

"It could be a perfectly nice day to go outdoors and I think, 'No. Not going to do it,' " said Bachman, an orthopedic surgeon.

He gets allergy shots and takes over-the-counter medication to help manage the symptoms. But he still must be diligent to avoid breathing in fall's pesky allergens — primarily ragweed and mold spores. Ragweed is a hardy green plant, prevalent at parks and construction sites, that allergy sufferers are particularly sensitive to.

This year, North Texas allergy sufferers are sniffing and sneezing a little more, thanks to Hurricane Ike, which blew a storm of ragweed into the area — 860 grains per cubic meter at one point; more than 500 grains is considered a high count.

And there's another culprit: Russian thistle, which usually goes by a name more familiar to Texans: tumbleweeds. It hits allergy sufferers hard in the fall when the flower pollinates.

Autumn allergens usually don't rival the spring pollen counts. They also don't hang around very long.

But they carry a punch and can make your eyes red, your throat scratchy, your nose runny.

In fact, the symptoms sometimes get mistaken for a cold. But there are differences.

"A cold will go away, but allergies tend to persist week after week," said Dr. George Gottlieb, an allergist.

Here are some things to know if you suffer from fall allergies — or if you're not sure — and tips for making your environment as allergen-free as possible

5 signs it's time to see an allergist or ear, nose and throat specialist

Wheezing

Persistent coughing (lasting more than a week)

Discolored sinus discharge (lasting more than a week)

You breathe with your mouth open at night while sleeping (a sign your nose is really blocked).

You've tried over-the-counter medication for a week and symptoms haven't improved.

Keep allergy attacks at bay

Keep windows closed to prevent pollen and mold from drifting into your home. Instead, use air conditioning, which cleans, cools and dries the air.

Don't use attic fans that circulate fresh air.

Stay inside as much as possible on windy days, when pollen counts are highest.

Don't rake leaves, as this stirs up mold.

Wear a mask when doing yardwork or mowing the lawn.

Exercise indoors.

If you are allergic to mold, don't grow too many indoor plants; if you have indoor plants, don't overwater them. Wet soil encourages mold growth.

Consider taking over-the-counter allergy treatments, such as Claritin or Zyrtec.

Allergen war indoors aids in fight outdoors

While it's hard to dodge pollens and molds outdoors, seasonal patients will suffer less if they control their exposure to allergens indoors, advises Dr. Kingsley Chin of Piedmont Ear, Nose, Throat and Related Allergy in Georgia.

The bedroom is the particular battleground where Chin encourages patients to focus on "environmental control," since that's where most people spend a third of their lives. If you can make your bedroom as free of allergens as possible, then those eight hours of sleep give your system a chance to recover, leaving you in better shape to ward off outdoor enemies the next day.

Here are some of Chin's suggestions for controlling allergens indoors:

If you've been outside a lot during the day, pollen is on your body and clothes. Don't bring it into the bedroom. Upon arriving home, immediately take a shower and change clothes.

Use allergy covers over pillows and mattresses. These zippable and washable covers trap dust mites, microscopic critters who live in mattresses and pillows by the millions and whose droppings trigger allergies.

Wash all bed coverings weekly in hot water, which kills dust mites.

Purchase a HEPA filter, which can significantly reduce allergens. A HEPA filter should exchange the air in a bedroom about six times an hour, so keep it going on high even when the room is unoccupied, and keep the door and windows closed. It can run at a quieter level when it's sleep time.

Remove carpets and drapes (or wash the latter frequently in hot water).

Don't allow books, magazines and papers to stack up, because they accumulate dust.

Try to keep the humidity level in the house below 50 percent, as moisture encourages the growth of dust mites and molds.

Leave a light on in bedroom closets or keep the doors open to discourage mold.

Sorry Bowser and Miss Kitty, no more sleeping with your master.

Staff writer Jan Jarvis contributed to this report, which includes material from Star-Telegram archives.

Chester Daily Local Online
'Leaves of three ...'
September 29, 2008
By Tara Munkatchy

Although the old expression "leaves of three, leave them be" is good advice, in that poison ivy has three leaves, keep in mind that poison oak has three to five and sumac has seven to 13.

Red, itchy and unexpected, the rash resulting from a poison ivy encounter can irritate a person in more than one way. Although the vine can often creep into your yard or garden seemingly without warning, identifying and avoiding areas where poison ivy rambles is a good first step toward rash prevention.

Common to Chester County, poison ivy is a woody vine, not an ivy plant, explained Glenn Nelson Jr., education coordinator for the Chester County Parks and Recreation Department in West Goshen.

"The common name comes from the ability to produce a skin irritant that causes a rash (poison) and it looks like ivy," he said. Poison ivy typically grows along edges, transition areas between woods and fields or paths, he explained. "The plant grows in a variety of ways and adapts to its habitat, from a ground cover creeping along rocks and soil to a climbing vine using trees and other supports with lateral branches producing really big leaves.

"The leaves are made up of three leaflets. Hence, the saying, 'Leaves of three, let it be.'"

Poison ivy leaves are light green in the spring, dark green in the summer and red in the autumn, Nelson noted.

"The reddish-tinged vine remains with plenty of root hairs through the winter," he said, citing another familiar poison ivy rhyme, "hairy vine, no friend of mine." The skin irritant is also found in the vine.

In the fall, mature vines of poison ivy will also showcase white berries, which contain just as potent an irritant, said John Mikowychok, director of the Chester County Parks and Recreation Department.

Reactions to contact with the plant vary.

"Persons with light complexions, and typically blondes, redheads, and persons of northern European descent tend to be more sensitive to the effects of the irritant," said Mikowychok.

A rash caused by poison ivy can "be anything from little red bumps in streaks and patches" in places where the person brushed by a leaf, twig or branch, to large blisters or clear, fluid-filled bumps, explained Dr. Jeffrey Melrose, a family practitioner at Great Valley Family Medicine in Exton, who is affiliated with Paoli Hospital and Main Line Health Care.

"If you think you've touched it, wash your hands immediately with soap and water," he said. "The rash is not contagious."

People get resin from the plant on their clothes or garden gloves, which they may wear again before washing them in hot water with soap, and believe that the rash was passed from one spot to another on their body, said Melrose, but it's really due to re-exposure to the resin. Pets can also transfer resin from the plant that is on their fur to humans, according to Dr. William Shibe, chairman of emergency services at the Phoenixville Hospital.

Even resin on garden utensils such as clippers could cause re-exposure, Melrose said.

The length of time the rash will last varies due to individual sensitivity, but can range from one week to one month.

If you have a mild rash resulting from poison ivy exposure, Melrose recommended treating it by taking over-the-counter medications such as Benadryl for severe itching or Zyrtec or Claritin for milder forms of irritation.

"You can put calamine on there," he said. "If you have lots of blisters weeping all over, you should cover it with gauze bandage."

Aveeno soap, hydrocortisone cream purchased over the counter and oatmeal flakes can also be used to treat a poison ivy rash, according to Shibe. "Be sure to avoid peroxide, Clorox or other substances which cause further injury," he said.

When the rash is severe and not responding to regular at-home treatment, contact your family physician, said Melrose. If there is a spreading redness around the bumps that varies from the slight redness that can usually be found in the rash itself, this could be a sign of infection, he added, noting that this is another reason to seek out a physician's treatment.

A lot of people think they need oral steroids for it, said Melrose. "On occasion, for really severe cases, we will prescribe an oral steroid, but that's reserved for some of the more serious issues."

Where the rash is located is also relevant to its treatment. If the rash affects the face, eyes, genitalia or airways, said Shibe, see a physician for treatment. If there is a sign of a secondary infection, such as tenderness, pus or a fever, he said, that also signifies the need to see a physician.

Take care if you are the person responsible for removing the plant from your property.

"As for removal, it's up to the individual and their sensitivity to the poison ivy," said Nelson. "Some people can put on gloves and long sleeves and pants then just pull out the roots and rip up the vines."

People with low sensitivity may then simply use soap and water to wash their hands afterward, he explained, adding others may need to approach someone else to remove the plant.

"Herbicide is an option but the plant still has to be removed after it dies. Also, herbicide can also kill plants that you may want to keep in your backyard," said Nelson. "Burning poison ivy is not a good idea, because the irritant can be inhaled, with a rash developing on the lining of the airway and lungs, a serious condition."

-- For more information about poison ivy exposure prevention and treatment, visit the United States Food and Drug Administration Internet site at www.fda.gov.

NewsWest9.com (TX)
Allergies Affecting West Texans
September 26, 2008
By Roma Vivas

PERMIAN BASIN- The allergy experts NewsWest 9 talked to on Friday say they can barely keep up with the all patients coming in to get treated. This allergy season did not start earlier than normal, but with all the wind and the recent rain it certainly feels like it did.

"It's been pretty bad the last month or so," Vivek Rao, M.D., with Allergy and Asthma Care, said.

And this situation has many West Texans going to the doctor.

"This year because we have because of all the moisture we have gotten, the molds have been an issue, however it just so happens that we got that at around the time the weeds normally pollinate so it's a been a double whammy for people who are allergic to both," Rao said.

The allergies come from different things and even from far away.

"The pollens will become airborne and they can travel for hundreds of miles so you not only have to be worry about what's here in the Permian Basin, but what's been dropped here from other areas in Texas," Rao said.

Experts say allergies not only affect the way we feel but our ability to live a normal life. So what can we do to keep our allergies under control?

"For people who have mild symptoms there are some really good antihistamines that are available over the counter, there is Claratin which is been around for a couple of years now and there is Zyrtec which recently came over the counter," Rao said.

But Dr. Rao says if your symptoms are severe you should see a specialist as soon as possible.

"An allergy specialist can help out by helping you figure out for sure if it really is allergies because if medication is not working it may be that the symptoms may not be from allergies or it may be that they are into in the right medication to treat their symptoms," Rao said.

Doctors also say simple things like using a different cleaning product in your home can make a difference in your allergies.

PromoMagazine.com
#2 Best Use of Event Marketing (Five or Fewer Venues)
September 22, 2008

Detox Seattle
Agency: A Squared Group
Client: Method

To build brand awareness and generate trial around its products, Method, a maker of green cleaning and personal care items, created an experiential campaign targeting Seattle moms and families. It recruited Method Mavens as part of an influencer program to host a private party for family and friends at the Method House, a 2,000-square-foot green house that features the latest environmentally friendly building materials and appliances. Ambassadors and their friends participated in one of two events: Organic Cooking Lessons, which offered a hands-on cooking demonstration of dishes inspired by the edible ingredients found in Method products; or Sustainable Sips, during which participants learned how to craft a well-balanced mixed drink and give their cocktails a "kick" by using organic products. To help rid Seattle of toxic chemicals, guests were also invited to bring their ordinary cleaners to the parties for proper disposal. In return, attendees received a reusable, organic cotton tote filled with Method products. In all, 98% of participants registered as new Method advocates, representing a more than 1,200% increase in Seattle advocates. What's more, attendees dropped off nearly 1,000 pounds of flammable aerosols, toxic liquids and corrosive acids and bases. Based on the success, Method will launch similar campaigns this year in Boston, New York and Chicago.

The Meow Mix Acatemy
Agency: Grand Central Marketing, Inc.
Client: Del Monte Foods

Del Monte Foods was looking for a new way to reinforce its "Think Like a Cat" tagline for its Meow Mix brand while it raised money for animal shelters. So it sent cat lovers to school to teach them the very habits and skills their beloved pets practice everyday. The Daryl Roth Theater in New York City was converted into The Meow Mix Acatemy, where students participated in a range of interactive courses that simulated different aspects of a cat's behavior—such as scaling a climbing wall or studying the art of catnapping by curling up in a beanbag chair. Catalogs containing class descriptions and a list of guest speakers were distributed in branded newspaper boxes to promote the weeklong event. Acatemy spokesperson Cat Cora, the star of the Food

Network's Iron Chef America, offered a cooking demonstration and prepared healthy dishes for attendees. The event drew more than 12,000 visitors. In addition, Meow Mix donated one pound of cat food to New York's Animal Haven shelter for every person who visited the event, as well as the \$3,500 it raised from Acatemy bookstore sales.

Zyrtec Spring Wonderland Dome
Agency: RedPeg Marketing
Client: McNeil Healthcare

Intent on driving awareness of its new over-the-counter allergy medicine, Zyrtec brought a taste of spring in the form of a dome to New York City in the dead of winter. The 10,000-square-foot Zyrtec Spring Wonderland Dome, set in Central Park in January, featured a welcome center, a carousel for kids, a gazebo and walking paths. Inside, visitors traveled through the "mini-city" while learning about Zyrtec and the brand's benefits. People posed for pictures in green-screen photo booths with fun spring scenes; attended seminars offering dog training tips and gardening advice; and played interactive games with the Nintendo Wii. The campaign also included a partnership with local radio station Z-100 and Duane Reade pharmacy to offer special giveaways. Listeners who visited the dome also had a shot to win \$100,000 as part of a sweepstakes. Ambassadors promoted the event by handing out 75,000 fliers before the dome's opening. Online marketing and wilding postings also supported the campaign. The event drew more than 13,000 visitors during its four-day run.

Jeep Tag Shop
Agency: Zoom Media & Marketing
Client: Jeep

To make an impression with ski and snowboarding fans, Jeep set up a garage at three winter events to promote the brand and generate sales leads. It hosted a number of activities in the 20-foot-square structure, dubbed The Jeep Tag Shop, at the ESPN Winter X Games, in Aspen, CO, at Street Sessions in New York City, and at King of the Mountain in Sun Valley, ID. Inside, graffiti artists' custom "tagged" Jeep gear, and visitors received autographs from some top athletes. Jeep used Bluetooth technology to send screensavers and event schedules to attendees with Bluetooth enabled phones. People were also encouraged to send text-message requests for songs to an onsite DJ. To promote its vehicles, Jeep put a Jeep Patriot and a Jeep Wrangler on display outside the garage. Ambassadors took photos of consumers driving the models and put them online, allowing consumers to claim their pictures after filling out a short survey. People who opted in for more information received a brochure on the specific vehicle they expressed interest in. The three events drew 103,000 people, with 20,000 attendees interacting with the Jeep Tag Shop. In all, 48,500 premiums were distributed. On-site surveys found 88% of participants had a positive experience.

Drug Store News

Working the generics numbers: A firmer bottom line as sales decline (Special Report

Generic Drugs)

September 22, 2008

By Jim Frederick

For the bean counters at the nation's drug, supermarket and discount store chains, generic drugs can be a double-edged sword.

On the one hand, the loss of patent protection on a big-selling branded drug means multisource drug competition, which, in turn, can mean significantly lower topline sales. But the flip side for generic switches often is dramatically higher gross margins, at least for an initial period of availability.

Generics clearly can bolster profitability both for pharmacy retailers and pharmacy benefit managers because they offer a higher gross margin, albeit on lower sales.

"Since prices of generics are significantly less than their branded equivalents, drug retailers will see a significant drop in topline sales," said Citi Investment Research analyst Deborah Weinswig. Indeed, Weinswig added, the recent introduction of new generics has pulled down comp-store sales for the retail pharmacy industry by 460 basis points, or nearly half a percent.

However, she added, "Generics have superior gross margins versus branded drugs [50 percent versus 15 percent, respectively]. As such, in the first full year [of their introduction], generics actually are a net positive to retailer profits."

A case in point is Walgreens. In the company's fiscal 2008 third quarter, a slide in front-end margins due to expanded promotional activity was "partially offset by an increase in pharmacy margins due to the growth in generic drug sales," the company reported. But it can be a complicated profit and sales calculus.

"In the case of some blockbuster generic drugs, it's difficult to grow profit dollars after their first few months of availability," said Walgreens president Greg Wasson. "Pharmacy gross profit margins on some drugs can increase on a percentage basis even while the gross profit dollars they produce fall."

Meredith Adler, retail analyst for Lehman Brothers, noted that the continuing shift of big-selling branded drugs to generics continues to impact Walgreens' sales. "August comps of 3 percent? were below our forecast of 4 percent," she wrote last month. "After adjusting for new generics, Zyrtec going OTC and calendar shifts, the adjusted Rx comp Jim Frederick

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Detroit Free Press Online

Most prescription drugs kids take not approved for their use

Here's what you should know

September 21, 2008

BY HEATHER NEWMAN

All of the prescription drugs your kids are taking probably aren't approved for them.

If you didn't know that, you've got company.

The majority of parents surveyed in a recent poll think whatever their pediatrician prescribes is safe.

But according to doctors and researchers at the University of Michigan, 70% of available drugs -- including those being used to treat kids for everything from respiratory illnesses to weight issues - have not been approved by the Food and Drug Administration for use by children.

The FDA is reviewing the use of cold medicines in children ages 2 to 11. The drugs were pulled off store shelves for kids under 2 earlier this year after several kids died from accidental overdoses.

The two FDA committees overseeing the review are to meet in October.

The statistics used to be worse. About a decade ago, 80% to 90% of drugs were not approved for kids.

And while the numbers are improving, pediatricians and researchers say they're not comfortable.

"It's business as usual, but it's not business the way you want it to be done," said Dr. Richard Gorman, a pediatrician and chairman of the American Academy of Pediatrics Section on Clinical Pharmacology and Therapeutics. The gap is a huge concern for doctors, who must use educated guesses about which medicines might be effective and what dosages to prescribe.

The academy's official position is that it's up to the pediatrician to prescribe off-label drugs to children if there's a scientific reason to expect they'll be helpful and when there is a lack of realistic alternatives -- the situation those doctors and parents are faced with every day, he said.

Finding child test subjects can be difficult.

For Mike and Connie Wall of Plymouth, the decision to put their 11-year-old daughter Christine into a study for a cancer vaccine last October was a hard one. She had a rare type of cancer -- a malignant peripheral nerve sheath tumor -- with a high return rate; the vaccine, if successful, would help.

"We prayed and agonized over it a lot," Mike Wall said. "We don't know if it could be a lifesaver or harmful. We may not know forever."

He said that if her condition hadn't been life-threatening, they wouldn't have participated in the research. Christine now appears to be in remission.

Researchers say traditionally there has not been much financial incentive for drug companies to test children, who may represent a tiny portion of the market for a particular drug, and finding parents willing to have drugs tested on their children can be difficult.

"That leaves parents and doctors in a tough situation," said Dr. Matthew Davis, U-M associate professor of pediatrics, a pediatrician at C.S. Mott Children's Hospital in Ann Arbor and coauthor of the National Poll on Children's Health that was released in May. The study surveyed more than 2,000 parents and found that 83% believe that their child's last prescription was FDA-approved.

Test subjects

While about 30% of medicines have been approved for kids, some drugs, like those to treat Alzheimer's, truly are useful only for adult conditions. The percentage of drugs that children are prescribed off-label hasn't been specifically nailed down.

But parents often end up effectively testing drugs on their children without knowing it.

Children are not just small adults, said Dr. Esther Yoon a lecturer in the U-M division of pediatrics, a practicing pediatrician in Canton and the poll's coauthor. "They metabolize substances differently."

Beth Hurley, 42, of Canton said she made the tough decision to turn down Elidel skin cream for her son Aiden's eczema after reading that it hadn't been approved for children. The condition left

him with cracking and bleeding skin behind his knees as a toddler. Nothing helped. One doctor suggested the new cream.

"It had not been approved for children 2 years and younger," Hurley said. On a TV commercial, she noted that the side effects included possible cancer or death. "I said, 'Are you kidding me?' "

A few years later in 2005, the drug was given a "black box" warning, the most serious the FDA can add, because of its role as a possible cause of skin cancer.

"I really felt, thank God we made that decision," said Hurley, who was a paid discussion leader for the Free Press' former MotorCityMoms.com site. "We have always erred on the side of caution. Cracking, bleeding skin -- that's horrible, but I'm not willing to risk death for it."

That said, the family decided to allow their son, who has allergies, to use Zyrtec, which had not been approved for children his age. That was after reading up on potential side effects and quizzing their doctor. "It's been because we were desperate, and there were no dire warnings," Hurley said. "When your child can't breathe..."

If not this, what?

Because of legislation passed in the past 10 years, pediatric assessments -- how likely it is that a drug will be prescribed to kids -- are now required as part of the approval process. The FDA also has the power to require companies to conduct pediatric tests.

Dr. Lisa Mathis, associate director for maternal and pediatric health staff in the office for new drugs at the FDA, said much has been learned in recent years. But, she said, "We're still in a position that there are still more drugs that aren't labeled than are. But the whole environment has changed. We now have the opportunity to intervene. That said, we're not satisfied that we're where we need to be." In June, the American Academy of Pediatrics recommended that doctors use some statin cholesterol-lowering drugs in children as young as 8. Pravastatin, commonly sold as Pravachol or Selektine, was approved by the FDA for children after studies that included a two-year trial on 214 children. The drug had side effects including heartburn and muscle pain.

"That's the only one that is approved for children of that age," said Nicolas Stettler, assistant professor of pediatrics at the Children's Hospital of Philadelphia and a member of the committee that approved the new recommendations. The group had been waiting for something to help younger kids with cholesterol issues.

"The major benefit of having FDA approval is that approval indicates significant information about safety and dosing," U-M's Davis said.

Other, more common drugs for kids, such as Amoxicillin, are tested and approved for kids. But if the child has an allergy to penicillin, making amoxicillin an unsafe choice, doctors find themselves in a bind, especially for infants.

Most doctors would reach for azithromycin (sold under the brand name Zithromax), which is an excellent drug, said Yoon. The problem: It's only approved for babies over six months.

Another example is albuterol, a drug that increases air flow to the lungs, which is commonly prescribed to children with bronchiolitis, a common illness of the respiratory tract that makes it difficult for kids to breathe. Babies and toddlers are susceptible to the condition, especially in winter, Yoon said, but albuterol isn't approved for children under age 2.

"As a physician, would I use this medication? Of course. I have no other real alternatives that are FDA-approved," she said.

No one size fits all

The FDA approves about 95% of all adult medications. But getting drug approval for children involves hurdles:

There isn't one blanket approval. A drug can be approved for children over 6 months, 2, 6 or even 12 years of age.

"There's a whole range of pediatric patients and they all present different issues in terms of drug development," said Alan Goldhammer, deputy vice president of regulatory affairs for Pharmaceutical Research and Manufacturers of America, the industry trade association for drug makers. "You can't do a study on teenagers and extrapolate it down to a baby."

There often aren't many incentives for drug companies to get older medicines approved. If the drug is already off-patent (available in generic form), there's almost no financial advantage to do the tests.

Finally, there's the problem of finding enough kids to do studies. About 60% of those parents polled say they would not let their children participate in tests.

Lipitor, a cholesterol-lowering medication approved for kids ages 10 and up, was tested on children ranging from 2 to 16 before it was approved, said Dr. Halit Bander, executive director, Pfizer's Cardiovascular Medical Team, Lipitor lead. There just weren't enough patients in the study younger than 10 to allow for that kind of labeling.

A followup test focused on children ages 10-17 and the drug was labeled for children that age in 2002, six years after it was approved for adults.

Testing incentives

The Food and Drug Administration has taken several steps over the past six years to encourage more manufacturers to test their drugs for children. A study released early this year by the FDA showed that drugs tested for kids at the FDA's request generally ended up getting critical changes in dosages as a result.

The Best Pharmaceuticals for Children Act, passed in 2002, gives drug companies an extra six months of exclusivity on the market if they test their medicine for children at the FDA's request. The Pediatric Research Equity Act went into effect in 2003, requiring drug companies to put new medicines through pediatric testing unless they successfully won a waiver for their products.

Potential grounds for waivers include drugs where the population of kids would be too small -- typically 50,000 or fewer nationwide -- to reasonably allow testing; or drugs that are unlikely to be used in children and offer no substantial benefit over existing drugs for them.

Since last year, 100 applications for waivers have been filed by drug companies. Another 50 requested a deferral to do pediatric research after the drug hit the market. And 50 new drugs were actually tested for kids.

"I think the best policy is for doctors to hold an open discussion with parents," Davis said. "I explain to parents the situation if I'm faced with an illness with a child where only non-FDA-approved drugs are available."

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Detroit Free Press Online

Prescription Primer
September 21, 2008

Below is a list of commonly prescribed drugs, and their common brand names, that have been approved for children to take for allergy symptoms and infections -- as long as it's for the right disease, the right dosage and the right age group. If the drug your child is taking is not on this list or not being used for the reasons on this list, talk to your pediatrician or pharmacist. The ages indicated are the recommended minimums.

DEFINITIONS

- Rhinitis is a runny or stuffy nose.
- Urticaria is hives.
- Prophylaxis refers to the use of the drug as preventive medication.
- Bronchitis is an inflammation of the lungs (often leading to chronic cough).
- Otitis is inflammation of the ear; otitis media is swelling in the middle ear; otitis externa is inflammation of the outer ear and ear canal, commonly called "swimmer's ear."

ALLERGY DRUGS

Chlorpheniramine (Chlor-Trimeton): allergic rhinitis, common cold; 6 years and older

Diphenhydramine (Benadryl): allergic rhinitis, anaphylaxis; all ages. Common cold; 6 years.

Loratadine (Alavert, Claritin): seasonal allergic rhinitis, chronic idiopathic urticaria; 2 years.

Fexofenadine (Allegra): seasonal allergic rhinitis; 2 years (suspension), 6 years (tablets). Chronic idiopathic urticaria, 6 months (suspension), 6 years (tablets).

Cetirizine (Zyrtec): perennial allergic rhinitis, chronic urticaria; 6 months. Seasonal allergic rhinitis; 2 years.

Desloratadine (Clarinex): perennial allergic rhinitis, chronic idiopathic urticaria; 6 months. Seasonal allergic rhinitis: 2 years.

Fluticasone (Flonase): rhinitis; 4 years.

Budesonide (Rhinocort Aqua): rhinitis; 6 years.

Mometasone (Nasonex): allergic rhinitis; 2 years. Seasonal allergic rhinitis, prophylaxis; 12 years.

Triamcinolone (Nasacort AQ): allergic rhinitis; all.

Olopatadine (Patanol): allergic conjunctivitis; 3 years.

Ketotifen (Zaditor, ZaditorOTC): allergic conjunctivitis, prophylaxis; 3 years.

ANTIBIOTICS

Amoxicillin (Amoxil): ear, nose and throat infections; all.

Penicillin VK (Veetids): strep, staph, pneumococcal and respiratory tract infections and rheumatic and scarlet fever; 12 years.

Amoxicillin/Clavulante (Augmentin): pneumonia, skin infections, urinary tract infection, sinusitis, lower respiratory tract infection; all. Extended release tabs; 16 years.

Cephalexin (Keflex): skin, respiratory tract and urinary tract infection; all.

Cefaclor (Ceclor): chronic bronchitis; 16 years. Skin, lower respiratory tract and urinary tract infection and pharyngitis, tonsillitis; 1 month.

Cefuroxime (Ceftin): chronic bronchitis, Lyme disease, urinary tract infections; 13 years. Pharyngitis, acute sinusitis, tonsillitis; 3 months.

Cefprozil (Cefzil): chronic bronchitis; 13 years. Skin infection, pharyngitis, tonsillitis; 2 years. Acute sinusitis; 6 months.

Cefdinir (Omnicef): chronic bronchitis, pneumonia; 13 years. Skin infection, acute maxillary sinusitis, pharyngitis, tonsillitis; 6 months.

Erythromycin (E.E.S.): respiratory tract infection caused by flu or pneumonia, skin infection, neonatal chlamydial conjunctivitis and pneumonia, pertussis, syphilis or rheumatic fever for penicillin-allergic patients; all.

Azithromycin (Zithromax): bacterial sinusitis, pneumonia, acute otitis media; 6 months. Bacterial conjunctivitis; 1 year. Second-line therapy for pharyngitis, tonsillitis; 2 years.

Clarithromycin (Biaxin): tonsillitis, pharyngitis, acute maxillary sinusitis, skin infection, pneumonia, acute otitis media; 6 months.

Ofloxacin (Ocuflax): acute otitis media -- tympanostomy; ages 1-12. Chronic purulent otitis media -- perforation of the tympanic membrane; 12 years. Otitis externa; 6 months.

Source: Dr. Esther Yoon, University of Michigan

ABCNews.com

Allergies Without Insurance a Financial Burden

Paying for Allergy Treatment Takes a Chunk Out of Your Wallet

September 18, 2008

By RADHA CHITALE

Compared to other chronic conditions like heart disease or diabetes, treating allergies may be relatively inexpensive. But for those without health insurance, personal circumstances and medical costs can quickly add up to a price that is simply out of reach.

Without insurance, a bad case of allergies can be a financial burden.

(ABC News Photo Illustration) And as more allergy medicines transitioned to over-the-counter status beginning in 2001, even some allergy sufferers with health insurance began having trouble affording their treatments.

In these situations, the only choice left for someone with allergies may be to soldier on, miserable, before ending up in the ER.

Quantifying the cost of having an allergy is difficult because of the range of types and severities.

For example, allergic rhinitis, or hay fever, could require two or three visits to a doctor each year plus a supply of over-the-counter antihistamine medication, which can cost about \$1,000 yearly, according to a report from the American College of Allergy, Asthma and Immunology.

"It's doable, but it's not free," said Dr. Jonathan Bernstein, a professor of medicine in the University of Cincinnati's Division of Immunology and Allergy. "It depends on proper diagnosis and proper treatment, but the cost to manage a patient with seasonal allergic rhinitis is not that expensive."

Cash for a Cure

Before 2001, powerful anti-allergy medicines like Allegra, Zyrtec and Claritin were only available with a prescription. That changed when the health care giant WellPoint Health Networks petitioned the U.S. Food and Drug Administration to grant these drugs over-the-counter status. This meant that consumers could now get these drugs at a lower cost, without a doctor's prescription.

But this also meant that insurance companies were no longer obliged to cover the cost of these medicines -- making them more expensive for some with health insurance whose copays would have allowed them to spend less on the drugs.

Moreover, soon after these popular drugs went over the counter, a number of insurers yanked coverage for more powerful prescription allergy drugs. While this meant big savings for insurers, those who relied upon these stronger counterparts were left with higher bills each allergy season.

Fortunately, some sufferers may need no more than a bottle of Benadryl to stop a mild reaction once in a while. But others might be in and out of an emergency room, in need of epinephrine shots to prevent going into anaphylactic shock.

"They're accessing care at the most expensive end of the spectrum," said Patricia White, executive director of West Virginia Health Right, West Virginia's largest free clinic, of those who do not seek treatment until they need to go to an ER. "They're living on the edge before all of these costs."

Free clinics can be an excellent resource for people without health insurance to seek treatment and advice for their allergies. According to data from the U.S. Census Bureau, 45.7 million Americans went uninsured in 2007. But free clinics can be underutilized.

"A lot of times, patients won't come in unless they're really, really sick," said Diane Anderson, a family nurse practitioner who works at Mission East Dallas, a free clinic in Texas.

Anderson said patients will come in for one problem and on their way out, casually mention that they have been sneezing a lot. Or they come in with infected sinuses or with asthma because their allergies have become so severe.

Stopping Allergies Before They Start

Data from the American Academy for Asthma, Allergy and Immunology show that allergies are not cheap for any of the 50 million Americans who have them. Estimated costs for allergies and the associated conditions and care run to almost \$8 billion per year, with portions going toward medication, physician billing and productivity losses at work.

Financially, prevention is worth investing in. Despite the initial cost to see an allergist, or even a general physician or nurse practitioner, doctors deem it worth the money.

"Allergic evaluation is cost effective," said Dr. Cascya Charlot, an allergist at Allergy and Asthma Care of Brooklyn, a clinic in New York. "If you don't have insurance, it's even more important."

An expert can identify the cause of the allergies and help develop a plan to avoid the allergens and to treat the symptoms. A suggested regimen might include a combination of over-the-counter or prescription medications, nasal rinses and tips on keeping the home allergen-free.

"They're simple measures, not necessarily ones that are going to cost you an arm and a leg," Charlot said.

Yara Pereira, 27, a patient of Charlot's with chronic allergic rhinitis, said she vacuums and dusts, does not have pets or carpets in her apartment and refrains from smoking or drinking alcohol in order to prevent an allergic attack.

Even so, about one-third of her monthly expenses are for Pereira's health needs. And she has never had insurance, paying out of pocket for all her medical bills.

"I have to have that money aside just for that. ... I'm a very allergic person. Even if I avoid things, I'm allergic to things it's impossible to avoid," Pereira said. "Summer, winter, fall -- I have it all year long. I can't deal with it anymore."

Boosting Immunity

After her allergies became more troublesome than she could bear, Pereira, a journalist in Brooklyn, N.Y., recently began a course of immunotherapy, a treatment she tried unsuccessfully five years ago.

Immunotherapy involves weekly injections of small doses of an allergen, the theory being that gradually increasing exposure will decrease a person's sensitivity. The injections are administered over the course of several years.

"I recommend it for people who need it," Charlot said. "It's going to help the person who has severe symptoms and the person who needs a variety of medications each season."

But the procedure takes time and some trust, Charlot said, because the results of immunotherapy will not be felt right away.

Still, Charlot pointed out that patients may find they need less over-the-counter or prescription medication both during and after treatment and a reduction in those costs as well.

"It's an investment of money and time and also dedication," Pereira said.

If she misses just one injection, she will have to start the treatment over again, which is the main reason she failed to complete her immunotherapy treatments five years ago.

"I didn't want to keep taking medicine all the time. They are very expensive and it's very hard to get them sometimes," Pereira said.

She pointed out that even though a few allergy medications are now available over the counter, there are limits to how much medicine you can buy. Some pills can only be purchased in packs of 10 once each month.

Pereira estimated that the first month or so of immunotherapy cost her about \$1,000, from visits to the doctor's office to tests plus the price of the antigen serum.

But the price will not always be so high. During the course of several years, the difference immunotherapy makes can be striking, both to the body and the wallet.

"It will get lesser, to about \$300 per month," Pereira said. "In the long term, it's less."

Studies have shown that allergen immunotherapy can result in a cost reduction of about 15 percent in the second year of treatment and almost 50 percent reduction in the third year. Net savings in the course of the treatment averaged about \$800 per year.

"It's affordable," Pereira said. "This is the treatment I wanted to get. I'm looking forward to doing it until the end."

Soldiering On

Despite the proven benefits of prevention and long-term treatments, many people without insurance may not have the time or inclination to actively prevent their allergies, particularly chronic ones, especially if there are necessary things to be paid for.

"Someone who is poor and is making a decision about whether to buy food for the kids or something they may or may not use, they'll always go to cover their family," White said. "Whether it's an \$800 drug or a \$100 drug, it's all in your perspective."

And many people who frequent free clinics or ERs are anxious, depressed, down on their luck and feel like nobody cares about them, Anderson said.

"The last thing they're going to want to do is get up and clean the house," Anderson said. "In today's world, it's 'Give me a pill and fix me.'"

The final option for people with chronic allergies and little or no health insurance may be simply to go on with life as best they can, White said.

"For people who are poor, they simply go without."

Investor's Business Daily Online

Generic-Drug Firm Making Hay With Knockoff Allergy Medications

September 17, 2008

BY MARILYN ALVA

Allergy drugs Claritin and Zyrtec don't need doctors' orders anymore.

And some \$10 billion in other prescription drugs should cross over to general store aisles in the next five years.

That makes Joseph Papa "excited about the future."

As chief executive of Perrigo, (PRGO) the largest maker of store-branded over-the-counter drugs, he sees lots of opportunities.

Those became greater after Perrigo said on Tuesday that it had bought JB Laboratories, a contract manufacturer of over-the-counter drugs and nutrition products, including vitamins.

The \$44 million purchase gives Perrigo an extra \$70 million in annual sales and more production capacity. Perrigo's stock jumped 3.6% on Tuesday and nearly 3% on Wednesday.

Buyout Boost

Before the buyout, Perrigo said sales would rise between 13% and 18% this fiscal year ending June 28, to between \$2.06 billion and \$2.15 billion. It saw profit between \$1.90 and \$1.98 a share.

Analysts tracked by Thomson Reuters expected profit of \$1.96 per share this year, a 24% gain over last year. That forecast might inch up a bit since Perrigo said the buyout would boost earnings.

Analyst Linda Bolton Weiser of Caris & Co. expects the deal to add 3 cents in annual EPS.

Meanwhile, one of the biggest new opportunities for Perrigo, Papa says, will come from non-drowsy antihistamines.

"We believe we will be there in the first wave," he said.

Claritin got the ball rolling in 2002, when the government cleared the prescription allergy drug for over-the-counter sales.

Perrigo's private-label Claritin has won about 30% of the market, including brand and store labels.

National brands typically keep at least 50% market share after private labels come on the market.

Perrigo rolled out a private-label version of Zyrtec in January. It wasn't alone. Six other store-brand versions also won approval.

"So you would guess we would get 15% of the store-brand Zyrtec market," Papa said. "We have over 80%."

Industry observers aren't surprised.

"Not everybody can do what Perrigo does," Weiser said. "Retailers have to have a consistent supply with quality products. Perrigo has 60% (overall) market share so they must be doing something right."

Big generic and branded drug makers such as Teva Pharmaceutical (TEVA) and Watson Pharmaceuticals (WPI) dabble in over-the-counter private-label products. But it's not their core skill, Weiser says.

"You have to be competent in making many thousands of packages for thousands of retailers," she said. "It's a different business. Perrigo is more like a Procter & Gamble (PG) than a Teva."

Perrigo has practice dating back to 1887. That is when Luther Perrigo started packaging and distributing patent medicines and household items for country stores in the Midwest.

As the store-label market took off in the early 1990s, Perrigo was a prime beneficiary.

Perrigo's plants in the U.S., Mexico, Israel and the U.K. churn out billions of tablets and tons of syrups to treat common ailments such as allergies, colds, headaches and heartburn. The firm also makes the packaging to go with them.

Its products mimic household brands Tylenol, Advil, Robitussin, NyQuil, Sudafed and many others. These cheaper private-label versions sit right next to the national brands on store shelves.

Courting Stores

Perrigo's retail customers include mass-market discount, drugstore and grocery chains such as Wal-Mart, (WMT) Walgreens (WAG) and Kroger. (KR) Wal-Mart is its biggest buyer, providing about 20% of the firm's annual sales.

Papa says Perrigo gets its high market share in store brands partly from the marketing and promotion it puts behind its products. That includes shelf and aisle signage and introductory kits.

But Papa admits he's in a challenging business.

Margins in this sector are low by drug-industry standards. Perrigo's gross margin is a little more than 31%. JB's margins are lower.

One of Perrigo's rivals, Leiner Health Products, filed for bankruptcy earlier this year. In July, the vitamin company NBTY (NTY) bought most of its assets for \$371 million.

"That tells you what a rough business this is," Weiser said.

To boost margins, Perrigo works to streamline manufacturing processes. It also plans to focus more on new, higher-margin products.

"All these special 'switch' products are higher margin than aspirin and Tylenol," Weiser said. "So these high-value products will enhance their gross margins over time. But can they go from 31% to 36% in the next five years? Maybe."

One of the higher-margin brand knockoffs Perrigo rolled out recently was for heartburn medicine Prilosec.

Perrigo expects to take in \$150 million to \$200 million a year from omeprazole, the active ingredient in Prilosec. That makes it the biggest product launch in the firm's history.

Perrigo's sales in its fourth quarter jumped 34% over the prior year to \$500.2 million. New-product sales from copies of Prilosec and Zyrtec as well as strong sales in cough/cold, analgesic and smoking cessation lines drove much of the growth.

Two smaller units, which make prescription drugs and active drug ingredients, kicked in \$38.4 million and \$38.3 million, respectively. Products sales in Israel added \$48.8 million. Profit rose 62% from a year ago to 39 cents a share. Full-year profit grew 78% to \$1.58 a share.

Analysts figure that earnings growth will slow to the 10% to 11% range starting in July 2009. It will be tough to match the gains from this year's two sizable product launches.

But potential new products could fan the flames.

CEO Papa says Clarinex might be the next brand-name allergy drug to go over-the-counter. And he says a new wave of stomach-acid drugs might follow Prilosec down retail aisles. One candidate: Prevacid from Takeda Pharmaceutical.

Perrigo recently won a patent challenge that lets it sell its retail customers Famotidine Complete, the store-brand version of heartburn aid Pepcid Complete.

The Atlanta Journal - Constitution

Better Health: Autumn allergens: Sufferers can spend most of time inside to avoid pesky molds, ragweeds outside

September 17, 2008

By HELENA OLIVIERO and HOWARD POUSNER

Cool, breezy days of autumn invite you to go outside or at least, open your windows.

But for Dr. Robert Bachman, a fall-time allergy sufferer, it's time to hunker down.

"It could be a perfectly nice day to go outdoors and I think, 'No. Not going to do it,'" said Bachman, an orthopedic surgeon who lives in Norcross.

He gets allergy shots and takes over-the-counter medication to help manage the symptoms. But he still must be diligent to avoid breathing in fall's pesky allergens --- primarily ragweed and mold spores.

"Sometimes when I sneeze, I will sneeze 20 times and if I am driving, I will have to pull over to the side of the road," he said.

Autumn allergens don't rival the spring pollen counts from oak and grass pollens. They also don't hang around very long. But they still carry a punch and can make your eyes red, your throat scratchy, your nose runny.

"The fall pollen counts don't get anywhere near the springtime pollen counts but they can really bother some people," said Dr. Stanley Fineman, an allergist at Atlanta Allergy & Asthma Clinic.

On a recent day, the pollen count reached 50. Some spring days, the pollen counts can surge above 1,000.

But Fineman said some allergy sufferers are particularly sensitive to ragweed, a hardy green plant prevalent at parks and construction sites.

In fact, the symptoms sometimes get mistaken for a cold. But there are some differences.

"A cold will go away but allergies tend to persist week after week," said Dr. George Gottlieb, a DeKalb Medical allergist.

Lisa Hoggard of Marietta used to suffer through the fall allergy season, but decided to see an allergist earlier this year. She was fed up with feeling lousy every autumn and battling repeated bouts of sinusitis. She now gets twice-weekly allergy shots.

"I still know it's out there but I don't have that overwhelming bad feeling, and I am no longer calling in sick," said Hoggard, a project manager for American Express.

Fall pollens stick around for about six weeks, ending by the middle to late October.

If temperatures dip into the 30s for two or more consecutive nights, the challenging period can be shorter.

So for now, Hoggard is happy to be going on a business trip to Phoenix this week.

"It will be nice to go somewhere and not have to worry about my allergies," she said.

HOW TO ATTACK

Keep windows closed to prevent pollens or molds drifting into your home. Instead, if needed, use air conditioning, which cleans, cools and dries the air.

Don't use attic fan that circulate fresh air.

Stay inside as much as possible on windy days when pollen counts are highest.

Don't rake leaves, as this stirs up molds.

Wear a mask when doing yard work or mowing the lawn.

Exercise indoors.

Don't grow too many or overwater indoor plants if you are allergic to mold. Wet soil encourages mold growth.

Consider taking over-the-counter allergy treatments such as Claritin and Zyrtec.

ALLERGEN WAR INDOORS AIDS IN FIGHT OUTDOORS

While it's hard to dodge pollens and molds outdoors, seasonal patients will suffer less if they control their exposure to allergens indoors, believes Dr. Kingsley Chin of Piedmont Ear, Nose, Throat and Related Allergy.

The bedroom is the particular battleground where Chin encourages patients to focus on "environmental control," since that's where most people spend a third of their lives. If you can get make your resting place as free of allergens as possible, then those eight hours of sleep give your system a chance to recover, leaving you in better shape to ward off outdoor enemies the next day.

Here's are some of Chin's suggestions for controlling allergens indoors, culled from a patient handout:

If you've been outside a lot during the day, pollen is on your body and clothes. Don't bring them into the bedroom. Upon arriving home, immediately take a shower and change clothes.

Use allergy covers over pillows and mattresses. These zippable and washable covers trap dust mites, microscopic critters who live in mattresses and pillows by the millions and whose droppings stir allergies.

Wash all bed coverings weekly in hot water, which kills dust mites.

Purchase a HEPA filter, which will significantly reduce allergens in a typical bedroom. A HEPA filter should exchange the air in a bedroom about six times an hour, so keep it going on high even when the room is unoccupied and keep the door and windows closed. It can run at a quieter level when it's sleeptime.

Remove carpets and drapes (or wash the latter frequently in hot water).

Don't allow books, magazines and papers to stack up because they accumulate dust.

Try to keep the humidity level in the house below 50 percent, as dust mites and molds appreciate moisture to grow.

Leave a light on in bedroom closets or keep the doors open to discourage mold.

Sorry Bowser and Miss Kitty, no more sleeping with your master.

--- Howard Pousner, hpousner@ajc.com

THE CULPRITS

Mold spores: They are microscopic fungi --- related to mushrooms --- but without stems, roots or leaves. Outdoor mold spores grow in moist, shady areas such as soil, decaying leaves and rotting wood.

Ragweed pollen: A hearty green plant prevalent throughout metro Atlanta.

A ragweed plant lives only one season, but that plant produces up to 1 billion pollen grains. After midsummer, as nights grow longer, ragweed flowers mature and release pollen. The No. 1 culprit locally.

5 SIGNS IT'S TIME TO SEE AN ALLERGIST OR EAR, NOSE AND THROAT SPECIALIST

Wheezing

Persistent coughing (lasting more than a week)

Discolored sinus discharge (lasting more than a week)

You breathe with your mouth open at night while sleeping (a sign your nose is really blocked)

You've tried over-the-counter medication for a week and symptoms don't improve.

Alva Review-Courier Online (OK)
Commissioners approve insurance actuary study
September 15, 2008
By Helen Barrett

In an ongoing effort to improve benefits for employees while saving costs for the county, the Woods County Commissioners viewed a presentation by Oklahoma Public Employees Health and Welfare Plan during their Monday meeting.

Ross Naylor and Dana McElroy compared the OPEHW plan to Health Choice, which is currently used by the county to provide health coverage for its employees.

Naylor emphasized seven different areas of savings through their company, the most notable being the lower rates for dependent coverage and no-cost diabetic supplies. OPEHW is a self-funded plan created and managed by 47 government entities including 29 counties, the Association of County Commissioners of Oklahoma (ACCO) and CED No. 8, to name a few.

Naylor said the OPEHW plan saves "considerable out-of-pocket" costs to employees. This plan also provides coverage for over-the-counter allergy medications (i.e. Claritin, Alavert, Zyrtec) that Health Choice does not cover.

Dental coverage for OPEHW is through the Blue Cross Network, Naylor said. Currently, two of Alva's four dentists are on the network list.

After hearing the presentation, the commissioners voted to approve an actuary study by OPEHW at no cost to the county. After that is completed, the commissioners will then meet with the representatives again.

Road Crossing Permits

Three road crossing permits in District 2 were approved for Atlas. The applications were accompanied by the required \$500 per crossing fee.

Sheriff's Reports

The monthly reports for the Woods County Sheriff's Office were approved as follows: Board of Prisoners \$2,673.50; Collections and Fees \$3,967.15.

Warrants, claims and blanket purchase orders were approved.

Evansville Courier & Press Online (IN)
Child's runny nose shows vbody's defenses
September 15, 2008