



# Annual Allergy Guide for families

Let Kids Be Kids

*Take control of allergy and hayfever symptoms.*

Clarityn Allergy Syrup contains loratadine. Always read the label.

Brought to you by

**Clarityn**<sup>®</sup>

  
netmums

### Did You Know?

Asthma, eczema and allergic rhinitis are all closely linked, with many children having one or two of these conditions.

It's thought over **80%** of people with asthma also have symptoms of hayfever.



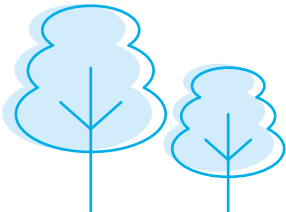
No animals were harmed in the making of this image

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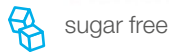
# Allergies Uncovered

Allergies in kids are common – with as many as **2 in 5 children suffering from conditions** including allergic rhinitis (hayfever), asthma and eczema. These allergy symptoms are caused by our body's immune response to something which it thinks is harmful – typically called 'allergens'.

This guide will help you understand, spot and treat allergies in your little ones. Helping kids enjoy the spring and summer months with wild abandon, free from irritating and uncomfortable symptoms.



Clarityn, the **No.1 allergy brand worldwide\*** has added a NEW Mixed Berries Flavour Allergy Syrup. Bursting with berry flavours and providing up to 24-hour relief, it's a step towards effective symptom relief.



sugar free



colour free



gluten free



lactose free

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There are a huge number of GP consultations each year for allergies in children. Allergy symptoms can be distressing for young children and parents alike, but it's important to remember that there are plenty of steps we can take to combat these through lifestyle changes and effective allergy remedies for children.



**Dr Chinedu Nwokoro**  
Paediatrician\*\*

\* Based on Clarityn global value sales data.  
To verify contact [consumerhealthuk@bayer.com](mailto:consumerhealthuk@bayer.com)  
\*\* Expert does not endorse Clarityn.

## What Triggers Allergies?

Some of the most common allergens spread through the air. These include grass and tree pollen, dust mites, animal dander, mould and dust spores.

**Grass pollen is the most common substance which can trigger the symptoms of hayfever.**





## When Do Symptoms Appear?

Allergy symptoms from airborne allergens can appear all year round. **Yet, there is usually a spike and sharp rise during the spring and summer months.**

If your child's allergy symptoms are worse at a particular time of the year, the chart to the right can help you identify and avoid the trigger.



## Allergy Calendar

Month	Allergy
Feb – Jun	 Tree Pollen
May – Jul	 Grass Pollen
Jun – Sep	 Weed Pollen
Jan – Dec	 Dust, Pets, Mould Spores

**34%** ...of parents say their children typically experience allergy symptoms in June



## Are Allergies On The Rise?



Pollen seasons across Europe are changing due to climate change. In addition to this, tree pollen seasons are getting more intense, so more people are likely to experience prolonged symptoms in the Spring.

For more details on the pollen or mould triggers that are affecting you, visit the University of Worcester website:

[www.worcester.ac.uk/pollen](http://www.worcester.ac.uk/pollen)

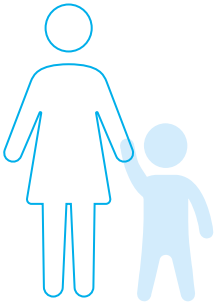


**Dr Beverley Adams-Groom\***  
Chief Pollen Forecaster

# Understanding Allergy Symptoms

A child's not going to know they've got an allergy, they'll just think they have a runny nose or a cough.

That's why knowing what to look for can help you take action – and make sure allergies don't interfere with your family life.



## What Are The Symptoms?

Clarityn has spoken to parents to reveal the most common symptoms of hayfever and allergies children experience:



**54%** Itchy skin



**47%** Watery eyes



**52%** Runny nose



**53%** Sneezing



**54%** Itchy eyes



**33%** Cough





## What Else To Watch Out For?

As well as physical symptoms,

**50%** ...of parents say their children are frustrated when they're suffering from their allergies.



## Symptoms of Hayfever vs. Colds

Hayfever is the most common airborne allergy and symptoms can easily be mistaken as a common cold. Here's how to tell the difference:

Hayfever	Cold
<ul style="list-style-type: none"><li>• Symptoms last a long time – up to a month or more.</li><li>• Children may experience an itchy throat or eyes.</li><li>• A runny nose is common with both conditions, but with hayfever, it's clear fluid.</li></ul>	<ul style="list-style-type: none"><li>• A cold should clear up within 1-2 weeks.</li><li>• An itchy throat or itchy eyes is unlikely with a cold.</li><li>• Fluid from the nose is often a yellow colour when experiencing a cold.</li></ul>

# Allergy Action Plan

Whether you're struggling to spot your child's triggers or manage their seasonal allergy, this **Allergy Action Plan** can help you reduce their symptoms and decide on the best way to treat them.

## Symptoms & Triggers

### My child's symptoms include...

- Runny nose
- Itchy eyes
- Watery eyes
- Sneezing
- Headaches
- Nasal congestion
- Cough

### These symptoms appear when they've been in contact with...

- Grass pollen
- Pets
- Dust
- Mould
- Tree pollen
- Plant pollen

### How can I...

...cut down on the contact my child has with the allergens?

## Time & Duration

### Symptoms appear...

- Morning
- Mid-day
- Afternoon
- Evening
- All day
- Night-time

### Symptoms last...

- Several hours
- Whole day
- Week
- Few weeks
- Months at a time

...reduce my child's symptoms at different times of the day?

## The effect on your child

### My child misses out on...

- Mealtimes – because they've lost their appetite
- School days
- Playtime with friends
- Family time
- Activities with long concentration time

### Allergies leave my child feeling...

- Frustrated they're missing out
- Irritable and grumpy
- Tired and upset
- Stressed out

...give my child more emotional support?

# Managing Allergies

**For some, allergies can last a lifetime which can get in the way of enjoying life to the fullest. Allergies impact the whole family as 65% of parents are concerned their child's allergies have a negative impact on their quality of life, with up to 46% of parents losing sleep over it.**



It can be distressing if your child is experiencing symptoms of seasonal allergies which can interfere with many aspects of their daily lives from social interaction, general behaviour as well as their school education.

**It's important to be aware that allergies can have an emotional as well as physical impact** but there are ways to manage this.



**Anita Cleare**, *Parenting Expert*

## Top Tips by Anita:

1

### **Talk to your child about their allergies**

Help them understand what allergies are, what's causing them and that they are normal. This can help your child feel more in control.

2

### **Keep a diary**

Note down when your child feels most unhappy or tired and plan the day's activities around this to reduce any emotional impacts.

3

### **Make sure you tell others**

Telling other carers, including school or nursery, means they can also take steps to avoid long exposure to allergens. It will help them understand why your child may be distressed at certain times too.

4

### **Be understanding**

Allergies can be upsetting for parents and children alike. It's natural for children to feel upset when they can't do things, or when they are in discomfort. Acknowledging how your child feels (and why) can help them bounce back from difficult moments.



**74%** ...of parents say their child's allergies can impact their playtime

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As parents, we always hope for the best for our children, so it can be distressing to see our little ones suffering from allergy symptoms. Having a community who can share their experiences and expertise is an important part of figuring out how best to manage those symptoms, so we're delighted to be hosting that conversation. By helping parents manage allergies with Clarityn, kids can get back to being kids!

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**Anne-Marie O'Leary**  
*Editorial Director, Netmums*



# Finding Effective Allergy Relief

Clarityn's research has found that **1 in 5 children** have missed out on outdoor sports as a result of their allergies. We're here to help with advice and treatment.

Find it difficult to ensure allergy medicine is taken?  
**35%** of parents agree!

**Try: Finding a treatment that only needs to be taken once a day**

**51%** of parents feel unprepared for allergy season. Is this you too?

**Try: Calling or pop into your local pharmacy for advice and recommendations**

One of the **53%** of parents who struggle identifying allergy triggers?

**Try: A treatment that provides relief against multiple allergens**

## Top Tips For Airborne Allergies

by **Dr Beverley Adams-Groom\***

*Chief Palynologist and Pollen Forecaster*



Apply petroleum jelly gently around your child's nostrils to reduce the amount of allergens they breathe in



Avoid drying clothes outside – pollen and spores can stick to the laundry



Pollen counts can be higher at night, so try to keep windows closed in the evening



After playing outdoors, make sure your child washes their face and hands to wash off any pollen and spores



Have a set of play clothes and wash these regularly to get rid of any allergens

\* Expert does not endorse Clarityn.

# Introducing **NEW** Mixed Berries Flavour Clarityn Allergy Syrup

We understand what's important to you. That's why, when it comes to looking for allergy remedies for kids, Clarityn, the **No.1 allergy brand worldwide** is here.\*

We've found that **63%** of parents want fast-acting relief. **27%** of you think flavour is important and **48%** want something that won't make their child drowsy.



We've listened. And now we're launching NEW Mixed Berries Flavour Clarityn Allergy Syrup – to help provide relief from common symptoms caused by airborne allergies.

**Let playtime begin...**

Children aged 2–12 weighing under 30kg should take 5ml once daily. Children aged 2–12 weighing over 30kg, children aged over 12 and adults, should take 10ml once daily. Available from just £5.00 from key retailers & pharmacies.

- ✓ For kids aged **2+**
- ✓ Provides relief from allergy symptoms caused by over **150 airborne indoor and outdoor allergies**\*\*
- ✓ Only **one daily dose** needed for up to **24-hour relief**
- ✓ Contains **loratadine**
- ✓ Fruity, **mixed berry** flavour
- ✓ Free from **colourants, lactose, sugar** and **gluten**

**Clarityn Allergy Syrup contains loratadine. Always read the label.**

\* Based on Clarityn Global Sales Data. To verify contact [consumerhealthuk@bayer.com](mailto:consumerhealthuk@bayer.com)

\*\* Expert does not endorse Clarityn.

\*\*\* Airborne allergies such as pets, dust, pollen and mould.

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When looking for allergy treatment, always check for the active ingredient as this is what will help provide relief from symptoms.

Finding a suitable allergy treatment for your family can help provide relief from symptoms, allowing you to enjoy your day. If you're unsure which treatment may be best, speak to your pharmacist or GP.

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**Dr Chinedu Nwokoro**  
Paediatrician\*\*

If you are concerned about your child's allergies or are unsure of the right treatment for them, speak to your pharmacist or GP.