BULKY DOCUMENTS

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Title: *TRIAL DECLARATION OF GISELLE C.WOO*

Part 10 of 12

91184978

88. BUSINESS BRIEFS.
Investor's Business Daily Author: N/A; Word Count: 305 8/24/04 INVBUSD A02 2004 WLNR 22287345

...A02 8/24/04 Inv. Bus. Daily A02 2004 WLNR 22287345 BUSINESS BRIEFS. Investor's Business Daily A02 August 24, 2004 **20040824 20040824** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 1524 Word Count: 305 MEDICAL ...

...OK to market generics The drug maker won tentative FDA approval for its forms of Pfizer's Zoloft anti-depressant and **Zyrtec** allergy pill. But Mylan won't be able to sell the imitations until '06 and '07, when Pfizer's patents on the...

89. BELEAGUERED MYLAN WINS DRUG APPROVALS
Pittsburgh Post-Gazette (PA) Author: ALANA SEMUELS, PITTSBURGH POST-GAZETTE ; Word Count: 581 8/24/04 PITTSPOST C11 2004 WLNR 4946844

...APPROVALS ALANA SEMUELS, PITTSBURGH POST-GAZETTE Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER BUSINESS C-11 August 24, 2004 **20040824 20040824** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 2906 Word Count: 581 Mylan ...

...yesterday for a generic version of the hypertension drug Lopressor and tentative approval of Pfizer's popular allergy and depression medications **Zyrtec** and Zoloft. Although Zoloft generated $3.12 billion in sales last year and **Zyrtec** generated $1.34 billion, Mylan cannot launch generic versions of these two drugs until 2007 and 2006, respectively. Mylan will...

90. STRONG BUSINESS LEADS FEDEX TO SECOND UPGRADE GROWTH ALLOWS FEDEX TO UNDERTAKE UPGRADE
Pittsburgh Post-Gazette (PA) Author: ALANA SEMUELS PITTSBURGH POST-GAZETTE BY PAMELA GAYNOR PITTSBURGH POST-GAZETTE ; Word Count: 1241 8/24/04 PITTSPOST C11 2004 WLNR 4946921

...BY PAMELA GAYNOR PITTSBURGH POST-GAZETTE Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette REGION BUSINESS C-11 August 24, 2004 **20040824 20040824** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 6205 Word Count: 1241 Mylan ...

...yesterday for a generic version of the hypertension drug Lopressor and tentative approval of Pfizer's popular allergy and depression medications **Zyrtec** and Zoloft. Although Zoloft generated $3.12 billion in sales last year and **Zyrtec** generated $1.34 billion, Mylan cannot launch generic versions of these two drugs until 2007 and 2006, respectively. Mylan will...

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91. BUSINESS TOPICS
South Florida Sun-Sentinel Author: Staff reports, Bloomberg News and wire reports Word Count: 515 8/24/04 SFLSUN-SENT 3D 2004 WLNR 20081585

...BUSINESS TOPICS Staff reports, Bloomberg News and wire reports South Florida Sun-Sentinel Broward Metro BUSINESS 3D August 24, 2004 **20040824 20040824** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 2573 Word Count: 515 Airlines Southwest Airlines Co. said as part ...

...maker of generic medicines, won tentative approval to sell versions of Pfizer Inc.'s depression drug Zoloft and the allergy treatment **Zyrtec** once patent protection ends. Mylan also said it received final Food and Drug Administration clearance to sell a generic version...

92. Biggest drug firm faces generics but has an edge: Its very bigness
AP DataStream Author: By SCOTT HENSLEY Word Count: 2629 8/23/04 APDATASTREAM 12:02:49

...edge: Its very bigness By SCOTT HENSLEY The Wall Street Journal AP DataStream Associated Press DataStream FFF August 23, 2004 **20040823 20040823** The Associated Press English EAIF 0000682 Newswire US USA NorthAmerica 13147 Word Count: 2629 Pfizer Inc. is riding high as ...

...2007 Zoloft (depression) 3.12 2006 Neurontin (epilepsy and nerve pain) 2.70 2004 Zithromax (bacterial infections) 2.01 2005 **Zyrtec** (allergies) 1.34 2007 Diflucan (fungal infections) 1.18 2004(1) (1) Diflucan generics were approved in July Sources: the...

93. Cholesterol market grows as potential switch looms.
Drug Store News Author: Johnsen, Michael; Word Count: 1652 8/23/04 DSNEWS 73 2004 WLNR 22363957

...22363957 Cholesterol market grows as potential switch looms. Johnsen, Michael Drug Store News 26 10 73(2) August 23, 2004 **20040823 20040823** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 8261 Word Count: 1652 There is ...

...consideration the last two blockbuster drugs to switch over-the-counter. Most managed care companies pushed allergy medicines Allegra and **Zyrtec** off of their preferred formularies when Claritin switched--in many cases making the co-pays for the prescription antihistamines more ...

...than other allergy remedies on the shelf, for those cash-paying customers, Claritin represented a deep discount against Allegra and **Zyrtec**. "The goal is to maximize the best value in any of these therapeutic classes," said Robert Seidman, chief pharmacy officer...

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94. Are DTC ads for pharmaceuticals too promotional?
Drug Store News Author: Johnsen, Michael; Word Count: 1289 8/23/04 DSNEWS 96 2004 WLNR 22364053

...22364053 Are DTC ads for pharmaceuticals too promotional? Johnsen, Michael Drug Store News 26 10 96(1) August 23, 2004 **20040823 20040823** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 6444 Word Count: 1289 Direct-to ...

...1.6 Viagra Pfizer 111.6 1.1 Lipitor Pfizer 109.2 6.8 Zoloft Pfizer 108.9 2.9 **Zyrtec** Pfizer 105.3 1.2 Advair GlaxoSmithKline 101.7 2.3 * all sales in millions; source Med Ad News ** all ...

...PRESSURE LIPITOR PFIZER MED AD NEWS MEDICAL MARKETING ASSOCIATION MERCK PFIZER PLOUGH PROCTER GAMBLE SINGULAIR VIAGRA VIAGRA PFIZER ZOLOFT PFIZER **ZYRTEC** PFIZER PFIZER INC PFIZER LEBHAR FRIEDMAN INC GLAXOSMITHKLINE (MOROCCO) GLAXOSMITHKLINE PLC ADR ELI LILLY AND CO GEORGE WASHINGTON UNIVERSITY THE...

95. MYL: FDA Approval & Tentative ANDA Approval for Drugs
Market News Publishing US Author: N/A; Word Count: 278 8/23/04 MNPUS 12:12:20

...Pub. US 12:12:20 MYL: FDA Approval & Tentative ANDA Approval for Drugs Market News Publishing US August 23, 2004 **20040823 20040823** English DJAF 0006578 Newswire US USA NorthAmerica 1389 Word Count: 278 MYLAN LABORATORIES INC Mylan Laboratories Inc. (MYL) announced that ...

...mg (base), 50 mg (base) and 100 mg (base). Cetirizine Hydrochloride and Sertraline Hydrochloride are the generic versions of Pfizer's **Zyrtec**(R) and Zoloft(R), respectively. GET KNOBIAS IN REAL-TIME: Delivery of this proprietary Knobias alert has been delayed by...

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96. StemCells, Medarex pace biotech gains
Marketwatch Author: Val Brickates Kennedy Word Count: 391 8/23/04 MKTWATCH 14:16:09

...23/04 Marketwatch 14:16:09 StemCells, Medarex pace biotech gains Val Brickates Kennedy Marketwatch CBS MarketWatch August 23, 2004 **20040823 20040823** English DIIG 0062090 Newswire US USA NorthAmerica 1955 Word Count: 391 BOSTON (CBS.MW) -- Biotechnology companies StemCells and Medarex both scored ...

...generic versions of Lopressor, a hypertension drug developed by Novartis NVS, as well as tentative approval for generic equivalents of **Zyrtec** and Zoloft, both developed by Pfizer PFE. GlaxoSmithKline GSK was also a winner. The British drugmaker said that it had ...

...AMEX PHARMACEUTICAL INDEX CBS CBS MW DRG FDA FOOD AND DRUG ADMINISTRATION GLAXOSMITHKLINE GSK III MEDAREX MW NVS PFIZER PFE **ZYRTEC** MEDAREX INC GLAXOSMITHKLINE PLC Biotechnology Biotechnology Index Mylan Mylan Laboratories StemCells StemCells STEM Teva Pharmceutical Teva TEVA Zoloft...

97. StemCells, Medarex up in biotech mix
Marketwatch Author: Val Brickates Kennedy Word Count: 364 8/23/04 MKTWATCH 14:16:09

...04 Marketwatch 14:16:09 StemCells, Medarex up in biotech mix Val Brickates Kennedy Marketwatch CBS MarketWatch August 23, 2004 **20040823 20040823** English DIIG 0062090 Newswire US USA NorthAmerica 1820 Word Count: 364 BOSTON (CBS.MW) - The biotechnology and pharmaceutical indexes were lower ...

...generic versions of Lopressor, a hypertension drug developed by Novartis NVS, as well as tentative approval for generic equivalents of **Zyrtec** and Zoloft, both developed by Pfizer PFE. General Americas GEOAMER 1AM92 New England GEONENG 1NE37 North America GEONAMR 1NO39 Middle ...

...INDEX BTK CBS CBS MW DRG FDA FOOD AND DRUG ADMINISTRATION GLAXOSMITHKLINE GSK III MW NVS PFIZER PFE TEVA PHARMACEUTICAL **ZYRTEC** GLAXOSMITHKLINE PLC TEVA PHARMACEUTICAL INDUSTRIES LTD TEVA PHARMACEUTICAL INDUSTRIES LTD ADR Medarex Mylan StemCells StemCells STEM Teva Teva TEVA Zoloft...

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98. StemCells, Medarex up in biotech mix
Marketwatch Author: Val Brickates Kennedy Word Count: 387 8/23/04 MKTWATCH 14:16:09

...04 Marketwatch 14:16:09 StemCells, Medarex up in biotech mix Val Brickates Kennedy Marketwatch CBS MarketWatch August 23, 2004 **20040823 20040823** English DIIG 0062090 Newswire US USA NorthAmerica 1934 Word Count: 387 BOSTON (CBS.MW) -- Biotechnology and pharmaceutical indexes were lower Monday ...

...generic versions of Lopressor, a hypertension drug developed by Novartis NVS, as well as tentative approval for generic equivalents of **Zyrtec** and Zoloft, both developed by Pfizer PFE. General Americas GEOAMER 1AM92 New England GEONENG 1NE37 North America GEONAMR 1NO39 Middle ...

...CBS CBS MW DRG FDA GLAXO GLAXOSMITHKLINE GSK HEPH III NVS PFIZER PFE TEVA PHARMACEUTICAL US FOOD AND DRUG ADMINISTRATION **ZYRTEC** GLAXOSMITHKLINE PLC TEVA PHARMACEUTICAL INDUSTRIES LTD TEVA PHARMACEUTICAL INDUSTRIES LTD ADR Medarex Mylan StemCells StemCells STEM Teva Teva TEVA Zoloft...

99. StemCells, Medarex up in biotech mix
Marketwatch Author: Val Brickates Kennedy Word Count: 360 8/23/04 MKTWATCH 14:16:09

...04 Marketwatch 14:16:09 StemCells, Medarex up in biotech mix Val Brickates Kennedy Marketwatch CBS MarketWatch August 23, 2004 **20040823 20040823** English DIIG 0062090 Newswire US USA NorthAmerica 1802 Word Count: 360 BOSTON (CBS.MW) - The biotechnology and pharmaceutical indexes were lower ...

...generic versions of Lopressor, a hypertension drug developed by Novartis NVS, as well as tentative approval for generic equivalents of **Zyrtec** and Zoloft, both developed by Pfizer PFE. General Americas GEOAMER 1AM92 New England GEONENG 1NE37 North America GEONAMR 1NO39 Middle ...

...INDEX BTK CBS CBS MW DRG FDA FOOD AND DRUG ADMINISTRATION GLAXOSMITHKLINE GSK III MW NVS PFIZER PFE TEVA PHARMACEUTICAL **ZYRTEC** GLAXOSMITHKLINE PLC TEVA PHARMACEUTICAL INDUSTRIES LTD TEVA PHARMACEUTICAL INDUSTRIES LTD ADR Medarex Mylan StemCells StemCells STEM Teva Teva TEVA Zoloft...

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100. Mylan gets FDA clearance for generic Novartis Lopressor
Marketwatch Bullets (Delayed) Author: N/A; Word Count: 141 8/23/04 MKTDELAY 10:46:07

...gets FDA clearance for generic Novartis Lopressor Marketwatch Bullets (Delayed) CBS Marketwatch Bullets (Delayed) CBS MarketWatch Bullets August 23, 2004 **20040823 20040823** English DIIH 0062091 Newswire US USA NorthAmerica 707 Word Count: 141 8/23/2004 6:46:07 AM NEW YORK ...

...Sertraline Hydrochloride Tablets, 25 mg (base), 50 mg (base) and 100 mg (base. These are the generic versions of Pfizer's **Zyrtec** and Zoloft respectively. Mylan shares slipped Friday 31 cents, or 1.8 percent, to $16.89. Company Announcements USA ISOUS...

101. Mylan gets FDA clearance for generic Novartis Lopressor
Marketwatch Bullets (Delayed) Author: N/A; Word Count: 141 8/23/04 MKTDELAY 10:46:07

...gets FDA clearance for generic Novartis Lopressor Marketwatch Bullets (Delayed) CBS Marketwatch Bullets (Delayed) CBS MarketWatch Bullets August 23, 2004 **20040823 20040823** English DIIH 0062091 Newswire US USA NorthAmerica 703 Word Count: 141 8/23/2004 6:46:07 AM NEW YORK ...

...Sertraline Hydrochloride Tablets, 25 mg (base), 50 mg (base) and 100 mg (base). These are the generic versions of Pfizer's **Zyrtec** and Zoloft respectively. Mylan shares slipped Friday 31 cents, or 1.8 percent, to $16.89. Company Announcements USA ISOUS...

102. WESTON ALLERGY FAIR EDUCATES ON THE FATAL DANGERS OF FOOD
South Florida Sun-Sentinel Author: C. Ron Allen Staff Writer Word Count: 909 8/22/04 SFLSUN-SENT 1 2004 WLNR 20079906

...FATAL DANGERS OF FOOD C. Ron Allen Staff Writer South Florida Sun-Sentinel Weston COMMUNITY NEWS 1 August 22, 2004 **20040822 20040822** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 4545 Word Count: 909 Janet Hamilton was eating tortellini in a ...

...before." Hamilton's husband rushed her to Cleveland Clinic Hospital, where she was given medication. Since then, Hamilton said, Benadryl and **Zyrtec** have become a part of her daily diet. She also has invested much of her time researching food allergies. "There's...

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103. Robins pharmacy dropping some high cost, popular medications
Macon Telegraph (GA) Author: Gene Rector, Telegraph Staff Writer; Word Count: 882
8/20/04 BSX-MACTEL b1 2004 WLNR 18967933

...pharmacy dropping some high cost, popular medications Gene Rector, Telegraph Staff Writer Macon Telegraph (GA) ho b1 August 20, 2004 **20040820 20040820** English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 4408 Word Count: 882 Various allergy, arthritis and diabetic medications soon ...

...Celebrex and Bextra and $250,000 on Allegra, so the changes will save us a lot of money." The status of **Zyrtec**, an antihistamine, is questionable. " It's very popular, but also very expensive," he said. " Right now, we're looking at our ability...

104. RAFB PHARMACY DROPPING SOME HIGH COST, POPULAR MEDICATIONS
Macon Telegraph (GA) Author: Gene Rector, Telegraph Staff Writer; Word Count: 904
8/20/04 BSX-MACTEL B1 2004 WLNR 18967958

...DROPPING SOME HIGH COST, POPULAR MEDICATIONS Gene Rector, Telegraph Staff Writer Macon Telegraph (GA) HOME B 1 August 20, 2004 **20040820 20040820** English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 4520 Word Count: 904 ROBINS AIR FORCE BASE - Various allergy, arthritis ...

...Celebrex and Bextra and $250,000 on Allegra, so the changes will save us a lot of money." The status of **Zyrtec**, an antihistamine, is questionable. " It's very popular, but also very expensive," he said. " Right now, we're looking at our ability...

105. Allergy drug copays rising [FINAL Edition]
Arizona Daily Star (AZ) Author: Erikson, Jane Author: STAR, ARIZONA DAILY Word Count: 1457 8/15/04 ARIZDLST D 2004 WLNR 11526939

...Allergy drug copays rising [FINAL Edition] Erikson, Jane STAR, ARIZONA DAILY Arizona Daily Star (AZ) D.1 August 15, 2004 **20040815 20040815** 0888546X English ACBA 0000740 Newspaper US USA AZ Arizona NorthAmerica 7283 Word Count: 1457 Health plans making members pay more ...

...shock. Health plans are asking consumers to pay $40, $60 and even $80 for a one-month supply of Allegra, **Zyrtec** and other prescription antihistamines that relieve allergy symptoms with a single daily dose without putting people to sleep. The trend ...

...Claritin. But in their ongoing effort to control costs, health plans decided those patients would have to pay more. Allegra, **Zyrtec** and others were added to the plans' "non-preferred" lists, for which consumers would pay the highest copays. The market...

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106. INSURERS TO PAY FOR DRUGS OVER COUNTER SUMMACARE, KAISER AMONG THOSE WILLING TO COVER SOME MEDICINES AVAILABLE WITHOUT PRESCRIPTION, SUCH AS CLARITIN
Akron Beacon Journal (Ohio) (KRT) Author: Cheryl Powell, Beacon Journal medical writer; Word Count: 907 8/11/04 AKRONBJ A1 2004 WLNR 18793830

...Beacon Journal medical writer Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) 1 STAR METRO A1 August 11, 2004 **20040811 20040811** English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 4536 Word Count: 907 Before digging into your pocketbook to pay ...

...enough to ask their doctor to switch them to one of the remaining prescription non-sedating antihistamines -- Clarinex, Allegra or **Zyrtec**. Consequently, some insurers determined they're better off paying for the over-the-counter version of Claritin than one of the...

107. Visiting Little Leaguers bring smog medicine on trip to San Bernardino, Calif.
San Bernardino County Sun (CA) (KRT) Author: Nikki Cobb; Word Count: 847 8/10/04 BSX-SBSUN (No Page) 2004 WLNR 18105457

...to San Bernardino, Calif. Nikki Cobb San Bernardino County Sun (CA) (KRT) San Bernardino County Sun, Calif August 10, 2004 **20040810 20040810** US NEWSPAPER English FIIH 0063831 Newspaper US USA CA California NorthAmerica 4233 Word Count: 847 Aug. 10--SAN BERNARDINO, Calif ...

...all the usual gear. Uniforms, swimsuits, favorite mitts, books to read between practices -- Harry Potter is a common favorite -- and **Zyrtec**. By Nikki Cobb, San Bernardino County Sun, Calif. Aug. 10--SAN BERNARDINO, Calif. -- The Little Leaguers playing in the Western ...

...all the usual gear. Uniforms, swimsuits, favorite mitts, books to read between practices -- Harry Potter is a common favorite -- and **Zyrtec**. **Zyrtec**? The young athletes coming from far-flung places such as Hawaii, Oregon, Montana and Alaska came prepared for Southern California's...

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108. Being top dog a fleeting joy
Houston Chronicle Author: ALEX WILLIAMS; Word Count: 1103 8/1/04 HSTNCHRON 1 2004 WLNR 20918302

...2004 WLNR 20918302 Being top dog a fleeting joy ALEX WILLIAMS Houston Chronicle 2 STAR LIFESTYLE 1 August 1, 2004 **20040801 20040801** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 5513 Word Count: 1103 NEW YORK NEW YORK - As unthinkable as ...

...moment. Before long, Bostons had starred in campaigns by McDonald's, Geico and Coca-Cola. " Baxter," the pitch-pup for Pfizer's **Zyrtec** campaign, became a pop sensation. Decades after the "American gentleman" had peaked in cachet (the Boston was the country's most...

109. Much study of whole of Alzheimer's
Philadelphia Inquirer (PA) Author: Stacey Burling INQUIRER STAFF WRITER; Word Count: 1055 7/26/04 PHILA-INQ E01 2004 WLNR 19380499

...whole of Alzheimer's Stacey Burling INQUIRER STAFF WRITER Philadelphia Inquirer (PA) CITY-D FEATURES HEALTH & SCIENCE E01 July 26, 2004 **20040726 20040726** English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 5277 Word Count: 1055 There's no cure in sight, but a ...

...often or when, said Sevil Yasar, an assistant professor of geriatric medicine. Antihistamines in that category include Benadryl, Allegra and **Zyrtec**. Contact staff writer Stacey Burling at 215-854-4944 or sburling@phillynews.com. 968 DISEASE MEDICINE SCIENCE AND TECHNOLOGY US STATISTIC...

110. The Fleeting Joy Of Being Top Dog
New York Times (NY) Author: ALEX WILLIAMS; Word Count: 1941 7/25/04 NYT 91 2004 WLNR 4784693

...Top Dog ALEX WILLIAMS New York Times (NY) New York Times Late Edition - Final 9 1 01 July 25, 2004 **20040725 20040725** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 9705 Word Count: 1941 ...

...moment. Before long, Bostons had starred in campaigns by McDonald's, Geico and Coca-Cola. " Baxter," the pitch-pup for Pfizer's **Zyrtec** campaign, became a pop sensation. Decades after the "American gentleman" had peaked in cachet (the Boston was the country's most...

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111. Two out of three prescription antihistamine users don't have allergic disease Allergy Medicine
Drug Week Author: N/A; Word Count: 652 7/23/04 DRUGWEEK 26 2004 WLNR 682662

...out of three prescription antihistamine users don't have allergic disease Allergy Medicine Drug Week Expanded Reporting 26 July 23, 2004 **20040723 20040723** English BFIJ 0003156 Newsletter US USA NorthAmerica 3262 Word Count: 652 A new study concludes that 62% of frequent antihistamine ...

...receiving appropriate treatment," Szeinbach said. Americans spend about $8.4 billion per year on low-sedating antihistamines such as cetirizine (**Zyrtec**), fexofenadine (Allegra) and loratadine (Claritin). While these drugs can be effective when used as indicated, their use for nonallergic patients...

112. Pfizer reports brisk earnings gains for second quarter
Day, The (New London, CT) (KRT) Author: Anthony Cronin; Word Count: 1028 7/22/04 DAYNLCT (No Page) 2004 WLNR 14525991

...earnings gains for second quarter Anthony Cronin Day, The (New London, CT) (KRT) Day, New London, Conn July 22, 2004 **20040722 20040722** US NEWSPAPER English EHBI 0064019 Newspaper US USA CT Connecticut NorthAmerica 5138 Word Count: 1028 Jul. 22--Pfizer Inc. on ...

...million during last year's first half. Pfizer attributed the decline to the launch of two competing medications. And sales of **Zyrtec**, Pfizer's allergy medication, slipped 4 percent during the first half to $605 million because of the growth of over-the ...

...DRUGFIND 1DR41 AMONG PFIZER FEDERAL FOOD AND DRUG ADMINISTRATION NEW YORK STOCK EXCHANGE PFIZER PFIZER GLOBAL RESEARCH PHARMACIA PHARMACIA CORP **ZYRTEC** PHARMACIA CORP PFIZER INC PFIZER GLOBAL RESEARCH AND DEVELOPMENT Anthony Cronin Hank McKinnell Industrial Average John LaMattina Lipitor McKinnell Norvasc...

113. Ucb, S.A. EPS Estimated At 3.24
Nelson Research Reports Author: N/A; Word Count: 94 7/22/04 NELSONINFOD (No Page) 2004 WLNR 8518820

...Daily (Pg. Unavail. Online) 2004 WLNR 8518820 Ucb, S.A. EPS Estimated At 3.24 Nelson Research Reports July 22, 2004 **20040722 20040722** Nelson Research Reports English ABYN 0007192 Other US USA NorthAmerica 468 Word Count: 94 Company: Ucb, S.A. Report Headline: "UCB (=): **ZYRTEC** Q2E US SALES: REBOUND FROM WEAK Q1" Report Date: July 19, 2004 Current FY EPS Estimate [FY2004]: 3.24 Previous...

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114. PLAN AHEAD FOR BUG-BITE DEFENSE
Cincinnati Post (OH) Author: N/A; Word Count: 517 7/13/04 CINPOST B5 2004 WLNR 1332476

...PLAN AHEAD FOR BUG-BITE DEFENSE Cincinnati Post (OH) Cincinnati Post (KY) CINCINNATI POST Final Living B5 July 13, 2004 **20040713 20040713** Cincinnati OH US CP Newspaper English ACXQ 0001982 Newspaper US USA OH Ohio NorthAmerica 2583 Word Count: 517 Q: Every ...

...OTC formulations of non-sedating antihistamines (Claritin, loratadine, Alavert), or you can ask your doctor to prescribe Clarinex, Allegra or **Zyrtec**. Ice to the site of the bug bite also helps. Allergy injections are not available for the type of reactions...

115. Plan ahead for bug-bite defense [Final Edition]
Cincinnati Post (OH) Author: N/A; Word Count: 524 7/13/04 CINPOST B 2004 WLNR 11589381

...2004 WLNR 11589381 Plan ahead for bug-bite defense [Final Edition] Cincinnati Post (OH) B.5.0 July 13, 2004 **20040713 20040713** English AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 2619 Word Count: 524 Ohio Net Wellness Ask the Expert Q ...

...OTC formulations of non-sedating antihistamines (Claritin, loratadine, Alavert), or you can ask your doctor to prescribe Clarinex, Allegra or **Zyrtec**. Ice to the site of the bug bite also helps. Allergy injections are not available for the type of reactions...

116. Plan ahead for bug-bite defense
Cincinnati Post (OH) Author: N/A; Word Count: 520 7/13/04 CINPOST B5 2004 WLNR 11380482

...WLNR 11380482 Plan ahead for bug-bite defense Cincinnati Post (OH) The Cincinnati Post Final B5.0 July 13, 2004 **20040713 20040713** English AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 2601 Word Count: 520 Ohio Q: Every summer it's the same ...

...OTC formulations of non-sedating antihistamines (Claritin, loratadine, Alavert), or you can ask your doctor to prescribe Clarinex, Allegra or **Zyrtec**. Ice to the site of the bug bite also helps. Allergy injections are not available for the type of reactions...

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117. Corrections
New York Times (NY) Author: N/A; Word Count: 35 7/11/04 NYT 32 2004 WLNR 5378386

...2004 WLNR 5378386 Corrections New York Times (NY) New York Times Late Edition - Final 3 2 01 July 11, 2004 **20040711 20040711** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 174 Word Count: 35 ...

...Correction of July 4 article about costs of prescription and over-the-counter medications, which referred incorrectly to allergy drug **Zyrtec**; it is available only by prescription (S) Correction of July 4 article about costs of prescription and over-the-counter medications, which referred incorrectly to allergy drug **Zyrtec**; it is available only by prescription (S) Correction of July 4 article about costs of prescription and over-the-counter medications, which referred incorrectly to allergy drug **Zyrtec**; it is available only by prescription (S) An article last Sunday about the costs of prescription and over-the-counter medications referred incorrectly to the allergy drug **Zyrtec** It is available only by prescription. 78 Medicine and Health Correction Stories Drugs (Pharmaceuticals) Health Insurance and Managed Care Inventions and Patents Prices (Fares, Fees and Rates) Allergies **Zyrtec** (Drug) Medicine and Health Correction Stories Drugs (Pharmaceuticals) Health Insurance and Managed Care Inventions and Patents Prices (Fares, Fees and Rates) Allergies **Zyrtec** (Drug) Medicine and Health Correction Stories Drugs (Pharmaceuticals) Health Insurance and Managed Care Inventions and Patents Prices (Fares, Fees and Rates) Allergies **Zyrtec** (Drug) Correction PHARMPRD BADDOCS Drugs DRUGS 1DR89 Healthcare HOTNEWS 1HE06 Allergy & Immunology ALLIMMU 1AL96 Allergy Drugs PTALLDRG 1AL35 Pharmaceuticals & Biotechnology...

118. LATEST FIDO FAD IN TELEVISION ADS Boston terrier a star, but breeders, rescuers worry
UNION-TRIBUNE Author: Karen Kucher,STAFF WRITER; Word Count: 1223 7/10/04 SDUT A1 2004 WLNR 16965579

...breeders, rescuers worry Karen Kucher,STAFF WRITER UNION-TRIBUNE San Diego Union Tribune 1,2,6,7 NEWS A-1 July 10, 2004 **20040710 20040710** English IAFG 0051386 Newspaper US USA CA California NorthAmerica 6117 Word Count: 1223 With their smushed-in faces, wide-set ...

...and then, and these days it's the Boston terrier that's featured in national TV ad campaigns, including commercials for MasterCard, **Zyrtec**, Frontline and GEICO. Chihuahuas were big after one was used to hawk Mexican food in a series of Taco Bell ...

...They will call and say, `I want that Baxter dog,' " referring to the name of the Boston terrier in the **Zyrtec** allergy-medication ad. Susan Hunter, who serves as rescue co-chairwoman for the Boston Terrier Club of America, said she...

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119. The New 'IT' DOG
Cincinnati Enquirer, The (Cincinnati, OH) Author: N/A; Word Count: 972 7/8/04 CINC-ENQ D1 2004 WLNR 22796568

...WLNR 22796568 The New 'IT' DOG Cincinnati Enquirer, The (Cincinnati, OH) The Cincinnati Enquirer Final Business D1 July 8, 2004 **20040708 20040708** English KIQW 0145244 Newspaper US USA OH Ohio NorthAmerica 4862 Word Count: 972 July 8, 2004 Boston terriers rule TV ...

...the TV and not see one of the small, lively black and white pups trotting around in ads for McDonald's , **Zyrtec** allergy medication, MasterCard Frontline flea and tick control, Disney Geico Insurance and Coca Cola , among others. Perhaps most memorable are ...

...of spots involving a lost dog named Badger making a cross-country trip back to his family. And in the **Zyrtec** spots, a frustrated pooch breaks away from his sniffling owner during a walk in the park. Selena Smith, director of...

120. DIGEST: FEDERAL SUIT VS. TOBACCO CLEARED TO GO
Long Beach Press-Telegram (CA) Author: N/A; Word Count: 400 7/8/04 LBPRESS A23 2004 WLNR 1682808

...FEDERAL SUIT VS. TOBACCO CLEARED TO GO Long Beach Press-Telegram (CA) Press-Telegram AM BUSINESS A23 July 8, 2004 **20040708 20040708** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 2002 Word Count: 400 WASHINGTON ...

...are some of the world's most widely used medicines, including Lipitor for lowering cholesterol, Celebrex for arthritis, Zoloft for depression, **Zyrtec** for allergies, and Norvasc for high blood pressure. 309 USA ISOUS 1US73 Americas GEOAMER 1AM92 North America GEONAMR 1NO39 PCOOVER...

121. PFIZER TO OFFER DRUG DISCOUNTS TO UNINSURED
Milwaukee Journal Sentinel (WI) Author: LEWIS KRAUSKOPF THE RECORD; Word Count: 553 7/8/04 MLWK 1 2004 WLNR 4699104

...TO UNINSURED LEWIS KRAUSKOPF THE RECORD Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel Final D BUSINESS 01 July 8, 2004 **20040708 20040708** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 2767 Word Count: 553 Hackensack, N.J ...

...are some of the world's most widely used medicines, including Lipitor for lowering cholesterol, Celebrex for arthritis, Zoloft for depression, **Zyrtec** for allergies, and Norvasc for high blood pressure. High prescription drug prices are a major issue for citizens and politicians...

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122. Pfizer to discount its medicines for all uninsured Some could slash cost 50%
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, STAFF WRITER; Word Count: 693 7/8/04 RECNNJ B03 2004 WLNR 22817562

...Record, The (Hackensack, NJ) All Editions=Two Star B. Two Star P. One Star B BUSINESS B03 July 8, 2004 **20040708 20040708** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 3463 Word Count: 693 Pfizer Inc. , the world's largest pharmaceutical ...

...are some of the world's most widely used medicines, including Lipitor for lowering cholesterol, Celebrex for arthritis, Zoloft for depression, **Zyrtec** for allergies, and Norvasc for high blood pressure. High prescription drug prices continue to rage as a major issue for...

123. Pfizer to offer medicines at discounts for uninsured
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 771 7/8/04 RECNNJ (No Page) 2004 WLNR 14508388

...to offer medicines at discounts for uninsured Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J July 8, 2004 **20040708 20040708** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 3855 Word Count: 771 Jul. 8-- HACKENSACK, N.J ...

...are some of the world's most widely used medicines, including Lipitor for lowering cholesterol, Celebrex for arthritis, Zoloft for depression, **Zyrtec** for allergies, and Norvasc for high blood pressure. High prescription drug prices continue to rage as a major issue for...

124. Pfizer to discount its medicines for all uninsured ; Some could slash cost 50% [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 700 7/8/04 RECNNJ B 2004 WLNR 15236989

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.03 July 8, 2004 **20040708 20040708** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 3500 Word Count: 700 Pfizer Inc., the world's largest pharmaceutical ...

...are some of the world's most widely used medicines, including Lipitor for lowering cholesterol, Celebrex for arthritis, Zoloft for depression, **Zyrtec** for allergies, and Norvasc for high blood pressure. High prescription drug prices continue to rage as a major issue for...

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125. Pfizer card will cut cost of its drugs
St. Louis Post-Dispatch (MO) Author: RACHEL MELCER Of the Post-Dispatch; Word Count: 1349 7/8/04 STLSPD A01 2004 WLNR 20646236

...RACHEL MELCER Of the Post-Dispatch St. Louis Post-Dispatch (MO) Five Star Late Lift News A01 July 8, 2004 **20040708 20040708** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 6746 Word Count: 1349 The world's largest drugmaker said Wednesday that ...

...top-selling drugs include: DRUG TREATS Lipitor High cholesterol Zoloft Depression and anxiety disorders Celebrex Pain, inflammation Bextra Pain, inflammation **Zyrtec** Allergies Viagra Erectile dysfunction Norvasc High blood pressure Source: Pfizer Inc. = = = = Pfizer's prescription plan Pfizer's new assistance program offers discounts ...

...HOTNEWS 1HE06 CONGRESS HENRY J KAISER FAMILY FOUNDATION NATIONAL FEDERATION OF INDEPENDENT PFIZER PFIZER INC PHRMA SOURCE: PFIZER INC VIAGRA **ZYRTEC** ALLERGIES VIAGRA ERECTILE PFIZER PIGMENTS INC(PFIZER) PFIZER SA DE CV PFIZER INC PFIZER KAISER HENRY J FAMILY FOUNDATION PFIZER...

126. Pfizer card will cut cost of its drugs
St. Louis Post-Dispatch (MO) Author: RACHEL MELCER; Author: Of the Post-Dispatch; Word Count: 1368 7/8/04 STLSPD A01 2004 WLNR 1314817

...Post-Dispatch St. Louis Post-Dispatch (MO) St. Louis Post Dispatch Five Star Late Lift News A01 July 8, 2004 **20040708 20040708** St Louis MO United States SL Newspaper CHART English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 6840 Word Count ...

...top-selling drugs include: DRUG TREATS Lipitor High cholesterol Zoloft Depression and anxiety disorders Celebrex Pain, inflammation Bextra Pain, inflammation **Zyrtec** Allergies Viagra Erectile dysfunction Norvasc High blood pressure Source: Pfizer Inc. = = = = Pfizer's prescription plan Pfizer's new assistance program offers discounts ...

...CONGRESS HEALTH SCIENCEPFIZER HENRY J KAISER FAMILY FOUNDATION NATIONAL FEDERATION OF INDEPENDENT PFIZER PFIZER INC PHRMA SOURCE: PFIZER INC VIAGRA **ZYRTEC** ALLERGIES VIAGRA ERECTILE PFIZER PIGMENTS INC(PFIZER) PFIZER SA DE CV PFIZER INC PFIZER KAISER HENRY J FAMILY FOUNDATION PFIZER...

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127. CORRECTION
Arizona Republic, The (Phoenix, AZ) Author: N/A; Word Count: 29 7/7/04 ARIZREPUB A2 2004 WLNR 23000582

...A2 2004 WLNR 23000582 CORRECTION Arizona Republic, The (Phoenix, AZ) The Arizona Republic Final Chaser Front A2 July 7, 2004 **20040707 20040707** English KIQV 0145243 Newspaper US USA AZ Arizona NorthAmerica 146 Word Count: 29 July 7, 2004 "Insurers not paying for all bills," July 5, Business, D1 The story incorrectly stated **Zyrtec's** availability. A prescription is needed. CORRECTION Insurers Zyrtec...

128. SUNDAY MONEY: SPENDING; Over the Counter, Yes, but Out of the Insurance Plan
New York Times (NY) Author: EVE TAHMINCIOGLU; Word Count: 1877 7/4/04 NYT 35 2004 WLNR 5389050

...Insurance Plan EVE TAHMINCIOGLU New York Times (NY) New York Times Late Edition - Final 3 5 01 July 4, 2004 **20040704 20040704** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 9387 Word Count: 1877 ...

...more consumers are being hit with another expense: over-the-counter drugs that aren't covered by insurance. Allergy drugs like **Zyrtec** and Claritin, as well as heartburn medications like Prilosec, can now be bought without a prescription, and drug makers are ...

...WellPoint Health Networks of Thousand Oaks, Calif., petitioned the Food and Drug Administration to have allergy drugs like Claritin and **Zyrtec** sold directly to consumers. " It was the first time an insurer wanted a drug to go O.T.C.," he said. " It...

129. Prednisone not a panacea for chronic urticaria: despite symptomatic improvement, this therapy is not in patients' best interest for the long term.
Skin & Allergy News Author: Jancin, Bruce; Word Count: 884 7/1/04 SKINALLERGY 39 2004 WLNR 22260339

...in patients' best interest for the long term. Jancin, Bruce Skin & Allergy News 35 7 39(1) July 1, 2004 **20040701 20040701** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 4419 Word Count: 884 AUSTIN ...

...antihistamine such as clemastine fumarate (Tavist) at 1.34 mg b.i.d., together with a relatively nonsedating agent such as cetirizine (**Zyrtec**) at 10 mg once daily, and the combination H1/H2 blocker doxepin at night. "The other big advantage with doxepin...

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130. Fitch Rates Pfizer, Inc. 'AAA'; Rating Outlook Stable
Business Wire Author: N/A; Word Count: 823 6/30/04 BWIRE 14:27:00

...30/04 Bus. Wire 14:27:00 Fitch Rates Pfizer, Inc. 'AAA'; Rating Outlook Stable Business Wire June 30, 2004 **20040630 20040630** English BGAC 0001493 Newswire US USA NorthAmerica 4117 Word Count: 823 CHICAGO--(BUSINESS WIRE)--June 30, 2004--Fitch Ratings has ...

...patent expirations of Diflucan (July 2004), Neurontin (base patent expired), Zithromax (November 2005), Zoloft (June 2006), Norvasc (January 2007) and **Zyrtec** (December 2007), the company is poised to achieve this task from potential commercialization of the industry-leading late-stage research...

131. RED-HOT DOGS; BOSTON TERRIERS: THIS YEAR'S 'IT' CANINES
New York Post Author: Julia Szabo; Word Count: 322 6/27/04 NYPOST 35 2004 WLNR 19629406

...TERRIERS: THIS YEAR'S 'IT' CANINES Julia Szabo New York Post The New York Post Sunday Pulse 035 June 27, 2004 **20040627 20040627** English JLGG 0047204 Newspaper US USA NY New York NorthAmerica 1610 Word Count: 322 TO judge from a wave of ...

...is one hot breed. The little black-and-white dog currently appears in commercials for MasterCard, Coca-Cola, McDonald's, Geico, **Zyrtec**, and Frontline. As a result, people who rescue displaced Bostons are concerned that the breed will now suffer from "101...

132. Full enrollment reported in phase II/III AIC trial Allergies
Drug Week Author: N/A; Word Count: 409 6/25/04 DRUGWEEK 9 2004 WLNR 659460

...WLNR 659460 Full enrollment reported in phase II/III AIC trial Allergies Drug Week Expanded Reporting 9 June 25, 2004 **20040625 20040625** English BFIJ 0003156 Newsletter US USA NorthAmerica 2047 Word Count: 409 Dynavax Technologies Corporation (DVAX), a biopharmaceutical company focused on ...

...The clinical trial is being conducted in collaboration with UCB Pharma, a European pharmaceutical company that markets Xyzal and developed **Zyrtec**, a prescription anti-allergy drug worldwide. Dynavax and UCB signed a global licensing and commercialization agreement covering ragweed and grass...

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133. A new treatment to prevent asthma is only skin-deep
AP DataStream Author: By MARILYN CHASE Word Count: 2376 6/24/04 APDATASTREAM 12:44:58

...is only skin-deep By MARILYN CHASE The Wall Street Journal AP DataStream Associated Press DataStream FFF June 24, 2004 **20040624 20040624** The Associated Press English EAIF 0000682 Newswire US USA NorthAmerica 11881 Word Count: 2376 SACRAMENTO, Calif. _ The week after he ...

...entire immune-system process that causes asthma. Dr. Warner was involved in a European study that tested the popular antihistamine **Zyrtec** in 1- and 2-year-olds as a way of preventing asthma. It failed to show superiority over a placebo...

134. Boston terriers steal screen ; But some wonder if TV commercials will trigger a rush for the cute breed.
San Antonio Express-News Author: Richard A. Marini; Word Count: 993 6/20/04 SAEN 01K 2004 WLNR 21728640

...a rush for the cute breed. Richard A. Marini San Antonio Express-News Metro S.A. Life 01K June 20, 2004 **20040620 20040620** English JKSY 0070471 Newspaper US USA TX Texas NorthAmerica 4965 Word Count: 993 Have you ever watched an actor on ...

...ads for McDonald's (dog carries newspaper to the end of the driveway so woman wearing pedometer has farther to walk), **Zyrtec** allergy medicine (dog skedaddles from sneezing, sniffling woman) and Frontline flea and tick control (thanks to Frontline, dog is itch...

135. Boston terriers approaching top-dog status
Tennessean, The (Nashville, TN) Author: N/A; Word Count: 479 6/17/04 TNNHVL D2 2004 WLNR 22906030

...22906030 Boston terriers approaching top-dog status Tennessean, The (Nashville, TN) The Tennessean 1ST Thursday Living D2 June 17, 2004 **20040617 20040617** English KIRB 0145249 Newspaper US USA TN Tennessee NorthAmerica 2397 Word Count: 479 June 17, 2004 Big-eyed pups are ...

...Cox News Service Feel no pity for Baxter Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline Disney Geico Coca-Cola McDonald's and, most notably, MasterCard (in the...

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136. Puppy power
CHICAGO TRIBUNE Author: Cox News Service. Word Count: 647 6/16/04 CHICAGOTR 48 2004 WLNR 19909195

...16/04 Chi. Trib. 48 2004 WLNR 19909195 Puppy power Cox News Service. CHICAGO TRIBUNE RedEye 48 June 16, 2004 **20040616 20040616** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 3233 Word Count: 647 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the ...

...she said. " The ads are really spurring it on. It's exciting." Shortly after shooting the Badger spots, Brandriff saw the **Zyrtec** commercial with the similarly named Baxter. Lucky for Toby. "We wanted a dog that's not on television," she said. " Now...

137. Ad exec. invents electronic diet coach.
Daily Record (Baltimore, MD) Author: Debra Siedt; Word Count: 1009 6/11/04 DAILYREC (No Page) 2004 WLNR 22126926

...Unavail. Online) 2004 WLNR 22126926 Ad exec. invents electronic diet coach. Debra Siedt Daily Record (Baltimore, MD) June 11, 2004 **20040611 20040611** Dolan Media Company Newspaper English KGXJ 0002896 Magazine US USA MD Maryland NorthAmerica 5046 Word Count: 1009 It takes 277 ...

...innovative paper clips for pharmaceutical companies. A red nose that sneezes when pressed is one item that was made for **Zyrtec**, an allergy medication. Other designs include products that are educational and eye-catching, like a three dimensional enclosed bar graph ...

...CALORIE COUNTER CALORIE CRUNCHER CHICKEN CAESAR DOUBLE WHOPPER FDA II MCDONALDS MORK MARKETING PIZZA HUT QVC SUBWAY WEIGHT WATCHERS WENDY **ZYRTEC** TASS ENTERPRISES INC DOCTORS ASSOCIATES INC QVC INC MCDONALDS HLW FAST TRACK INC RLW INC (LAS VEGAS NV) WEIGHT WATCHERS...

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138. TERRIERS TEARING IT UP Personable Bostons are enjoying new popularity
Dayton Daily News (OH) Author: Don Fernandez Cox News Service; Word Count: 400 6/11/04 DAYTONDN E1 2004 WLNR 1586068

...new popularity Don Fernandez Cox News Service Dayton Daily News (OH) Dayton Daily News CITY LIFE E1 June 11, 2004 **20040611 20040611** Dayton OH United States DA Newspaper PHOTO English ACJS 0002951 Newspaper US USA OH Ohio NorthAmerica 2001 Word Count: 400 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the...

139. BOSTON TERRIERS ARE THE NEW 'IT' BREED
Atlanta Journal and Constitution (GA) Author: DON FERNANDEZ; Staff; Word Count: 724 6/10/04 ATLNTAJC 6 2004 WLNR 6346459

...IT' BREED DON FERNANDEZ; Staff Atlanta Journal and Constitution (GA) Atlanta Journal-Constitution Home Buyer's Edge NW6 June 10, 2004 **20040610 20040610** Atlanta GA United States AJC Newspaper English ACBU 0000873 Newspaper US USA GA Georgia NorthAmerica 3622 Word Count: 724 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the ...

...loyal," he said. " They will love you to no end. Period." Shortly after shooting the Badger spots, Brandriff saw the **Zyrtec** commercial with the similarly named Baxter. Lucky for Toby. "We wanted a dog that's not on television," she said. " Now...

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140. Boston terriers are the latest `it' dog in advertising world
CHICAGO TRIBUNE Author: Don Fernandez, Cox News Service. Word Count: 549 6/10/04 CHICAGOTR 6 2004 WLNR 19848664

...latest `it' dog in advertising world Don Fernandez, Cox News Service. CHICAGO TRIBUNE North Final Tempo 6 June 10, 2004 **20040610 20040610** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 2747 Word Count: 549 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the ...

...the group. She said interest in the dogs has rocketed recently. Shortly after shooting the Badger spots, Brandriff saw the **Zyrtec** commercial with the similarly named Baxter. Lucky for Toby. "We wanted a dog that's not on television," she said. " Now...

141. BOSTON TERRIER IS THE BREED OF THE HOUR
Lexington Herald-Leader (KY) Author: Don Fernandez Cox News Service; Word Count: 315 6/10/04 LEXINGTONHLD D2 2004 WLNR 20711795

...BREED OF THE HOUR Don Fernandez Cox News Service Lexington Herald-Leader (KY) Final FREE TIME D2 June 10, 2004 **20040610 20040610** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 1575 Word Count: 315 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the...

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142. BOSTON TERRIER IS THE BREED OF THE HOUR
Lexington Herald-Leader (KY) Author: Don Fernandez Cox News Service; Word Count: 315 6/10/04 LEXINGTONHLD D2 2004 WLNR 19027125

...BREED OF THE HOUR Don Fernandez Cox News Service Lexington Herald-Leader (KY) Final FREE TIME D2 June 10, 2004 **20040610 20040610** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 1575 Word Count: 315 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the...

143. Boston terriers are the new 'it' breed
Mobile Register (AL) Author: DON FERNANDEZ Word Count: 737 6/10/04 MOBILEREG Z10 2004 WLNR 20357190

...Boston terriers are the new 'it' breed DON FERNANDEZ Mobile Register (AL) Baldwin Register 01 Z 10 June 10, 2004 **20040610 20040610** English JDEB 0066852 Newspaper US USA AL Alabama NorthAmerica 3687 Word Count: 737 Boston terriers are the new 'it' breed ...

...Cox News Service Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the...

144. ASK THE DOCTOR: SNEEZING SEASON; Craft your allergy battle plan
Patriot Ledger, The; Quincy, Mass. Author: Dr. Jim Mitterando; Word Count: 987 6/8/04 PAT-LED 21 2004 WLNR 17166586

...Jim Mitterando Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA RUN OF PAPER FEATURES 21 June 8, 2004 **20040608 20040608** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 4933 Word Count: 987 Dr. Jim Mitterando Q Every spring my ...

...for example. These antihistamines can be sedating, which can limit their use. Newer antihistamines such as Allegra, Claritin, Clarinex and **Zyrtec** are less likely to cause sedation and are popular. The newer antihistamines may not be more effective than the older...

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145. BOSTON TERRIERS ARE THE NEW 'IT' BREED
Atlanta Journal and Constitution (GA) Author: DON FERNANDEZ; Staff. Word Count: 755 6/6/04 ATLNTAJC 1 2004 WLNR 6343588

...NEW 'IT' BREED DON FERNANDEZ; Staff Atlanta Journal and Constitution (GA) Atlanta Journal-Constitution Home Features MS1 June 6, 2004 **20040606 20040606** Atlanta GA United States AJC Newspaper Photo English ACBU 0000873 Newspaper US USA GA Georgia NorthAmerica 3776 Word Count: 755 Feel no pity for Baxter. Sure, it's a drag tolerating that leaky-nosed owner in the ubiquitous **Zyrtec** commercial when all he wants is a prance in the park. But he and his breed can find solace as ...

...Palm Springs, Calif. "For a while, it was Jack Russell terriers. It seems that Bostons are definitely it right now." **Zyrtec** isn't the only company barking out the love. Frontline, Disney, Geico, Coca-Cola, McDonald's and, most notably, MasterCard (in the ...

...loyal," he said. " They will love you to no end. Period." Shortly after shooting the Badger spots, Brandriff saw the **Zyrtec** commercial with the similarly named Baxter. Lucky for Toby. "We wanted a dog that's not on television," she said. " Now...

146. Chewable Cetirizine for Allergy Relief
Nurse Practitioner Author: Anonymous Word Count: 168 6/1/04 NURSERACTICE 66 2004 WLNR 11449424

...Nurse Prac. 66 2004 WLNR 11449424 Chewable Cetirizine for Allergy Relief Anonymous Nurse Practitioner 29 6 66 June 1, 2004 **20040601 20040601** 03611817 NRPRDJ English AKDB 0007484 Trade Journal US USA NorthAmerica 840 Word Count: 168 Pfizer and UCB Pharma have received FDA approval of chewable cetirizine (**Zyrtec**) for the treatment of seasonal and perennial allergic rhinitis and chronic idiopathic urticaria in children aged 2 years and older...

147. SELF-DIAGNOSING PROMPTS CONCERN
Times Leader (Wilkes-Barre, PA) Author: N/A; Word Count: 366 6/1/04 WBTIMES 1D 2004 WLNR 19531017

...DIAGNOSING PROMPTS CONCERN Times Leader (Wilkes-Barre, PA) Times Leader, The (Wilkes Barre, PA) MAIN FEATURES 1D June 1, 2004 **20040601 20040601** English CDHI 0009906 Newspaper US USA PA Pennsylvania NorthAmerica 1830 Word Count: 366 KINGSTON - With her daughter losing her voice ...

...side effects and fell out of favor with most physicians by 1997. Claritin became available in 1993 and Allegra and **Zyrtec** soon after. "The FDA is concerned with bringing the cost of health care down, and I think this class of...

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148. FDA approves chewable allergy medicine for children Allergy Therapy
Drug Week Author: N/A; Word Count: 210 5/28/04 DRUGWEEK 25 2004 WLNR 575037

...2004 WLNR 575037 FDA approves chewable allergy medicine for children Allergy Therapy Drug Week Expanded Reporting 25 May 28, 2004 **20040528 20040528** English BFIJ 0003156 Newsletter US USA NorthAmerica 1050 Word Count: 210 The U.S. Food and Drug Administration has approved a chewable version of an antihistamine for allergies and chronic hives in children aged 2 years and up. **Zyrtec** (cetirizine HCl) chewable tablets are a new option for kids at the in-between stage - they've outgrown the syrup formulation ...

...individually packaged, there's no more measuring doses and it's possible to carry just what you need. The FDA approval makes **Zyrtec** the first prescription allergy medication approved in both a syrup and chewable formula. **Zyrtec** is approved to treat indoor and outdoor allergies in children as young as 2. In studies, side effects included drowsiness ...

...sore throat, and stomachache. Most were mild or moderate. Most children weren't bothered by side effects enough to stop taking **Zyrtec**. This article was prepared by Drug Week editors from staff and other reports. Copyright 2004, Drug Week via NewsRx.com & NewsRx.net...

149. The State Bills Sanction Drug Imports From Canada
Los Angeles Times Author: Robert Salladay Author: Jordan Rau Word Count: 1079 5/27/04 LATIMES 6 2004 WLNR 19773542

...Salladay Times Staff Writers Jordan Rau Times Staff Writers Los Angeles Times Home Edition California Metro 6 May 27, 2004 **20040527 20040527** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 5396 Word Count: 1079 SACRAMENTO Defying pharmaceutical companies and the Bush ...

...Vioxx, 25 mg. (pain) 77.99 80.87 46.52 Zocor, 10 mg. (cholesterol) 69.99 72.09 61.57 **Zyrtec**, 10 mg. (allergies) 58.99 57.99 28.02 * For 28 capsules Sources: Washington Post, drugstore.com, Costco.com, Granville Pharmacy 819...

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150. Wieden finds exec for ESPN account: Berlin Cameron's Weinstein will take post at shop's N.Y. office.
ADWEEK Author: Sampey, Kathleen; Word Count: 348 5/24/04 ADWEEK 15 2004 WLNR 22100577

...Berlin Cameron's Weinstein will take post at shop's N.Y. office. Sampey, Kathleen ADWEEK 45 21 15(1) May 24, 2004 **20040524 20040524** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 1738 Word Count: 348 NEW ...

...Kennedy. Weinstein will join Wieden from WPP Group's Berlin Cameron/Red Cell, where he is an account director on Pfizer's **Zyrtec** and Coke's Dasani accounts. He arrived at that shop last June from Omnicom Group's Goodby, Silverstein & Partners in San Francisco...

151. Switches are potent growth engine.
Chain Drug Review Author: N/A; Word Count: 825 5/24/04 CHAINDREV 31 2004 WLNR 22111371

...Rev. 31 2004 WLNR 22111371 Switches are potent growth engine. Chain Drug Review 26 9 31(1) May 24, 2004 **20040524 20040524** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 4124 Word Count: 825 NEW ...

...maintenance organization WellPoint Health Networks to make three more prescription allergy medications--Aventis Pharmaceuticals' Allegra, Schering's Clarinex and Pfizer Inc.'s **Zyrtec**--available over the counter. Because drug manufacturers often face a large loss of revenue when a prescription product goes O...

152. **Morning Call (Allentown, PA)** Author: Steve Wartenberg Of The Morning Call ; Word Count: 914 5/24/04 ALLMC B1 2004 WLNR 3476131

...3476131 Steve Wartenberg Of The Morning Call Morning Call (Allentown, PA) Morning Call (Allentown) FIFTH LOCAL B1 May 24, 2004 **20040524 20040524** Allentown PA United States MC Newspaper PHOTO English ADDS 0007015 Newspaper US USA PA Pennsylvania NorthAmerica 4570 Word Count: 914 ...

...doc, I don't have a swimming pool -- give me drugs. Lots and lots of powerful drugs." He did: an antihistamine (**Zyrtec**) for the itching and a steroid (Prednisone) to make the rash go away. I was a little worried about taking...

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153. Belgian firm buys Celltech
Democrat and Chronicle (Rochester, NY) Author: N/A; Word Count: 496 5/19/04 DEMCHR D10 2004 WLNR 23031493

...WLNR 23031493 Belgian firm buys Celltech Democrat and Chronicle (Rochester, NY) Democrat and Chronicle Metro Business D10 May 19, 2004 **20040519 20040519** English KIQT 0145241 Newspaper US USA NY New York NorthAmerica 2480 Word Count: 496 May 19, 2004 Deal includes Henrietta ...

...acquisition would boost growth by expanding its drug offerings. UCB has lost patent protection in Europe for its allergy drug **Zyrtec**. Its patent will expire in the United States in 2007. UCB is a pharmaceutical and specialty chemical company that is...

154. HEALTH
News Journal, The (Wilmington, DE) Author: N/A; Word Count: 726 5/19/04 NEWSJRNL A32 2004 WLNR 23180098

...Wilmington, Del.) A32 2004 WLNR 23180098 HEALTH News Journal, The (Wilmington, DE) The News Journal Supplement A32 May 19, 2004 **20040519 20040519** English KIQU 0145242 Newspaper US USA DE Delaware NorthAmerica 3630 Word Count: 726 May 19, 2004 Sneezing through spring HOLLY ...

...same antihistamine for someone who's allergic to dogs as someone who's allergic to ragweed. The top prescription remedies include Allegra, **Zyrtec**, and Clarinex. Prescription steroid nose sprays are also helpful. If you're buying over the counter antihistamines, he recommends Claritin. Some...

155. Belgian Drug Maker Seeks to Buy Celltech
New York Times (NY) Author: HEATHER TIMMONS; Word Count: 953 5/19/04 NYT W1 2004 WLNR 4537406

...Buy Celltech HEATHER TIMMONS New York Times (NY) New York Times Late Edition - Final W 1 03 May 19, 2004 **20040519 20040519** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 4764 Word Count: 953 ...

...in sales at UCB as the company loses patent protection for some of its best sellers, like the allergy medicine **Zyrtec**. Celltech also has five drugs for inflammation and cancer in early-stage trials and they are expected to come to...

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156. Belgian, British firms to combine to form biotech heavyweight
AP DataStream Author: N/A; Word Count: 563 5/18/04 APDATASTREAM 18:23:19

...23:19 Belgian, British firms to combine to form biotech heavyweight AP DataStream Associated Press DataStream FFF May 18, 2004 **20040518 20040518** The Associated Press English EAIF 0000682 Newswire US USA NorthAmerica 2816 Word Count: 563 LONDON_Belgian chemical manufacturer UCB SA ...

...wouldn't hit the market until 2006, leaving nothing to compensate for sales lost to generic competition for UCB's allergy drug **Zyrtec**. The patent for **Zyrtec** has already expired in many European countries and will expire in the United States in 2007. However, UCB's Doliveux insisted...

157. Belgian, British firms to combine to form biotech heavyweight
AP DataStream Author: N/A; Word Count: 563 5/18/04 APDATASTREAM 18:23:35

...DataStream FFF AP Alert - Business AP Alert - Financial AP Alert - HiTech AP Alert - Labor AP Alert - Municipal May 18, 2004 **20040518 20040518** The Associated Press English EAIF 0000682 Newswire US USA NorthAmerica 2816 Word Count: 563 LONDON_Belgian chemical manufacturer UCB SA ...

...wouldn't hit the market until 2006, leaving nothing to compensate for sales lost to generic competition for UCB's allergy drug **Zyrtec**. The patent for **Zyrtec** has already expired in many European countries and will expire in the United States in 2007. However, UCB's Doliveux insisted...

158. Recommended Cash Offer For Celltech Group plc By UCB S.A.
PrimeZone Author: N/A; Word Count: 17113 5/18/04 PRIMEZONE 00:00:00

...PrimeZone Media Network 00:00:00 Recommended Cash Offer For Celltech Group plc By UCB S.A. PrimeZone May 18, 2004 **20040518 20040518** PRIMEZONE English BGAD 0008387 Newswire US USA NorthAmerica 85566 Word Count: 17113 May 18, 2004 Slough, U.K., May 18, 2004 ...

...global leader in Neurology, especially with Keppra and its successors, in Inflammation with CDP870, and in Allergy with Xyzal and **Zyrtec**, with a strong research engine focused on validated targets to fuel our long term growth." Lazard & Co., Limited ("Lazard") is...

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159. Pfizer.
Drug Store News Author: Frederick, James; Word Count: 67 5/17/04 DSNEWS 33 2004 WLNR 22089275

...Drug Store News 33 2004 WLNR 22089275 Pfizer. Frederick, James Drug Store News 26 7 33(1) May 17, 2004 **20040517 20040517** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 336 Word Count: 67 The FDA last month approved a chewable version of Pfizer's **Zyrtec** (cetirizine HCl), a prescription treatment for allergies and chronic hives in children ages 2 and older. The FDA approval makes **Zyrtec** the first prescription allergy medication approved in both a syrup and chewable formula. Sales of **Zyrtec** reached $1.3 billion last year. 54 Business Pharmaceuticals and cosmetics industries Retail industry Product information Product development Government regulation **Zyrtec** (Medication) **Zyrtec** (Medication) - Licensing, certification and accreditation **Zyrtec** (Medication) - Product enhancement Product development Product enhancement Pharmaceutical industry Pharmaceutical industry - Product development Pharmaceutical industry - Product enhancement United States PFIZER...

160. Navy Chief Makes Splash at Charleston, S.C., Chamber Dinner
Post and Courier, The (Charleston, SC) Author: Terry Joyce; Word Count: 709 5/17/04 POSTCOUR (No Page) 2004 WLNR 12388029

...Post and Courier, The (Charleston, SC) (KRT) Post and Courier (Charleston, SC) Post and Courier, Charleston, S.C May 17, 2004 **20040517 20040517** US NEWSPAPER English ADJZ 0063961 Newspaper US USA SC South Carolina NorthAmerica 3543 Word Count: 709 May 16- Secretary of ...

...Celebrex isn't on our formulary," Hall said last week, correcting information I received the week before. " Neither is Tricor , and **Zyrtec** is being removed." "We have the other medications" the Air Force is dropping, he said, specifically Bextra, Vioxx, Toprol XL...

161. What to do about spring hay fever
Sacramento Bee, The (CA) Author: Alison apRoberts; Word Count: 652 5/16/04 SACRAMENTOBEE L4 2004 WLNR 20487939

...What to do about spring hay fever Alison apRoberts Sacramento Bee, The (CA) METRO FINAL SCENE L4 May 16, 2004 **20040516 20040516** English IHAI 0053129 Newspaper US USA CA California NorthAmerica 3258 Word Count: 652 Avoidance: The first line of defense * Stay ...

...the health risks of the steroid medications used for athletic performance. * Nonsedating antihistamines: Fexofenadine (sold as Allegra), cetirizine (sold as **Zyrtec**) and Desloratadine (sold as Clarinex) can help. One may not help you, but another might as responses vary. Frequently, doctors...

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162. What to do about spring hay fever
Sacramento Bee, The (CA) Author: Alison apRoberts; Word Count: 652 5/16/04 SACRAMENTOBEE L4 2004 WLNR 17465963

...What to do about spring hay fever Alison apRoberts Sacramento Bee, The (CA) METRO FINAL SCENE L4 May 16, 2004 **20040516 20040516** English IHAI 0053129 Newspaper US USA CA California NorthAmerica 3258 Word Count: 652 Avoidance: The first line of defense * Stay ...

...the health risks of the steroid medications used for athletic performance. * Nonsedating antihistamines: Fexofenadine (sold as Allegra), cetirizine (sold as **Zyrtec**) and Desloratadine (sold as Clarinex) can help. One may not help you, but another might as responses vary. Frequently, doctors...

163. BY THE WAY; Explosion of germs nothing to sneeze at
Boston Herald (MA) Author: Lauren Beckham Falcone; Word Count: 641 5/13/04 BOSTONH 56 2004 WLNR 389260

...of germs nothing to sneeze at Lauren Beckham Falcone Boston Herald (MA) Boston Herald All edg 56 May 13, 2004 **20040513 20040513** Boston MA US HE Newspaper English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 3207 Word Count: 641 It's allergy ...

...to have allergies, to view trees and grass and the general outdoors as an arch-enemy, to pop Claritin and **Zyrtec** like a junkie. I understand. But is it just me, or is the sneeze simply out of control? Just yesterday...

164. DOLLARS & SENSE Claritin products cheaper now
Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) Author: John Ewoldt Staff Writer; Word Count: 918 5/13/04 STTRMSP 1E 2004 WLNR 17493145

...now John Ewoldt Staff Writer Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) METRO VARIETY 1E May 13, 2004 **20040513 20040513** English IHAJ 0053126 Newspaper US USA MN Minnesota NorthAmerica 4589 Word Count: 918 The price of at least one drug ...

...buy loratidine over the counter than to pay a co-pay for a prescription antihistamine such as Allegra, Clarinex or **Zyrtec**. Buyers needn't worry about the efficacy of generics. Dr. David Graft, an allergist at Park Nicollet in St. Louis Park ...

...your allergy symptoms, ask for free samples. If you've already tried Claritin and it didn't work, ask for Allegra or **Zyrtec**, which work slightly better, according to a 2001 study by the Medical Letter, a New York-based nonprofit publication. Other...

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165. Minnesota gives Rx drugs to state workers
UPI Science Report Author: N/A; Word Count: 163 5/13/04 UPISCIREP 00:00:00

...04 UPI Sci. Rep. 00:00:00 Minnesota gives Rx drugs to state workers UPI Science Report May 13, 2004 **20040513 20040513** English IJEH 0062215 Newswire US USA NorthAmerica 813 Word Count: 163 Minnesota is giving free prescription drugs to state workers ...

...their dependents. Workers will be able to order popular drugs like Celebrex, Clarinex, Detrol, Fosamax, Liptor, Proscar, Vioxx, Zocor and **Zyrtec** on a secure Web site, advantage-meds.com, at no charge. Earlier this year, Minnesota became the first state in the...

166. Minnesota gives Rx drugs to state workers
UPI Science Report Author: N/A; Word Count: 163 5/13/04 UPISCIREP 00:00:00

...04 UPI Sci. Rep. 00:00:00 Minnesota gives Rx drugs to state workers UPI Science Report May 13, 2004 **20040513 20040513** English IJEH 0062215 Newswire US USA NorthAmerica 813 Word Count: 163 Minnesota is giving free prescription drugs to state workers ...

...their dependents. Workers will be able to order popular drugs like Celebrex, Clarinex, Detrol, Fosamax, Liptor, Proscar, Vioxx, Zocor and **Zyrtec** on a secure Web site, advantage-meds.com, at no charge. Earlier this year, Minnesota became the first state in the...

167. Season means trouble for allergy sufferers
University Wire Author: By Amanda Erichsen Word Count: 660 5/11/04 UNIWIRE 00:00:00

...Wire 00:00:00 Season means trouble for allergy sufferers By Amanda Erichsen University Wire University Wire May 11, 2004 **20040511 20040511** University Wire English CEHB 0010135 Newswire US USA NorthAmerica 3301 Word Count: 660 MANHATTAN, Kan., May 11, 2004 (Kansas State ...

...to take the two pills when it's hay fever season, times like now. The pills that work for me are **Zyrtec** and Claritin," Reiboldt said. "I have become pretty used to it." An allergy is an unusual reaction or sensitivity to...

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168. Prescription blues Health plans, doctors, allergy patients collide
Sacramento Bee, The (CA) Author: Lisa Rapaport Bee Staff Writer; Word Count: 1198 5/9/04 SACRAMENTOBEE D1 2004 WLNR 17444846

...doctors, allergy patients collide Lisa Rapaport Bee Staff Writer Sacramento Bee, The (CA) METRO FINAL BUSINESS D1 May 9, 2004 **20040509 20040509** English IHAI 0053129 Newspaper US USA CA California NorthAmerica 5991 Word Count: 1198 Some Sacramento allergy patients are wheezing and ...

...of the nation's largest health plans, happened because doctors and scientists agreed that Claritin and other nonsedating antihistamines, Allegra and **Zyrtec**, were no more effective - or dangerous - than other nonprescription allergy medicines already sold on drugstore shelves. Claritin's new designation was ...

...less. Because Claritin is now cheap and easy to get, health plans have changed their coverage rules for Allegra and **Zyrtec**. Insurers started asking doctors to fill out forms before those drugs would be covered and began charging patients higher fees...

169. Prescription blues: Health plans, doctors, allergy patients collide
Sacramento Bee, The (CA) Author: Lisa Rapaport; Author: Bee Staff Writer; Word Count: 1198 5/9/04 SACRAMENTOBEE D1 2004 WLNR 20778956

...doctors, allergy patients collide Lisa Rapaport Bee Staff Writer Sacramento Bee, The (CA) METRO FINAL BUSINESS D1 May 9, 2004 **20040509 20040509** English IHAI 0053129 Newspaper US USA CA California NorthAmerica 5991 Word Count: 1198 Some Sacramento allergy patients are wheezing and ...

...of the nation's largest health plans, happened because doctors and scientists agreed that Claritin and other nonsedating antihistamines, Allegra and **Zyrtec**, were no more effective - or dangerous - than other nonprescription allergy medicines already sold on drugstore shelves. Claritin's new designation was ...

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170. THE GOING RATE FOR PRESCRIPTIONS
Dallas Morning News Author: N/A; Word Count: 263 5/6/04 DALLASMN 10A 2004 WLNR 21073224

...21073224 THE GOING RATE FOR PRESCRIPTIONS Dallas Morning News Dallas Morning News, The (TX) SECOND NEWS 10A May 6, 2004 **20040506 20040506** English JLMW 0045890 Newspaper US USA TX Texas NorthAmerica 1317 Word Count: 263 The following shows some of the lowest ...

...Vioxx 25 mg (pain) 75.82 77.99 46.52 Zoloft 50 mg (depression) 69.99 72.99 N/A **Zyrtec** 10 mg (allergies) 57.38 58.99 28.02 N/A: Not available in similar quantity SOURCES: Centers for Medicare...

171. FDA ASKS PFIZER TO HALT MISLEADING ZYRTEC PROMOTIONS
Drug Industry Daily Author: N/A; Word Count: 253 5/3/04 DRUGINDUDLY (No Page) 2004 WLNR 21789918

...No Page) 5/3/04 Drug Indus. Daily (Pg. Unavail. Online) 2004 WLNR 21789918 FDA ASKS PFIZER TO HALT MISLEADING **ZYRTEC** PROMOTIONS Drug Industry Daily 3 87 May 3, 2004 **20040503 20040503** web English KCBD 0138769 Trade Journal US USA NorthAmerica 1264 Word Count: 253 The FDA has asked Pfizer, in an untitled letter, to immediately stop disseminating some promotional materials for **Zyrtec**-D, because the company misbranded the drug by failing to properly disclose some contraindications and warnings contained in its approved labeling. The FDA has asked Pfizer, in an untitled letter, to immediately stop disseminating some promotional materials for **Zyrtec**-D, because the company misbranded the drug by failing to properly disclose some contraindications and warnings contained in its approved ...

...Drug Marketing, Advertising and Communications (DDMAC) reviewed a sales aid, as well as promotional statements on a company website for **Zyrtec**-D (cetirizine HCl 5 mg/pseudoephedrine HCl 120 mg) 12-hour extended-release tablets. The agency found that the promotional materials omitted information about potentially serious adverse reactions from the use of **Zyrtec** in certain patients with hypertension, diabetes and narrow-angle glaucoma. The omitted contraindications and warnings are part of the FDA...

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172. Genta sinks, but most stocks higher
Marketwatch Author: Jenny Spitz Word Count: 545 5/3/04 MKTWATCH 19:44:49

...3/04 Marketwatch 19:44:49 Genta sinks, but most stocks higher Jenny Spitz Marketwatch CBS MarketWatch May 3, 2004 **20040503 20040503** English DIIG 0062090 Newswire US USA NorthAmerica 2723 Word Count: 545 SAN FRANCISCO (CBS.MW) -- A major fall by Genta wasn't ...

...2006-07 period Pfizer could lose protection on its patents for Norvasc, the hypertension drug, antidepressant Zoloft, antibiotic Zithromax and **Zyrtec**, an antihistamine, the report said. Copyright © 2004 MarketWatch.com, Inc. All Rights Reserved. Company Announcements Markets/Exchanges Market News BIOTECH PHMBIGCO...

173. Genta sinks, but most stocks higher
Marketwatch Author: Jenny Spitz Word Count: 540 5/3/04 MKTWATCH 19:44:49

...3/04 Marketwatch 19:44:49 Genta sinks, but most stocks higher Jenny Spitz Marketwatch CBS MarketWatch May 3, 2004 **20040503 20040503** English DIIG 0062090 Newswire US USA NorthAmerica 2700 Word Count: 540 SAN FRANCISCO (CBS.MW) -- A major fall by Genta wasn't ...

...2006-07 period Pfizer could lose protection on its patents for Norvasc, the hypertension drug, antidepressant Zoloft, antibiotic Zithromax and **Zyrtec**, an antihistamine, the report said. Copyright © 2004 MarketWatch.com, Inc. All Rights Reserved. Markets/Exchanges Company Announcements Market News BIOTECH PHMBIGCO...

174. Pfizer chairman: Group on hunt for biotech acquisitions
Marketwatch Bullets (Delayed) Author: N/A; Word Count: 118 5/3/04 MKTDELAY 06:30:27

...chairman: Group on hunt for biotech acquisitions Marketwatch Bullets (Delayed) CBS Marketwatch Bullets (Delayed) CBS MarketWatch Bullets May 3, 2004 **20040503 20040503** English DIIH 0062091 Newswire US USA NorthAmerica 590 Word Count: 118 5/3/2004 2:30:27 AM LONDON (CBS.MW ...

...2006-07 period Pfizer could lose protection on its patents for Norvasc, the hypertension drug, antidepressant Zoloft, antibiotic Zithromax and **Zyrtec**, an antihistamine, the report said. Copyright © 2004 MarketWatch.com, Inc. All Rights Reserved. M&A BIOTECH PHMBIGCO PFIZRNUZ MERGDRUG CEOTOP10 PHARMPRD...

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175. Frozen-embryo fears
CHICAGO TRIBUNE Author: Verna Noel Jones. Word Count: 776 5/2/04 CHICAGOTR Q9 2004 WLNR 19879440

...Trib. Q9 2004 WLNR 19879440 Frozen-embryo fears Verna Noel Jones. CHICAGO TRIBUNE Chicago Final Q 9A May 2, 2004 **20040502 20040502** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 3879 Word Count: 776 Do you want a baby 15 years ...

...supplement butterbur (50 mg twice daily), which was found in British studies to be as effective as the prescription medication **Zyrtec** and with no sedating effect. If oral antihistamines aren't working, grab some azelastine, a prescription nasal spray shown to be...

176. Headline: Allergy relief will cost you
Des Moines Register, The (Des Moines, IA) Author: N/A; Word Count: 1802 4/29/04 DMREG E1 2004 WLNR 22847515

...will cost you Des Moines Register, The (Des Moines, IA) The Des Moines Register Iowa Life E1 April 29, 2004 **20040429 20040429** English KIQX 0145245 Newspaper US USA IA Iowa NorthAmerica 9011 Word Count: 1802 April 29, 2004 By DAWN SAGARIO REGISTER ...

...sneeze at. Wayne Allen of Urbandale pays $60 a month so he and his wife can take the prescription antihistamine **Zyrtec**. Each has Medicare coverage and pays a 50 percent co-pay for their drugs. The cost is worth it for ...

...75 cents a pill. At the same time, the out-of-pocket price of similar prescription allergy drugs - such as **Zyrtec**, Allegra and Clarinex -has increased to the highest co-payment amount under many health plans, to keep a lid on...

177. Headline: Allergy relief will cost you
Des Moines Register, The (Des Moines, IA) Author: N/A; Word Count: 1231 4/29/04 DMREG E1 2004 WLNR 22847874

...will cost you Des Moines Register, The (Des Moines, IA) The Des Moines Register Iowa Life E1 April 29, 2004 **20040429 20040429** English KIQX 0145245 Newspaper US USA IA Iowa NorthAmerica 6154 Word Count: 1231 April 29, 2004 By DAWN SAGARIO REGISTER ...

...sneeze at. Wayne Allen of Urbandale pays $60 a month so he and his wife can take the prescription antihistamine **Zyrtec**. Each has Medicare coverage and pays a 50 percent co-pay for their drugs. The cost is worth it for ...

...75 cents a pill. At the same time, the out-of-pocket price of similar prescription allergy drugs - such as **Zyrtec**, Allegra and Clarinex -has increased to the highest co-payment amount under many health plans, to keep a lid on...

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178. Despite some uncertainties, drugmakers have bright future.
Chain Drug Review Author: N/A; Word Count: 2359 4/26/04 CHAINDREV 214 2004 WLNR 22079538

...2004 WLNR 22079538 Despite some uncertainties, drugmakers have bright future. Chain Drug Review 26 8 214(2) April 26, 2004 **20040426 20040426** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 11796 Word Count: 2359 NEW ...

...pharmaceutical firm. Its important products include Norvasc (cardiovascular), Zoloft (antidepressant), Zithromax (antibiotic), Lipitor (cholesterol), Aricept (Alzheimer's), Cardura (cardiovascular), Diflucan (antifungal), **Zyrtec** (antihistamine), Viagra (impotence) and Celebrex/Bextra (rheumatoid arthritis and osteoarthritis). Pfizer is set to launch several new medicines this year...

179. Chewable Zyrtec.
Chain Drug Review Author: N/A; Word Count: 35 4/26/04 CHAINDREV 221 2004 WLNR 22079550
4/26/04 CHAINDREV 221 4/26/04 Chain Drug Rev. 221 2004 WLNR 22079550 Chewable **Zyrtec**. Chain Drug Review 26 8 221(1) April 26, 2004 **20040426 20040426** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 174 Word Count: 35 The Food and Drug Administration has approved a chewable formulation of **Zyrtec**. The grape-flavor tablet is said to offer efficacy and convenience for young allergy sufferers. 26 Business Pharmaceuticals and cosmetics industries Retail industry Product introduction New Products/Services **Zyrtec** (Medication) **Zyrtec** (Medication) - Product introduction Antiallergic agents Antiallergic agents - Product introduction United States CHEWABLE **ZYRTEC** FOOD AND DRUG ADMINISTRATION **ZYRTEC**...

180. BBH Lands Buzz Marketing Duties on Dove.
ADWEEK Eastern Edition Author: Andrew McMains; Word Count: 239 4/22/04 ADWKEST (No Page) 2004 WLNR 22053881

...Unavail. Online) 2004 WLNR 22053881 BBH Lands Buzz Marketing Duties on Dove. Andrew McMains ADWEEK Eastern Edition April 22, 2004 **20040422 20040422** The Nielsen Company 0199-2864 Magazine/Journal English KEVA 0000161 Magazine US USA NY New York NorthAmerica 1193 Word Count ...

...in U.S. media spending last year, according to Nielson Monitor-Plus. BBH, which also handles buzz marketing tasks for Pfizer's **Zyrtec** and Relpax, is "thrilled and excited to delve into the Dove brand," agency president Cindy Gallop said. The New York...

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181. Pfizer Reports Rise in Revenue but Profit Falls
New York Times (NY) Author: Reuters; Word Count: 314 4/21/04 NYT C17 2004 WLNR 5408731

...but Profit Falls Reuters New York Times (NY) New York Times Late Edition - Final C 17 01 April 21, 2004 **20040421 20040421** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 1569 Word Count: 314 ...

...drugs, including the cholesterol drug Lipitor and the antidepressant Zoloft, posted strong sales gains. But Viagra and the allergy drug **Zyrtec** fared poorly because of competition from new products. Shares of Pfizer, based in New York, fell 88 cents yesterday, or...

182. IT'S SNEEZIN' SEASON WITH ALLERGIES IN FULL BLOOM, DON'T IGNORE SYMPTOMS
Arizona Republic, The (Phoenix, AZ) Author: N/A; Word Count: 1654 4/20/04 ARIZREPUB E1 2004 WLNR 22994384

...BLOOM, DON'T IGNORE SYMPTOMS Arizona Republic, The (Phoenix, AZ) The Arizona Republic Final Chaser Arizona Living E1 April 20, 2004 **20040420 20040420** English KIQV 0145243 Newspaper US USA AZ Arizona NorthAmerica 8272 Word Count: 1654 April 20, 2004 One out of five ...

...newer formulations such as Claritin don't. Other options are available by prescription. Some of the more popular prescribed antihistamines are **Zyrtec** and Semprex-DX, according to the AAAAI. Over-the-counter nasal sprays also can help, but Anand warns that they...

183. Letters to the editor
Lincoln Journal Star Author: Lincoln Journal Star; Word Count: 1193 4/19/04 BSX-LINCJS B5 2004 WLNR 23665176

...B5 2004 WLNR 23665176 Letters to the editor Lincoln Journal Star Lincoln Journal Star City B 05 April 19, 2004 **20040419 20040419** English GAED 0006392 Newspaper US USA NE Nebraska NorthAmerica 7033 Word Count: 1193 Lincoln; NE; USA FRIENDT HELPS OUT GROUP ...

...is less than $18,000 ($24,000 for couples). A few of the many drugs covered are: Aricept, Diflucan, Lipitor, Neurontin, Zoloft, **Zyrtec**, etc. Eligible Medicare patients can call 1-800-717-6005 for an enrollment kit that shows the list of the...

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184. Cough/cold. medications
MMR Author: N/A; Word Count: 1141 4/19/04 MMRTJ 46 2004 WLNR 12835107

...4/19/04 MMR (Tr. J.) 46 2004 WLNR 12835107 Cough/cold. medications MMR 21 7 46 April 19, 2004 **20040419 20040419** United States 0743-5258 MMR Journal English AJXW 0006891 Trade Journal US USA NorthAmerica 5706 Word Count: 1141 Copyright © 2003 ...

...world. On the supply side as well the picture is positive. A number of other major allergy medications, including Pfizer's **Zyrtec**, Aventis Pharmaceutical's Allegra and Schering-Plough's Clarinex, may convert from prescription status in the not-too-distant future. But product...

185. AAAACHOOOO!
Myrtle Beach Sun News (SC) Author: Elaine Gaston The Sun News; Word Count: 456 4/17/04 BSX-SUNNWS E4 2004 WLNR 19484228

...News Myrtle Beach Sun News (SC) Sun News (Beach, SC) COASTING, HOMES, GARDENS & THINGS TO DO E4 April 17, 2004 **20040417 20040417** English ADED 0007090 Newspaper US USA SC South Carolina NorthAmerica 2281 Word Count: 456 Warmer temperatures and plenty of sunshine ...

...Possible side effects include drowsiness and dry mouth. Examples include over-the-counter Benadryl, Chlor-Trimeton and Claritin, and prescription **Zyrtec** and Allegra. Decongestants help fight allergens by improving drainage and reducing swelling in nasal passages by constricting blood vessels. Because...

186. Family sues Walgreen's for filling wrong prescription.
Daily Record (St. Louis, MO/St. Louis Countian) Author: Cathy Kingsley; Word Count: 769 4/16/04 DAILYRECMO (No Page) 2004 WLNR 22045027

...Family sues Walgreen's for filling wrong prescription. Cathy Kingsley Daily Record (St. Louis, MO/St. Louis Countian) April 16, 2004 **20040416 20040416** Dolan Media Company Newspaper English KHGK 0002901 Magazine US USA MO Missouri NorthAmerica 3843 Word Count: 769 A case that ...

...from gastro-esophageal reflux disease. On Oct. 14, 2002, the prescription was refilled by a Walgreen's pharmacy in Arnold with **Zyrtec** instead of Zantac. Although **Zyrtec** is approved for children, it is used to treat allergies and not to reduce stomach acid production, for which Zantac ...

...with a warning of the potential dangers, including side effects or adverse reactions that Jacob would be exposed to taking **Zyrtec** without a prescription. As a result, Jacob sustained physical suffering and discomfort due to increased vomiting, reflux, disrupted sleep accompanied...

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187. FDA approves new chewable formulation of Zyrtec Allergies
Drug Week Author: N/A; Word Count: 628 4/16/04 DRUGWEEK 4 2004 WLNR 547500

...4/16/04 DRUGWEEK 4 4/16/04 Drug Wk. 4 2004 WLNR 547500 FDA approves new chewable formulation of **Zyrtec** Allergies Drug Week Editor's Choice 4 April 16, 2004 **20040416 20040416** English BFIJ 0003156 Newsletter US USA NorthAmerica 3138 Word Count: 628 Pfizer, Inc., and UCB Pharma announced the approval of a new chewable formulation of **Zyrtec** (cetirizine HCl) for the treatment of seasonal and perennial allergic rhinitis (inflammation of the nasal passages) and chronic idiopathic urticaria ...

...unknown causes) in children aged 2 years and older. The approval by the U.S. Food and Drug Administration (FDA) makes **Zyrtec** the first and only prescription antihistamine available in both syrup and chewable form. "This new chewable formulation provides more convenience ...

...physicians another option to better meet our patient's individual needs; for parents it offers easy administration; for patients it offers **Zyrtec's** 24-hour symptom relief in a pleasant tasting, easy-to-chew tablet." The grape-flavored tablets are formulated to be...

188. SUNNY SPRING BRINGS ON DEBILITATING ALLERGIES
Oregonian, The (Portland, OR) Author: PATRICK O'NEILL - The Oregonian; Word Count: 802 4/14/04 PTLDOGN B01 2004 WLNR 17934381

...SPRING BRINGS ON DEBILITATING ALLERGIES PATRICK O'NEILL - The Oregonian Oregonian, The (Portland, OR) SUNRISE LOCAL STORIES B01 April 14, 2004 **20040414 20040414** English IJHG 0062536 Newspaper US USA OR Oregon NorthAmerica 4008 Word Count: 802 Summary: Doctors recommend washing off the pollen ...

...counter loratadine, the generic form of the popular drug Claritin. If that doesn't work, prescription medications such as Allegra and **Zyrtec** might help, he said. Dr. Mike Barrett, chief of allergy and immunology at Kaiser Permanente, said he was swamped with...

189. SUNNY SPRING BRINGS ON DEBILITATING ALLERGIES
Oregonian, The (Portland, OR) Author: PATRICK O'NEILL - The Oregonian; Word Count: 802 4/14/04 PTLDOGN B01 2004 WLNR 20424008

...SPRING BRINGS ON DEBILITATING ALLERGIES PATRICK O'NEILL - The Oregonian Oregonian, The (Portland, OR) SUNRISE LOCAL STORIES B01 April 14, 2004 **20040414 20040414** English IJHG 0062536 Newspaper US USA OR Oregon NorthAmerica 4008 Word Count: 802 Summary: Doctors recommend washing off the pollen ...

...counter loratadine, the generic form of the popular drug Claritin. If that doesn't work, prescription medications such as Allegra and **Zyrtec** might help, he said. Dr. Mike Barrett, chief of allergy and immunology at Kaiser Permanente, said he was swamped with...

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190. 21st annual agency report cards.
ADWEEK Author: Fahey, Alison; Word Count: 31557 4/12/04 ADWEEK 25 2004 WLNR 22044141

...Adweek 25 2004 WLNR 22044141 21st annual agency report cards. Fahey, Alison ADWEEK 45 15 25(27) April 12, 2004 **20040412 20040412** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 157784 Word Count: 31557 We ...

...NUMBERS A Billings up 97% to $650 million. Revenue up 114% to $60 million. Won Coke Classic ($95 million), Pfizer's **Zyrtec** ($75 million), White Wave's Silk Soy Milk ($30 million), The Glenlivet whiskey ($10 million), Nextel's Boost Mobile ($2 million), Tasty ...

...in additional work from Levi's (Silvertab-urban market), ING Direct (lending), Johnnie Walker (retail collateral); guerrilla-marketing duties on Pfizer's **Zyrtec**, Relpax ($5 million). Lost Time Warner Cable's Road Runner ($15 million), US ($1 million). CREATIVE A- Contemporary cowboy lassoing car...

191. A premiere platform: an exclusive primetime sponsorship on TNT puts Pfizer brands in an unusually bright spotlight.
ADWEEK Author: N/A; Word Count: 1205 4/12/04 ADWEEK S14 2004 WLNR 22044145

...primetime sponsorship on TNT puts Pfizer brands in an unusually bright spotlight. ADWEEK 45 15 S14(2) April 12, 2004 **20040412 20040412** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 6024 Word Count: 1205 For ...

...Sudafed and Zantac 75 shared the sponsorship in March. During second quarter, three of Pfizer's prescription drugs, most likely Celebrex, **Zyrtec** and Zoloft, are taking over the exclusive sponsorship role. As part of the sponsorship, Pfizer brands air commercials in six ...

...AWARDS EFFERDENT GOODBYE GIRL NBC NIELSEN ADVIEWS PFIZER SCREEN ACTORS GUILD AWARDS SUDAFED TNT TURNER ENTERTAINMENT NETWORKS TV VIAGRA ZOLOFT **ZYRTEC** PFIZER INC PFIZER SA DE CV PFIZER NBC UNIVERSAL INC NATIONAL BROADCASTING CO INC PFIZER PIGMENTS INC(PFIZER) NATIONAL BROADCASTING...

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192. A premiere platform: an exclusive primetime sponsorship on TNT puts Pfizer brands in an unusually bright spotlight.
Media Week (USA) Author: N/A; Word Count: 1205 4/12/04 MEDIAWEEK S14 2004 WLNR 22045580

...TNT puts Pfizer brands in an unusually bright spotlight. Media Week (USA) MEDIAWEEK 14 15 S14(2) April 12, 2004 **20040412 20040412** The Nielsen Company 1055-176X Magazine/Journal English KEDV 0006676 Trade Journal US USA NorthAmerica 6027 Word Count: 1205 For ...

...Sudafed and Zantac 75 shared the sponsorship in March. During second quarter, three of Pfizer's prescription drugs, most likely Celebrex, **Zyrtec** and Zoloft, are taking over the exclusive sponsorship role. As part of the sponsorship. Pfizer brands air commercials in six ...

...AWARDS EFFERDENT GOODBYE GIRL NBC NIELSEN ADVIEWS PFIZER SCREEN ACTORS GUILD AWARDS SUDAFED TNT TURNER ENTERTAINMENT NETWORKS TV VIAGRA ZOLOFT **ZYRTEC** PFIZER INC PFIZER SA DE CV PFIZER NBC UNIVERSAL INC NATIONAL BROADCASTING CO INC PFIZER PIGMENTS INC(PFIZER) NATIONAL BROADCASTING...

193. Man found guilty in slaying of child
Clarion-Ledger, The (Jackson, MS) Author: N/A; Word Count: 500 4/9/04 CLARLEDG B1 2004 WLNR 23144900

...Man found guilty in slaying of child Clarion-Ledger, The (Jackson, MS) The Clarion-Ledger Local B1 April 9, 2004 **20040409 20040409** English KISO 0145439 Newspaper US USA MS Mississippi NorthAmerica 2502 Word Count: 500 April 9, 2004 ·Jury finds 5-year ...

...Jones said he plans to file an appeal. Hopkins found her son on the morning of Nov. 7, 2002, with **Zyrtec** pills around his bed. The prescription medication is used to treat allergies. An autopsy found he had suffocated. Initial police...

194. Iowans' use of cough and cold prescription drugs nothing to sniff at Disease Management
Drug Week Author: N/A; Word Count: 653 4/9/04 DRUGWEEK 143 2004 WLNR 543621

...of cough and cold prescription drugs nothing to sniff at Disease Management Drug Week Expanded Reporting 143 April 9, 2004 **20040409 20040409** English BFIJ 0003156 Newsletter US USA NorthAmerica 3266 Word Count: 653 Sniffling, sneezing, and coughing Wellmark Blue Cross and Blue ...

...would have been much higher at around $14 million in 2002. Information on those "second generation" drugs - Allegra, Clarinex, and **Zyrtec** - was published in April 2003 in The Wellmark Report on Allergies and Antihistamines. This article was prepared by Drug Week...

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195. Jury selection underway for man accused of killing child in Meridian
AP Alert - Mississippi Author: N/A; Word Count: 273 4/5/04 APALERTMS 16:31:35

...for man accused of killing child in Meridian AP Alert - Mississippi AP Alert - Crime AP Alert - Legal April 5, 2004 **20040405 20040405** The Associated Press English EBDI 0000645 Newswire US USA MS Mississippi NorthAmerica 1364 Word Count: 273 MERIDIAN, Miss._Attorneys worked ...

...a bedroom at his home on Crabapple Drive. Lauderdale County Coroner Clayton Cobler, who was then deputy coroner, had said **Zyrtec** pills, used to treat allergies, were "strewn around" the child on the bed. However, Cobler said an autopsy revealed no ...

...http://www.meridianstar.com Copyright © 2004 The Associated Press GENSTUFF CTPTWSOC Violent Crime PTVIOCR 1VI27 Crime CRIME 1CR87 Social Issues PTSOCISS 1SO05 **ZYRTEC** Charles C. Hemming Charles Hemming Cindy Hopkins Clayton Cobler Cobler East Information Joseph Eugene Osborne Lauderdale County Osborne...

196. Breathing easier Latest medicines target allergy-induced asthma [Final Edition]
Journal - Gazette Author: Neergaard, Lauran; Word Count: 1205 4/5/04 JGAZETTE 1 2004 WLNR 15276254

...WLNR 15276254 Breathing easier Latest medicines target allergy-induced asthma [Final Edition] Neergaard, Lauran Journal - Gazette 1.D April 5, 2004 **20040405 20040405** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 6023 Word Count: 1205 See 'Treatment options' at end of story ...

...a pill or occasionally less. Unlike loratadine, older non-prescription antihistamines are sedating. The competing non-sedating antihistamines Allegra and **Zyrtec** still require a prescription -- and many insurers have drastically raised the co-pays to entice patients to use Claritin instead...

197. Breathing easier Latest medicines target allergy-induced asthma
Journal Gazette, The (Fort Wayne, IN) Author: Lauran Neergaard Associated Press; Word Count: 1177 4/5/04 JGAZETTE 1D 2004 WLNR 17417208

...allergy-induced asthma Lauran Neergaard Associated Press Journal Gazette, The (Fort Wayne, IN) Final Edition LIVING 1D April 5, 2004 **20040405 20040405** English IAEH 0052473 Newspaper US USA IN Indiana NorthAmerica 5885 Word Count: 1177 The pollen starting to blanket the country ...

...a pill or occasionally less. Unlike loratadine, older non-prescription antihistamines are sedating. The competing non-sedating antihistamines Allegra and **Zyrtec** still require a prescription -- and many insurers have drastically raised the co-pays to entice patients to use Claritin instead...

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198. Our pollens exceed rest in U.S., making us sneezy and grumpy.
Register-Guard (Eugene, OR) Author: THE HEALTH FILES By Tim Christie The Register-Guard; Word Count: 917 4/5/04 REGGUARDOR b1 2004 WLNR 21997946

...FILES By Tim Christie The Register-Guard The Register-Guard (Eugene, OR) Register-Guard (Eugene, OR) b1 April 5, 2004 **20040405 20040405** The Register Guard 0739-8557 Newspaper English KHQT 0041612 Newspaper US USA OR Oregon NorthAmerica 4587 Word Count: 917 The ...

...over the counter; Claritin and its generic equivalent, Alavert, are effective for many allergy sufferers. Prescription drugs include Allegra and **Zyrtec**. Steroid nasal sprays, sold by prescription only, also provide relief for many. Immunotherapy: People with symptoms severe enough to disrupt...

199. Misery of allergies strikes
Springfield News-Leader (Springfield, MO) Author: N/A; Word Count: 1361 4/5/04 SPRGFLDNEWS A1 2004 WLNR 23338018

...2004 WLNR 23338018 Misery of allergies strikes Springfield News-Leader (Springfield, MO) Springfield News Leader Main A1 April 5, 2004 **20040405 20040405** English KITA 0145451 Newspaper US USA MO Missouri NorthAmerica 6806 Word Count: 1361 April 5, 2004 Seasonal attacks have some ...

...May cause drowsiness. Do not use if you are taking a prescription monoamine oxidase inhibitor (MAOI). Available over the counter. **Zyrtec** Approved for treating both indoor and outdoor allergies. Available by prescription only. Visine Allergy contains antihistimine. Should not be used...

200. Misery of allergies strikes
Springfield News-Leader (Springfield, MO) Author: N/A; Word Count: 1359 4/5/04 SPRGFLDNEWS A1 2004 WLNR 23338228

...2004 WLNR 23338228 Misery of allergies strikes Springfield News-Leader (Springfield, MO) Springfield News Leader Main A1 April 5, 2004 **20040405 20040405** English KITA 0145451 Newspaper US USA MO Missouri NorthAmerica 6794 Word Count: 1359 April 5, 2004 Seasonal attacks have some ...

...May cause drowsiness. Do not use if you are taking a prescription monoamine oxidase inhibitor (MAOI). Available over the counter. **Zyrtec** Approved for treating both indoor and outdoor allergies. Available by prescription only. Visine Allergy contains antihistimine. Should not be used...

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201. Prescription confusion
Clarion-Ledger, The (Jackson, MS) Author: N/A; Word Count: 903 4/3/04 CLARLEDG C1 2004 WLNR 23144645

...Miss.) C1 2004 WLNR 23144645 Prescription confusion Clarion-Ledger, The (Jackson, MS) The Clarion-Ledger Business C1 April 3, 2004 **20040403 20040403** English KISO 0145439 Newspaper US USA MS Mississippi NorthAmerica 4513 Word Count: 903 April 3, 2004 Prices, generics, co-pay ...

...A 30-day supply of the generic form of Claritin is $7.29 at Marty's. A 30-day supply of **Zyrtec**, which requires a prescription, is $72 and a 30-day supply of Allegra , which requires a prescription, is $81.50 ...

...for $7.29 for a 30-day supply. Some insurance companies will refuse to pay for prescription options such as **Zyrtec** or Allegra - even if a patient says those are more effective than over-the-counter Claritin - because of the over...

202. Health Tips ... from UPI
UPI Science News Author: LIDIA WASOWICZ, UPI Senior Science Writer; Word Count: 821 4/3/04 UPISCINEWS 00:00:00

...News 00:00:00 Health Tips ... from UPI LIDIA WASOWICZ, UPI Senior Science Writer UPI Science News April 3, 2004 **20040403 20040403** English IJEG 0062782 Newswire US USA NorthAmerica 4106 Word Count: 821 Research reveals a dual problem in America: an epidemic ...

...their non-eating habits. The Food and Drug Administration has approved a grape-flavored, chewable tablet form of the drug **Zyrtec** (cetirizine HCl) for allergy sufferers as young as 2. The improved taste is intended to increase compliance in young patients...

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203. MANY SEE SPRING AS SEASON TO SNIFFLE ALLERGIES FLARE ACROSS REGION AS POLLEN COUNT SKYROCKETS IN DRY AIR
Charlotte Observer (NC) Author: KAREN GARLOCH, STAFF WRITER ; Word Count: 1178
4/2/04 CHAROBSVR 1A 2004 WLNR 3301737

...SKYROCKETS IN DRY AIR KAREN GARLOCH, STAFF WRITER Charlotte Observer (NC) Charlotte Observer ONE-THREE MAIN 1A April 2, 2004 **20040402 20040402** Charlotte NC United States CO Newspaper PHOTO English CDEJ 0001812 Newspaper US USA NC North Carolina NorthAmerica 5892 Word Count ...

...Williams said. Claritin is the only non-sedating antihistamine that is available over-the-counter. The competing drugs, Allegra and **Zyrtec**, still require prescriptions. Since Claritin became available without prescription, "many of the insurance companies no longer feel obligated to provide...

204. ALLERGIES CAN TRIGGER ASTHMA
Charlotte Observer (NC) Author: LAURAN NEERGAARD, ASSOCIATED PRESS ; Word Count: 627 4/2/04 CHAROBSVR 2A 2004 WLNR 3301821

...ALLERGIES CAN TRIGGER ASTHMA LAURAN NEERGAARD, ASSOCIATED PRESS Charlotte Observer (NC) Charlotte Observer ONE-THREE MAIN 2A April 2, 2004 **20040402 20040402** Charlotte NC United States CO Newspaper DRAWING English CDEJ 0001812 Newspaper US USA NC North Carolina NorthAmerica 3133 Word Count ...

...25 cents a pill or occasionally less. Unlike loratadine, older nonprescription antihistamines are sedating. The competing nonsedating antihistamines Allegra and **Zyrtec** still require a prescription - and many insurers have drastically raised the copays to entice patients to use Claritin instead. The...

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205. Barney Fife, Nasal Enforcer
Minnesota Monthly Author: Bowron, Craig; Word Count: 1650 4/1/04 MNMONTHLY 22 2004 WLNR 15250279

...MINN. MONTHLY 22 2004 WLNR 15250279 Barney Fife, Nasal Enforcer Bowron, Craig Minnesota Monthly 38 4 22 April 1, 2004 **20040401 20040401** 07398700 English FEGA 0006870 Magazine US USA MN Minnesota NorthAmerica 8248 Word Count: 1650 HEADNOTE Equipped with a hair-trigger ...

...old ones, the champion being Benadryl (diphenhydramine), and a whole raft of expensive newer ones, such as Claritin, Allegra, and **Zyrtec**. The latter are perhaps best known as major sponsors of prime-time television shows (gory crime scene...cut to a ...

...brain and tend to stay out of it-although at higher doses, even these "nonsedating" antihistamines have some sedating effects. **Zyrtec** has the most. Still, their lower side effect profile makes these drugs what clinicians term "expensive" and what allergy sufferers...

206. FEATURE: Never too old to be treated right (How to avoid ageism in medical care).
Consumer Reports Author: N/A; Word Count: 4272 4/1/04 CONSUMERAB 1 2004 WLNR 302956

...How to avoid ageism in medical care). Consumer Reports Consumer Reports on Health 16 4 1, 4-6 April 2004 **20040400 20040400** English AHFA 0002292 Trade Journal US USA NorthAmerica 21360 Word Count: 4272 Older people often get short shrift from their ...

...Chlorpheniramine (Chlor-Trimeton); diphenhydramine (Benadryl Allergy); hydroxyzine (Atarax, Vistaril); promethazine (Phenergan) CHIEF CONCERNS Constipation, sedation, urine retention. POSSIBLE ALTERNATIVES Cetrizine (**Zyrtec**), fenofexadine (Allegra), and loratadine (Claritin) DRUG LAXATIVE Bisacodyl (Dulcolax) CHIEF CONCERNS Worsened bowel problems. POSSIBLE ALTERNATIVES Increased intake of dietary...

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207. GESUNDHEIT! SPRING FLOWERS BRING POLLEN SHOWERS ALLERGY SEASON JUST BEGINNING IN BIRMINGHAM AREA
Birmingham Post-Herald Author: HOLLY LANG; Word Count: 873 3/31/04 BSX-BIRMPH 1 2004 WLNR 18168712

...ALLERGY SEASON JUST BEGINNING IN BIRMINGHAM AREA HOLLY LANG Birmingham Post-Herald METRO 14 138 01-B March 31, 2004 **20040331 20040331** English IIHC 0062350 Newspaper US USA AL Alabama NorthAmerica 4364 Word Count: 873 BIRMINGHAM POST-HERALD Spring is here, and ...

...CVS. "We are selling a lot of over-the-counter medication, but prescriptions are what most people are getting. Allegra, **Zyrtec**, Flonase, those are the three biggest sellers." But for those self-medicating with one of the many over-the-counter ...

...1UP05 Respiratory & Pulmonary PULMONRY 1RE29 Allergy ALLERGY 1AL79 CVS FLONASE GESUNDHEIT HERALD NATIONAL BUREAU OF ALLERGIES SOUTHSIDE VINCENTS HOSPITAL YELLOW **ZYRTEC** Clarence Lea Debra Hopson Goldfarb Holly Lang Hopson James L. Yates Morton Goldfarb SPRING FLOWERS BRING POLLEN SHOWERS ALLERGY SEASON...

208. Doctors Urge People Not to Blow Off Risk That Allergy Symptoms Signal Asthma
Amarillo Globe-News (Texas) (KRT) Author: George Schwarz; Word Count: 940 3/30/04 AMARDNEWS (No Page) 2004 WLNR 18098576

...Risk That Allergy Symptoms Signal Asthma George Schwarz Amarillo Globe-News (Texas) (KRT) Amarillo Globe-News, Texas March 30, 2004 **20040330 20040330** US NEWSPAPER English ACAP 0063949 Newspaper US USA TX Texas NorthAmerica 4701 Word Count: 940 Mar. 30--People might blow ...

...25 cents a pill or occasionally less. Unlike loratadine, older nonprescription antihistamines are sedating. --The competing nonsedating antihistamines Allegra and **Zyrtec** still require a prescription -- and many insurers have drastically raised the copays to entice patients to use Claritin instead. The...

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209. Options for the usual asthma miseries
AP Online Author: By The Associated Press Word Count: 350 3/30/04 ASSOCPR 07:30:23

...30:23 Options for the usual asthma miseries By The Associated Press AP Online AP Online All March 30, 2004 **20040330 20040330** The Associated Press English ALHY 0000686 Newswire US USA NorthAmerica 1752 Word Count: 350 Allergy-spurred asthma aside, there are ...

...cents a pill or occasionally less. Unlike loratadine, older nonprescription antihistamines are sedating. _The competing non-sedating antihistamines Allegra and **Zyrtec** still require a prescription _ and many insurers have drastically raised the copays to entice patients to use Claritin instead. The...

210. Options for the usual asthma miseries
AP Online Author: By The Associated Press Word Count: 350 3/29/04 ASSOCPR 20:23:08

...23:08 Options for the usual asthma miseries By The Associated Press AP Online AP Online All March 29, 2004 **20040329 20040329** The Associated Press English ALHY 0000686 Newswire US USA NorthAmerica 1752 Word Count: 350 Allergy-spurred asthma aside, there are ...

...cents a pill or occasionally less. Unlike loratadine, older nonprescription antihistamines are sedating. _The competing non-sedating antihistamines Allegra and **Zyrtec** still require a prescription _ and many insurers have drastically raised the copays to entice patients to use Claritin instead. The...

211. Options for the Usual Asthma Miseries
AP Online Author: By The Associated Press Word Count: 350 3/29/04 ASSOCPR 20:26:01

...26:01 Options for the Usual Asthma Miseries By The Associated Press AP Online AP Online All March 29, 2004 **20040329 20040329** The Associated Press English ALHY 0000686 Newswire US USA NorthAmerica 1752 Word Count: 350 Allergy-spurred asthma aside, there are ...

...cents a pill or occasionally less. Unlike loratadine, older nonprescription antihistamines are sedating. _The competing non-sedating antihistamines Allegra and **Zyrtec** still require a prescription _ and many insurers have drastically raised the copays to entice patients to use Claritin instead. The...

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212. SPRING IS IN THE AIR - KEEP THE TISSUES HANDY
Miami Herald (FL) Author: ASHLEY FANTZ, afantz@herald.com; Word Count: 792 3/23/04 MIAMIHD 1A 2004 WLNR 19429258

...IN THE AIR - KEEP THE TISSUES HANDY ASHLEY FANTZ, afantz@herald.com Miami Herald (FL) Final Front 1A March 23, 2004 **20040323 20040323** English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 3958 Word Count: 792 Every two weeks, 13-year-old Joseph ...

...animal dander, dust mites, and mold spores. Joseph gets an allergy shot every two weeks and takes the prescription drugs **Zyrtec** and Clarinex. The antihistamines block histamine, a bodily substance released in the immune system during an allergic reaction. Eight-year ...

...Porters' insurance pays for their son's treatment, but many insurance companies are refusing to cover prescription allergy medications such as **Zyrtec** because equally powerful remedies, like Claritin, are now available over-the-counter. Fort Lauderdale allergist Dr. Dana Wallace said she...

213. Pfizer asks shops to plot next step for Viagra: as rival ED drugs ramp up, $100 mil. marketer wants fresh message.
ADWEEK Author: Sampey, Kathleen; Word Count: 771 3/22/04 ADWEEK 8 2004 WLNR 21962873

...ED drugs ramp up, $100 mil. marketer wants fresh message. Sampey, Kathleen ADWEEK 45 12 8(1) March 22, 2004 **20040322 20040322** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3856 Word Count: 771 NEW ...

...Group's Cline Davis & Mann in New York, and several roster shops: WPP Group's Berlin Cameron/ Red Cell (which works on **Zyrtec**), Interpublic Group's McCann-Erickson (Bextra) and Omnicom's Merkley + Partners (Lipitor). With an estimated $90 million in media spending from January...

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214. LETTERS TO THE EDITOR
Tennessean, The (Nashville, TN) Author: N/A; Word Count: 1898 3/22/04 TNNHVL A8 2004 WLNR 22905655

...2004 WLNR 22905655 LETTERS TO THE EDITOR Tennessean, The (Nashville, TN) The Tennessean 1ST Main News A8 March 22, 2004 **20040322 20040322** English KIRB 0145249 Newspaper US USA TN Tennessee NorthAmerica 9489 Word Count: 1898 March 22, 2004 Broken promises lead to ...

...Canada To the Editor: Please urge the federal government to reconsider the ban on Canadian pharmaceuticals. If the manufacturer of **Zyrtec**, Nexium or any other drug sends its product to Canada, why would it be any different than sold in the ...

...CHRISTIAN COALITION DNA EDITOR KERRY KIWANIS KIWANIS INTL LETTERS NEXIUM READERS SCHOOLS SENATE TENNESSEAN TIFFANY CO WAL MART WHITE HOUSE **ZYRTEC** WIHLBORGS FASTIGHETER AB / ADR WHITE HOUSE WAL MART STORES INC DNA TIFFANY AND CO Broken Bush C.W. Clouse Cal Thomas...

215. DRUG APPROVALS
Drug Industry Daily Author: N/A; Word Count: 167 3/19/04 DRUGINDUDLY (No Page) 2004 WLNR 21789740

...04 Drug Indus. Daily (Pg. Unavail. Online) 2004 WLNR 21789740 DRUG APPROVALS Drug Industry Daily 3 56 March 19, 2004 **20040319 20040319** web English KCBD 0138769 Trade Journal US USA NorthAmerica 837 Word Count: 167 FDA Approves New Formulation of **Zyrtec** Pfizer and UCB Pharma have announced FDA approval of a new chewable form of **Zyrtec** for the treatment of seasonal and perennial allergic rhinitis and chronic idiopathic urticaria in children aged 2 years and older. The approval of the 5-mg and 10-mg doses of **Zyrtec** (cetirizine HCl) makes the drug the first prescription antihistamine available in syrup and chewable formulations, Pfizer said. IVAX Gets Tentative ...

...HLTHREGO 1HE04 Pharmaceuticals & Biotechnology PHARMIND 1PH13 Drug & Device Approvals FDAOK 1US85 FDA FDA APPROVES IVAX PFIZER TENTATIVE FDA APPROVAL UCB **ZYRTEC ZYRTEC** PFIZER FORD DEALERS ALLIANCE PFIZER INC PFIZER MAURITIUS COMMERCIAL BANK (MADAGASCAR) SA ESPERION THERAPEUTICS INC/MI BANQUE CONGOLAISE INTERNATIONALE SA...

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216. Commentary: Items found in library books
NPR Day to Day Author: N/A; Word Count: 169 3/19/04 DAYTODAY (No Page) 2004 WLNR 21539947

...Online) 2004 WLNR 21539947 Commentary: Items found in library books NPR Day to Day Day to Day March 19, 2004 **20040319 20040319** English KAVD 0126851 Broadcast US USA NorthAmerica 846 Word Count: 169 MADELEINE BRAND, host: And now a little audience participation ...

...Handel's "Messiah"; a love poem comparing the relationship to free samples in a grocery store; airplane tickets; a prescription for **Zyrtec**; a sheet of notebook paper announcing `I am stealing your watch, you moron'; a piece of raw bacon. (Soundbite of...

217. CLOGGED SINUSES SNIFFLE INTO VALLEY Snow brings brief relief, but allergy cases rise
Dayton Daily News (OH) Author: Kevin Lamb klamb; Word Count: 706 3/18/04 DAYTONDN B1 2004 WLNR 1585735

...but allergy cases rise Kevin Lamb klamb Dayton Daily News (OH) Dayton Daily News CITY LOCAL B1 March 18, 2004 **20040318 20040318** Dayton OH United States DA Newspaper English ACJS 0002951 Newspaper US USA OH Ohio NorthAmerica 3530 Word Count: 706 On ...

...now, and people are having trouble with them." The safest allergy medications are "the plain antihistamines," Boyles said, such as **Zyrtec**, Claritin and Allegra. Older antihistamines are just as effective but with more side effects, he said. " Benadryl's great, but 90...

218. PFE: FDA Approval of Chewable ZYRTEC(R)
Market News Publishing US Author: N/A; Word Count: 246 3/18/04 MNPUS 16:25:55

...04 MNPUS 16:25:55 3/18/04 Mkt. News Pub. US 16:25:55 PFE: FDA Approval of Chewable **ZYRTEC**(R) Market News Publishing US March 18, 2004 **20040318 20040318** English DJAF 0006578 Newswire US USA NorthAmerica 1232 Word Count: 246 PFIZER INC Pfizer Inc. (PFE) and UCB Pharma announced the FDA approval of a new chewable formulation of **Zyrtec**(R) (cetirizine HCl) for the treatment of seasonal and perennial allergic rhinitis (inflammation of the nasal passages) and chronic idiopathic ...

...of unknown causes) in children aged two years and older. The approval by the US Food and Drug Administration makes **Zyrtec** the first and only prescription antihistamine available in both syrup and chewable form. GET KNOBIAS IN REAL-TIME: Delivery of...

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219. A mean itch Your nose, throat already know it: Hay fever has hit N.M.
Albuquerque Tribune (NM) Author: Sue Vorenberg ; Word Count: 1042 3/16/04 ALBUQTI A1 2004 WLNR 3518510

...already know it: Hay fever has hit N.M. Sue Vorenberg Albuquerque Tribune (NM) Albuquerque Tribune Evening A1 March 16, 2004 **20040316 20040316** Albuquerque NM USA AT Newspaper English ACAG 0000310 Newspaper US USA NM New Mexico NorthAmerica 5212 Word Count: 1042 As ...

...year." DRUG INTERACTION Want to fight off those pesky allergy symptoms? Be careful what you use. Medications like Claritin and **Zyrtec** can be taken with a decongestant like Sudafed. Claritin-D, which includes a decongestant, and Benadryl should not be taken...

220. Prescription Medication Users Now Able to Save 50% to 70% on Flat-Priced Medications with New Family of Patented Pill Splitters
Business Wire Author: N/A; Word Count: 1628 3/15/04 BWIRE 14:01:00

...Save 50% to 70% on Flat-Priced Medications with New Family of Patented Pill Splitters Business Wire March 15, 2004 **20040315 20040315** English BGAC 0001493 Newswire US USA NorthAmerica 8141 Word Count: 1628 MULTIMEDIA AVAILABLE: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=4593825 ...

...priced medication in the US and Canada. Phase One production for the Uni-Splitter includes devices for Pfizer's Lipitor, Norvasc®, **Zyrtec®** and Accupril®, Merck's Vioxx® and Zocor, Bristol-Myers Squibb's Pravachol, Ortho-McNeil's Levaquin®, GlaxoSmithKline's Imitrex Oral and Eli Lilly's Zyprexa...

221. Prices, Demand for Prescription Drugs Grows with Increased Advertising
Record, The (Stockton, CA) (KRT) Author: Joe Goldeen; Word Count: 1541 3/15/04 RECORDCA (No Page) 2004 WLNR 12352280

...Grows with Increased Advertising Joe Goldeen Record, The (Stockton, CA) (KRT) Record (Stockton, CA) Record, Stockton, Calif March 15, 2004 **20040315 20040315** US NEWSPAPER English ADLE 0063843 Newspaper US USA CA California NorthAmerica 7706 Word Count: 1541 Mar. 15--Anyone who watches some TV must know that **Zyrtec** -- the prescription allergy medicine from Pfizer Inc. -- helps pet lovers who may tear up or start sneezing and sniffling when ...

...you to believe. By Joe Goldeen, The Record, Stockton, Calif. Mar. 15--Anyone who watches some TV must know that **Zyrtec** -- the prescription allergy medicine from Pfizer Inc. -- helps pet lovers who may tear up or start sneezing and sniffling when they get around the cat or the dog. At least that's what the manufacturer wants you to believe. "**Zyrtec's** cat ads have created a perception that they are the only treatment for cat allergies." Stockton allergist Dr. Greg Bensch...

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222. Officials Scratch Heads Over Mysterious Rash By VALERIE KALFRIN
Tampa Tribune (FL) Author: VALERIE KALFRIN; Word Count: 651 3/15/04 TAMPATRIB 1 2004 WLNR 18485123

...Over Mysterious Rash By VALERIE KALFRIN VALERIE KALFRIN Tampa Tribune (FL) Tampa Tribune FINAL NATION/WORLD 1 March 15, 2004 **20040315 20040315** Tampa FL US TT Newspaper English ADTP 0009678 Newspaper US USA FL Florida NorthAmerica 3255 Word Count: 651 vkalfrin@tampatrib.com ...

...be identified. "It's disgusting," the dispatcher said. " You sit there and itch." Most of those afflicted have been treated with **Zyrtec**, an antihistamine, officials said. McNabb says the city has spent about $6,000 trying to address the problem. Professional cleaners have ...

...at (813) 259-7800. 525 USA ISOUS 1US73 Americas GEOAMER 1AM92 Florida USAFL 1FL79 North America GEONAMR 1NO39 PROFESSIONAL SARASOTA **ZYRTEC** Bob Luke Luke Lyman Roberts McNabb Michael McNabb Nonetheless Reporter Valerie Kalfrin Royal Termite Scratch Heads VALERIE KALFRIN...

223. The side effects of allergy treatments
Newsday (USA) Author: Joseph Graedon and Teresa Graedon; Word Count: 382 3/14/04 NWSDAY B40 2004 WLNR 1076272

...side effects of allergy treatments Joseph Graedon and Teresa Graedon Newsday (USA) Newsday ALL EDITIONS HEALTH B40 March 14, 2004 **20040314 20040314** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 1908 Word Count: 382 Benadryl ...

...and allergy remedies also carry such a warning. Ask your doctor about antihistamines that would be safe for you. Prescription **Zyrtec** or Allegra might be such a product. Is there a correlation between blood pressure drugs and insomnia? Several years ago...

224. Discounts on drugs could help fill church
Times Herald (Port Huron, MI) Author: N/A; Word Count: 478 3/13/04 TIMESHRLDMI B4 2004 WLNR 23537727

...drugs could help fill church Times Herald (Port Huron, MI) Times Herald at Port Huron Religion B4 March 13, 2004 **20040313 20040313** English KIRY 0145424 Newspaper US USA MI Michigan NorthAmerica 2673 Word Count: 478 March 13, 2004 JIM KETCHUM Faith may ...

...at church. You need to become a member and use the discount card." "I could use a refill on my **Zyrtec**." "You don't understand, we don't sell medicines directly ..." "Hey, throw in some Viagra and I'll be there." Prescription Drugs RX...

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225. LISTERINE DAZZLES WITH DIFFERENT USES People's Pharmacy
Long Beach Press-Telegram (CA) Author: Joe and Teresa Graedon; Word Count: 1611 3/8/04 LBPRESS U6 2004 WLNR 1701836

...USES People's Pharmacy Joe and Teresa Graedon Long Beach Press-Telegram (CA) Press-Telegram AM U U6 March 8, 2004 **20040308 20040308** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 8055 Word Count: 1611 MORE ...

...and allergy remedies also carry such a warning. Ask your doctor about antihistamines that would be safe for you. Prescription **Zyrtec** or Allegra might be such products. Q: Is there a correlation between blood pressure drugs and insomnia? Several years ago...

226. Don't let ignorance get your dander up
Spokesman-Review, The (Spokane, WA) Author: Paul Turner; Word Count: 595 3/6/04 SPKS-REV E1 2004 WLNR 17379375

...let ignorance get your dander up Paul Turner Spokesman-Review, The (Spokane, WA) SPOKANE IN LIFE E1 March 6, 2004 **20040306 20040306** English IAFH 0051385 Newspaper US USA WA Washington NorthAmerica 2976 Word Count: 595 It's always interesting to hear from people ...

...cetera is the answer in every instance. X) The supposition that overcoming this problem is as easy as commercials for **Zyrtec** or Claritin make it seem. Y) The concept that if a person really and truly loved animals he or she...

227. Fun with Festiva and Celica The corporate name game: Branding for children
Marketwatch Author: Bill Mann Word Count: 939 3/3/04 MKTWATCH 19:28:00

...Fun with Festiva and Celica The corporate name game: Branding for children Bill Mann Marketwatch CBS MarketWatch March 3, 2004 **20040303 20040303** English DIIG 0062090 Newswire US USA NorthAmerica 4694 Word Count: 939 FORESTVILLE, Calif. (CBS.MW) -- Recent news item: More and more ...

...and Primatene Mist. And Viagra? Don't even consider it. Too many bad jokes. Boys: Dimetap, Vicodin, Pfizer, Prilosec, Actifed, Tylenol, **Zyrtec**, Midol, Lipitor, Robitussin, Nexium. Unisex: Motrin, Cialis. Downmarket: Scalpicin. Copyright © 2004 MarketWatch.com, Inc. All Rights Reserved. Opinion USA ISOUS 1US73...

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228. Switches, strong season fuel allergy remedy sales.
Drug Store News Author: Johnsen, Michael; Word Count: 549 3/1/04 DSNEWS 34 2004 WLNR 21932732

...21932732 Switches, strong season fuel allergy remedy sales. Johnsen, Michael Drug Store News 26 3 34(1) March 1, 2004 **20040301 20040301** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 2745 Word Count: 549 A strong ...

...be in the OTC market. Two Food and Drug Administration advisory committees already have recommended fexofenadine, as well as Pfizer's **Zyrtec**, be sold over the counter. Aventis is preparing to defend its patent vigorously, of course--the company stands to lose ...

...OTC introduction. If fexofenadine switches, the remaining prescription-only antihistamines may fall into the OTC marketplace like dominoes. Patents protecting **Zyrtec** expire in 2007. And ,though Clarinex patents aren't set to expire until at least 2009, continuing as the sole prescription...

229. Penhollow agrees, but differs on some other picks [Final Edition]
Journal - Gazette Author: Penhollow, Steve; Word Count: 1729 2/29/04 JGAZETTE 1 2004 WLNR 15172704

...WLNR 15172704 Penhollow agrees, but differs on some other picks [Final Edition] Penhollow, Steve Journal - Gazette 1.E February 29, 2004 **20040229 20040229** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 8643 Word Count: 1729 I take my Oscar predictions way too ...

...they had to foist this contest on me. I have learned one thing, though: Sominex works best when combined with **Zyrtec**, gin and dumplings. The deadline for entering The Journal Gazette "Out pick Steve Penhollow" Oscar contest was Friday, so don't...

230. Penhollow agrees, but differs on some other picks
Journal Gazette, The (Fort Wayne, IN) Author: Steve Penhollow The Journal Gazette; Word Count: 1652 2/29/04 JGAZETTE 1E 2004 WLNR 17570529

...other picks Steve Penhollow The Journal Gazette Journal Gazette, The (Fort Wayne, IN) Final Edition ENCORE 1E February 29, 2004 **20040229 20040229** English IAEH 0052473 Newspaper US USA IN Indiana NorthAmerica 8260 Word Count: 1652 I take my Oscar predictions way too ...

...they had to foist this contest on me. I have learned one thing, though: Sominex works best when combined with **Zyrtec**, gin and dumplings. The deadline for entering The Journal Gazette "Out pick Steve Penhollow" Oscar contest was Friday, so don't...

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231. Slow start for health plan: County says more are eligible for drug discounts
Ann Arbor News (Ann Arbor, MI) Author: LISA KLIONSKY; Word Count: 1357 2/25/04 ANNARBORNEWS B1 2004 WLNR 21549724

...Ann Arbor News (Ann Arbor, MI) Ann Arbor News (Ann Arbor, MI) Ann Arbor News (MI) B1 February 25, 2004 **20040225 20040225** English JLRT 0085551 Newspaper US USA MI Michigan NorthAmerica 6786 Word Count: 1357 News Staff Reporter Cedric Richner, and his ...

...for all of my medication out of my own pocket." Conat said the plan pays about a quarter of her **Zyrtec** allergy prescription cost. " I was paying $80.29 and then it went to $63.31 with the card. ... It's really...

232. Canada Med Services tries to avoid closure
Star-News (Wilmington, NC) Author: Cheryl Welch, Staff Writer; Word Count: 899 2/24/04 STARNEWS 1A 2004 WLNR 17446383

...Services tries to avoid closure Cheryl Welch, Staff Writer Star-News (Wilmington, NC) Front Page 1A, 4A February 24, 2004 **20040224 20040224** English IAEA 0051378 Newspaper US USA NC North Carolina NorthAmerica 4496 Word Count: 899 Canada Med Services, facing a state ...

...and Walgreen Drug Store - for five common drugs shows Canada Med Services offered the lowest prices. For example, 10 mg **Zyrtec**, an allergy medication, costs between $2.06 and $2.48 per pill at the local pharmacies. Canada Med Services said...

233. Canada Med Services tries to avoid closure
Star-News (Wilmington, NC) Author: Cheryl Welch, Staff Writer; Word Count: 899 2/24/04 STARNEWS 1A 2004 WLNR 20808159

...Services tries to avoid closure Cheryl Welch, Staff Writer Star-News (Wilmington, NC) Front Page 1A, 4A February 24, 2004 **20040224 20040224** English IAEA 0051378 Newspaper US USA NC North Carolina NorthAmerica 4496 Word Count: 899 Canada Med Services, facing a state ...

...and Walgreen Drug Store - for five common drugs shows Canada Med Services offered the lowest prices. For example, 10 mg **Zyrtec**, an allergy medication, costs between $2.06 and $2.48 per pill at the local pharmacies. Canada Med Services said...

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234. CHECK INTERACTION OF MEDICINES
Cincinnati Post (OH) Author: N/A; Word Count: 625 2/17/04 CINPOST B5 2004 WLNR 1321310

...WLNR 1321310 CHECK INTERACTION OF MEDICINES Cincinnati Post (OH) Cincinnati Post (KY) CINCINNATI POST Final Living B5 February 17, 2004 **20040217 20040217** Cincinnati OH US CP Newspaper English ACXQ 0001982 Newspaper US USA OH Ohio NorthAmerica 3125 Word Count: 625 Question: My 13 year old son takes Concerta 36 mg. for his ADD. His pediatrician recently prescribed **Zyrtec** D for his allergies. What are the interactive effects? Should he be taking these medications at the same time? Answer ...

...track of it all but with thousands of drugs out on the market, a second opinion is a good idea. **Zyrtec**-D (cetrizine/pseudoephedrine) is a widely used allergy medicine. The cetrizine has no known negative interactions with methylphenidate (the active...

235. Check interaction of medicines [Final Edition]
Cincinnati Post (OH) Author: N/A; Word Count: 629 2/17/04 CINPOST B 2004 WLNR 11398004

...2004 WLNR 11398004 Check interaction of medicines [Final Edition] Cincinnati Post (OH) Cincinnati Post B.5.0 February 17, 2004 **20040217 20040217** English AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 3145 Word Count: 629 Ohio NetWellness Ask the Expert Question: My 13 year old son takes Concerta 36 mg. for his ADD. His pediatrician recently prescribed **Zyrtec** D for his allergies. What are the interactive effects? Should he be taking these medications at the same time? Answer ...

...track of it all but with thousands of drugs out on the market, a second opinion is a good idea. **Zyrtec**-D (cetrizine/pseudoephedrine) is a widely used allergy medicine. The cetrizine has no known negative interactions with methylphenidate (the active...

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236. Check interaction of medicines
Cincinnati Post (OH) Author: N/A; Word Count: 636 2/17/04 CINPOST B5 2004 WLNR 11428158

...B5 2004 WLNR 11428158 Check interaction of medicines Cincinnati Post (OH) The Cincinnati Post Final B5.0 February 17, 2004 **20040217 20040217** English AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 3179 Word Count: 636 Ohio Question: My 13 year old son takes Concerta 36 mg. for his ADD. His pediatrician recently prescribed **Zyrtec** D for his allergies. What are the interactive effects? Should he be taking these medications at the same time? Answer ...

...track of it all but with thousands of drugs out on the market, a second opinion is a good idea. **Zyrtec**-D (cetrizine/pseudoephedrine) is a widely used allergy medicine. The cetrizine has no known negative interactions with methylphenidate (the active...

237. If over-the-counter medications don't work see allergist
Florida Today (Melbourne, FL) Author: N/A; Word Count: 512 2/17/04 FLTODAY 2 2004 WLNR 23218825

...counter medications don't work see allergist Florida Today (Melbourne, FL) FLORIDA TODAY Final;all Health & Fitness 02 February 17, 2004 **20040217 20040217** English KITW 0145470 Newspaper US USA FL Florida NorthAmerica 3347 Word Count: 512 February 17, 2004 If over-the-counter ...

...If symptoms indicate allergic rhinitis vs. nonallergic rhinitis, an allergist or family physician may prescribe antihistamines such as Allegra and **Zyrtec**. Like Claritin, Allegra and **Zyrtec** have fewer side effects than other antihistamines. An allergy skin test can help determine whether a patient has respiratory allergies ...

...DISURESP 1UP05 Personal & Institutional Investing INVEST 1PE62 Consumer Products & Services BUYBUY 1CO62 ALLEGRA AMERICAN COLLEGE OF ALLERGY ASTHMA BENADRYL SUDAFED **ZYRTEC** Afrin Avoiding Bobby Lanier Claritin Conservative Immunology Kent Leifer Lanier Leifer Linda Kodesch...

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238. DON'T DELAY SEEING YOUR DOCTOR ABOUT DIZZINESS
Pittsburgh Post-Gazette (PA) Author: CYNTHIA NAPIER ROSENBERG ; Word Count: 1094 2/17/04 PITTSPOST F3 2004 WLNR 4898542

...DOCTOR ABOUT DIZZINESS CYNTHIA NAPIER ROSENBERG Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER HEALTH F-3 February 17, 2004 **20040217 20040217** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 5469 Word Count: 1094 Dear ...

...go away during the day but return again the following night. They are very itchy and annoying. I am on **Zyrtec** at night and Claritin in the morning. I also use a nose spray at night but it does not seem...

239. Good Counsel: Battling a cold
Democrat and Chronicle (Rochester, NY) Author: N/A; Word Count: 446 1/29/04 DEMCHR C3 2004 WLNR 23034209

...Good Counsel: Battling a cold Democrat and Chronicle (Rochester, NY) Democrat and Chronicle Metro Rochester Living C3 January 29, 2004 **20040129 20040129** English KIQT 0145241 Newspaper US USA NY New York NorthAmerica 2231 Word Count: 446 January 29, 2004 Dr. Catherine Goodfellow ...

...before school or work or if you will be driving is not recommended. Nonsedating antihistamines, such as Claritin, Allegra and **Zyrtec**, are not effective against colds. A cough is the other annoying symptom of a cold, and there is no good...

240. THE FINE PRINT REALLY IS FINE PRINT FDA WANTS DRUG MAKERS TO USE LARGER TYPE, SMALLER WORDS
Lexington Herald-Leader (KY) Author: Tony Pugh Knight Ridder Washington Bureau; Word Count: 512 1/29/04 LEXINGTONHLD A8 2004 WLNR 19132613

...TYPE, SMALLER WORDS Tony Pugh Knight Ridder Washington Bureau Lexington Herald-Leader (KY) Final Main News A8 January 29, 2004 **20040129 20040129** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 2561 Word Count: 512 WASHINGTON WASHINGTON -- Do people read the warnings ...

...include larger type and simpler words. A similar approach is being used with other Pfizer products, such as Viagra and **Zyrtec**. 517 USA ISOUS 1US73 Americas GEOAMER 1AM92 Ohio USAOH 1OH35 North America GEONAMR 1NO39 PCOOVER PHMBIGCO PFIZRNUZ BAYERNA PHARMPRD Major...

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241. EXPERTS FIND DRUG AD WARNINGS UNREADABLE RISK INFORMATION IS LONG, JARGON-FILLED, EXPERTS SAY
St. Paul Pioneer Press (MN) Author: TONY PUGH, Washington Bureau; Word Count: 570 1/29/04 STPLPP A3 2004 WLNR 19247519

...LONG, JARGON-FILLED, EXPERTS SAY TONY PUGH, Washington Bureau St. Paul Pioneer Press (MN) City Main A3 January 29, 2004 **20040129 20040129** English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 2851 Word Count: 570 WASHINGTON -- Do people read the warnings that ...

...include larger type and simpler words. A similar approach is being used with other Pfizer products, such as Viagra and **Zyrtec**. 521 USA ISOUS 1US73 Americas GEOAMER 1AM92 Ohio USAOH 1OH35 North America GEONAMR 1NO39 PCOOVER PHMBIGCO PFIZRNUZ BAYERNA PHARMPRD Major...

242. 'ASK YOUR DOCTOR'
Macon Telegraph (GA) Author: Charles E. Richardson; Word Count: 829 1/27/04 BSX-MACTEL A4 2004 WLNR 18975811

...Ga.) A4 2004 WLNR 18975811 'ASK YOUR DOCTOR' Charles E. Richardson Macon Telegraph (GA) HOME A 4 January 27, 2004 **20040127 20040127** English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 4146 Word Count: 829 I'm sure you've seen the commercials that ...

...departments. I don't discount that claim. However, Pfizer, maker of such household products as Celebrex, Lipitor, Benadryl, Viagra, Zoloft and **Zyrtec**, spends $401 million on television advertising, according to Advertising Age. Pfizer was the fifth largest network advertiser in 2002. GlaxoSmithKline...

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243. Concerns over 'mad cow disease'
Philadelphia Inquirer (PA) Author: Mitchell Hecht KNIGHT RIDDER NEWS SERVICE; Word Count: 838 1/26/04 PHILA-INQ D03 2004 WLNR 19393335

...cow disease' Mitchell Hecht KNIGHT RIDDER NEWS SERVICE Philadelphia Inquirer (PA) CITY-D FEATURES HEALTH & SCIENCE D03 January 26, 2004 **20040126 20040126** English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 4191 Word Count: 838 Can you comment on mad cow disease ...

...good treatments for allergies, steroids by mouth or by injection were all we had. Now, we have antihistamines such as **Zyrtec**, Allegra or Claritin/Clarinex; intranasal steroid sprays such as Nasacort AQ, Flonase or Nasonex that confine their effects to the ...

...Food & Beverage AFBFRONT 1AG53 AGRICULTURE ANN VENNEMAN ALLEGRA AQ BSE FLONASE KENALOG NASACORT SINGULAIR US DEPARTMENT OF AGRICULTURE USDA XOLAIR **ZYRTEC** H," Box Mitchell Hecht Scientists Send...

244. CBER and DDMAC promo untitled letters.
Warning Letter Bulletin Author: N/A; Word Count: 811 1/26/04 WARNLB 2 2004 WLNR 22035462

...Bull. 2 2004 WLNR 22035462 CBER and DDMAC promo untitled letters. Warning Letter Bulletin 12 2 2 January 26, 2004 **20040126 20040126** Washington Information Source, Inc. 1069-4218 Newsletter English KEMF 0010311 Newsletter US USA NorthAmerica 4053 Word Count: 811 The following ...

...Allegra is "specifically designed to block the histamine that triggers allergic responses." However, because other prescription antihistamines, such as Pfizer's **Zyrtec** (cetirizine HC1) and Schering Plough's Clarinex (desloratadine), have the same mechanism of action--selective peripheral H1 receptor antagonist activity--Allegra ...

...better compliance rates with another branded prescription antihistamine. The results of the 12-month study for compliance showed that the **Zyrtec** family of products (defined as **Zyrtec** Syrup and **Zyrtec** Tablets) had the highest compliance rate at 46.7%. DTC, F-B 573 Business Business, general PHMBIGCO PHARMPRD CTPDWPHM Major...

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245. THE STATE OF
News Journal, The (Wilmington, DE) Author: N/A; Word Count: 1713 1/20/04 NEWSJRNL A1 2004 WLNR 22849553

...2004 WLNR 22849553 THE STATE OF News Journal, The (Wilmington, DE) The News Journal News A1 7 January 20, 2004 **20040120 20040120** English KIQU 0145242 Newspaper US USA DE Delaware NorthAmerica 8565 Word Count: 1713 January 20, 2004 HEALTH CARE An occasional ...

...made by Schering-Plough Corp. , is a nondrowsy antihistamine used for treating allergies, as are prescription drugs such as Allegra, **Zyrtec** and Clarinex. Prilosec OTC, made by London-based AstraZeneca PLC , treats frequent heartburn. AstraZeneca , which has U.S. headquarters in Fairfax...

246. Rx-to-OTC switch pipeline poses both challenges and opportunities.
Drug Store News Author: Johnsen, Michael; Word Count: 1285 1/19/04 DSNEWS 4 2004 WLNR 21839470

...OTC switch pipeline poses both challenges and opportunities. Johnsen, Michael Drug Store News 26 1 4(2) January 19, 2004 **20040119 20040119** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 6427 Word Count: 1285 WASHINGTON -- Over ...

...the conservation of precious public resources would dissuade the FDA from acting on this however, suggested Juhl. The patent protecting **Zyrtec** expires in December 2007. Following in the footsteps of Claritin and Wyeth's Alavert, if Pfizer doesn't switch the drug, then...

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247. ALLEGRA ADS MADE FALSE SUPERIORITY CLAIMS, DDMAC SAYS
Washington Drug Letter Author: N/A; Word Count: 473 1/16/04 WASHDRUG (No Page) 2004 WLNR 21788621

...Online) 2004 WLNR 21788621 ALLEGRA ADS MADE FALSE SUPERIORITY CLAIMS, DDMAC SAYS Washington Drug Letter 36 3 January 16, 2004 **20040116 20040116** web English KCBK 0138776 Newsletter US USA NorthAmerica 2364 Word Count: 473 Print and television ads for Aventis Pharmaceuticals' leading ...

...the product had a unique mechanism of action to make it clinically superior to other prescription antihistamines such as Pfizer's **Zyrtec** (cetirizine HCl) and Schering-Plough's Clarinex (desloratadine). Referring to the drug's mechanism of action -- selective peripheral H1 receptor agonist activity -- DDMAC reminded Aventis that since **Zyrtec** and Clarinex use the same mechanism, it could not refer to a "unique" mechanism as this would imply that Allegra ...

...Allegra. Results from the 12-month compliance study showed that while Allegra had a compliance rate of 42.5 percent, **Zyrtec** had a higher compliance rate of 46.7 percent. Requesting that the firm respond to the agency by Jan. 14...

248. Pfizer Assigns Relpax Creative to Arnold.
ADWEEK Eastern Edition Author: Kathleen Sampey; Word Count: 250 1/15/04 ADWKEST (No Page) 2004 WLNR 21837143

...Pg. Unavail. Online) 2004 WLNR 21837143 Pfizer Assigns Relpax Creative to Arnold. Kathleen Sampey ADWEEK Eastern Edition January 15, 2004 **20040115 20040115** The Nielsen Company 0199-2864 Magazine/Journal English KEVA 0000161 Magazine US USA NY New York NorthAmerica 1248 Word Count ...

...the incumbent, Publicis Groupe's Publicis, all New York [Adweek, Nov. 3]. Berlin Cameron joined Pfizer's roster in August, winning the **Zyrtec** allergy medicine after a review. Arnold had participated in several Pfizer reviews and this win puts them on the roster ...

...HEADACHE 1MI07 ARCY ARCY MASIUS BENTON BOWLES DRUG ADMINISTRATION GLAXOSMITHKLINE HAVAS IMITREX PFIZER PFIZER ASSIGNS RELPAX CREATIVE PUBLICIS GROUPE RELPAX **ZYRTEC** PFIZER INC PFIZER SA DE CV PFIZER GLAXOSMITHKLINE (MOROCCO) PUBLICIS DIALOG GLAXOSMITHKLINE PLC ADR GLAXOSMITHKLINE PAKISTAN LTD PFIZER PIGMENTS INC...

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249. AVENTIS DROPS ALLEGRA ADS AFTER DDMAC ISSUES LETTER
Drug Industry Daily Author: N/A; Word Count: 461 1/15/04 DRUGINDUDLY (No Page) 2004 WLNR 21789464

...Online) 2004 WLNR 21789464 AVENTIS DROPS ALLEGRA ADS AFTER DDMAC ISSUES LETTER Drug Industry Daily 3 10 January 15, 2004 **20040115 20040115** web English KCBD 0138769 Trade Journal US USA NorthAmerica 2305 Word Count: 461 Several print and television ads for Aventis ...

...the product had a unique mechanism of action to make it clinically superior to other prescription antihistamines such as Pfizer's **Zyrtec** (cetirizine HCl) and Schering-Plough's Clarinex (desloratadine). Referring to the drug's mechanism of action -- selective peripheral H1 receptor agonist activity -- DDMAC reminded Aventis that since **Zyrtec** and Clarinex use the same mechanism, it could not refer to a "unique" mechanism as this would imply that Allegra ...

...Allegra. Results from the 12-month compliance study showed that while Allegra had a compliance rate of 42.5 percent, **Zyrtec** had a higher compliance rate of 46.7 percent. Requesting that the firm respond to the agency by Jan. 14...

250. Aventis hopes it has prescription for banner '04
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, STAFF WRITER; Word Count: 552 1/15/04 RECNNJ B03 2004 WLNR 22823642

...Record, The (Hackensack, NJ) All Editions=Two Star B. Two Star P. One Star B BUSINESS B03 January 15, 2004 **20040115 20040115** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 2760 Word Count: 552 Aventis may have seemed to arrive ...

...drug Allegra. Allegra is part of the popular class of drugs known as non-sedating antihistamines that also includes Claritin, **Zyrtec**, and Clarinex. That class was shaken up over the past year after market leader Claritin moved from prescription to over...

251. Business News in Brief
Philadelphia Inquirer (PA) Author: N/A; Word Count: 1614 1/15/04 PHILA-INQ C03 2004 WLNR 19377935

...Phila. Inquirer C03 2004 WLNR 19377935 Business News in Brief Philadelphia Inquirer (PA) CITY-D BUSINESS C03 January 15, 2004 **20040115 20040115** English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 8070 Word Count: 1614 In the Region Motiva to sell its ...

...The Food and Drug Administration said some ads falsely implied Allegra was better than competing drugs, such as Pfizer Inc.'s **Zyrtec** and Schering-Plough Corp.'s Clarinex. " We are not aware of substantial evidence or substantial clinical experience demonstrating that Allegra has...

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252. Bridgewater, N.J.. Drug Maker Aventis Is Poised for Banner 2004
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 593 1/15/04 RECNNJ (No Page) 2004 WLNR 14516536

...Maker Aventis Is Poised for Banner 2004 Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J January 15, 2004 **20040115 20040115** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 2966 Word Count: 593 Jan. 15-- Aventis may ...

...drug Allegra. Allegra is part of the popular class of drugs known as non-sedating antihistamines that also includes Claritin, **Zyrtec**, and Clarinex. That class was shaken up over the past year after market leader Claritin moved from prescription to over...

253. Aventis hopes it has prescription for banner '04 [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 554 1/15/04 RECNNJ B 2004 WLNR 15051663

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.03 January 15, 2004 **20040115 20040115** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 2768 Word Count: 554 Aventis may have seemed to arrive ...

...drug Allegra. Allegra is part of the popular class of drugs known as non-sedating antihistamines that also includes Claritin, **Zyrtec**, and Clarinex. That class was shaken up over the past year after market leader Claritin moved from prescription to over...

254. N.J. BRIEFS [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: Anonymous; Word Count: 796 1/15/04 RECNNJ B 2004 WLNR 15059769

...Two Star B. Two Star P. One Star B] Anonymous Record, The; Bergen County, N.J. B.03 January 15, 2004 **20040115 20040115** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 3979 Word Count: 796 U.S. tells Aventis to pull some ...

...The Food and Drug Administration said some ads falsely imply Allegra is better than competing drugs, such as Pfizer Inc.'s **Zyrtec** and Schering Plough Corp.'s Clarinex. " We are not aware of substantial evidence or substantial clinical experience demonstrating that Allegra has...

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255. Berlin Cameron stands on its own Top-level hires, Pfizer win prove it succeeds beyond big personality of founders
Advertising Age Author: LISA SANDERS Word Count: 1695 1/12/04 ADVTGAGE S2 2004 WLNR 1759443

...big personality of founders LISA SANDERS Advertising Age Special Report: Agency of the Year 75 2 S2 January 12, 2004 **20040112 20040112** English AGBG 0000149 Trade Journal US USA NorthAmerica 8475 Word Count: 1695 When andy berlin and Ewen Cameron first partnered ...

...But it's also in the past year brought home agency-of-record assignments from pharmaceutical giant Pfizer for allergy medication **Zyrtec** worth an estimated $74 million; cellular service provider Boost Mobile (estimated $50 million) and Dean Foods' White Wave Silk soy ...

...novelist and 10-year veteran of Omnicom's Goodby, Silverstein & Partners, San Francisco, Mr. Steel led the agency's successful pitches for **Zyrtec** and White Wave Silk. ``In the past, I've always and only been responsible for strategy." In its current iteration, which...

256. Three times a charm: how DDB, Berlin Cameron and Modernista! led the pack in 2003.
ADWEEK Author: Feuer, Jack, Gianatasio, David, Jensen, Trevor; Word Count: 766 1/12/04 ADWEEK 16 2004 WLNR 21796595

...Modernista! led the pack in 2003. Feuer, Jack, Gianatasio, David, Jensen, Trevor ADWEEK 45 2 16(1) January 12, 2004 **20040112 20040112** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3829 Word Count: 766 Arising ...

...Cola Classic business. That was in January, but Berlin Cameron didn't stop there. It broke into pharmaceuticals and telecommunications with **Zyrtec** and Boost Mobile and bolstered its executive ranks with the addition of Bill Grogan and Jon Steel. The growth spurt...

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257. U.S. Agency of the Year: Berlin Cameron/Red Cell: riding high on its Coke win, the 7-year-old shop proves it's the real thing.
ADWEEK Author: Parpis, Eleftheria; Word Count: 3249 1/12/04 ADWEEK 22 2004 WLNR 21796605

...the 7-year-old shop proves it's the real thing. Parpis, Eleftheria ADWEEK 45 2 22(3) January 12, 2004 **20040112 20040112** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 16246 Word Count: 3249 It ...

...with creative and strategic duties for Classic Coke, Berlin Cameron won a corporate branding assignment for Coke, Pfizer's $75 million **Zyrtec** account and a corporate assignment for the company, the $50 million Boost Mobile account and While Wave's $30 million Silk ...

...WON/MEDIA BUDGET Coke Classic ($300 million) Nextel's Boost Mobile ($50 million) White Wave's Silk Soy Milk ($30 million) Pfizer's **Zyrtec** ($75 million) The Glenlivet whiskey ($10 million) * Tasty Baking Co. ($1 million) ([dagger]) ACCOUNTS LOST/MEDIA BUDGET * No losses HIGHLIGHTS...

258. Canadian drug savings calculator available online Drug Costs
Drug Week Author: N/A; Word Count: 505 1/9/04 DRUGWEEK 190 2004 WLNR 510510

...Drug Wk. 190 2004 WLNR 510510 Canadian drug savings calculator available online Drug Costs Drug Week 190 January 9, 2004 **20040109 20040109** English BFIJ 0003156 Newsletter US USA NorthAmerica 2526 Word Count: 505 More than 1000 consumers used the powerful, consumer-friendly ...

...Mirapex, Mobic, Nasonex, Neurontin, Paxil, Pravachol, Premarin, Prempro, Prevacid, Prograf, Proscar, Risperdal, Serevent, Singulair, Synthroid, Topamax, Vioxx, Xalatan, Zocor, and **Zyrtec**. This article was prepared by Drug Week editors from staff and other reports. ©Copyright 2003, Drug Week via NewsRx.com & NewsRx.net...

259. Switches continue to be driving force in O-T-Cs.
Chain Drug Review Author: N/A; Word Count: 601 1/5/04 CHAINDREV 33 2004 WLNR 21802061

...Switches continue to be driving force in O-T-Cs. Chain Drug Review 26 1 33(1) January 5, 2004 **20040105 20040105** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 3006 Word Count: 601 NEW ...

...based health maintenance organization, to mandate that three prescription allergy medications (Aventis' Allegra, Schering-Plough Corp.'s Clarinex and Pfizer Inc.'s **Zyrtec**) be sold over the counter. (In 2002 Schering-Plough voluntarily moved Claritin, the predecessor to Clarinex, to nonprescription status after...

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260. Prescription Drugs: Recent Trends in Utilization, Expenditures, and Coverage
EBRI Issue Brief Author: Sethi, Rachel Christensen Word Count: 16127 1/1/04 EBRIISSUEB 1 2004 WLNR 11191071

...11191071 Prescription Drugs: Recent Trends in Utilization, Expenditures, and Coverage Sethi, Rachel Christensen EBRI Issue Brief 1 January 1, 2004 **20040101 20040101** 0887137X English AMJH 0003230 Trade Journal US USA NorthAmerica 80634 Word Count: 16127 * Prescription drug costs, which rose by 15 ...

...to sell OTC in December 2002. In response, some plan sponsors have dropped coverage for similar products, such as Allegra, **Zyrtec**, and Clarinex, or have begun charging higher copayments for those products, to reduce costs by encouraging members to use the...

261. Set expectations when treating chronic urticaria: 'physician switching' common.
Skin & Allergy News Author: Mulcahy, Nicholas; Word Count: 1046 1/1/04 SKINALLERGY 33 2004 WLNR 21829403

...expectations when treating chronic urticaria: 'physician switching' common. Mulcahy, Nicholas Skin & Allergy News 35 1 33(1) January 1, 2004 **20040101 20040101** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 5228 Word Count: 1046 NEW ...

...offered his initial regimen or approach for treating patients with the condition: * Dr. Heymann typically prescribes a combination of cetirizine (**Zyrtec**; 10-20 mg/day), ranitidine (Zantac; 150 mg twice a day) and montelukast (Singulair; 10 mg/day). * Dr. Beltrani recommends...

262. Over-the-counter drug coverage changes marketing strategies Prescription Drug Coverage
Drug Week Author: N/A; Word Count: 738 12/26/03 DRUGWEEK 401 2003 WLNR 688583

...2003 WLNR 688583 Over-the-counter drug coverage changes marketing strategies Prescription Drug Coverage Drug Week 401 December 26, 2003 **20031226 20031226** English BFIJ 0003156 Newsletter US USA NorthAmerica 3688 Word Count: 738 In an effort to reduce costs and make medications ...

...members with information about Alavert. The information was distributed to people who had received prescriptions for competing antihistamines like Claritin, **Zyrtec**, and Allegra over the past year. Health Alliance Medical Plans in Illinois and Iowa are now offering members coverage for...

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263. 10 bigggest stories of 2003
Advertising Age Author: N/A; Word Count: 975 12/22/03 ADVTGAGE 4 2003 WLNR 2366336

...2003 WLNR 2366336 10 bigggest stories of 2003 Advertising Age The Book of Tens 74 51 4 December 22, 2003 **20031222 20031222** English AGBG 0000149 Trade Journal US USA NorthAmerica 4876 Word Count: 975 1 Coke Classic to Anoint Berlin Coca-Cola ...

...enlisted Beekman Associates to gather information on agencies' overhead. An indignant Deutsch, which lost $120 million in Pfizer accounts, including **Zyrtec** and Zoloft, complained that Pfizer overstepped its bounds. The ensuing industry debate led to the Four A's taking a rare...

264. 10 bigggest stories of 2003
Advertising Age Author: N/A; Word Count: 975 12/22/03 ADVTGAGE 4 2003 WLNR 2366661

...2003 WLNR 2366661 10 bigggest stories of 2003 Advertising Age The Book of Tens 74 51 4 December 22, 2003 **20031222 20031222** English AGBG 0000149 Trade Journal US USA NorthAmerica 4877 Word Count: 975 1 Coke Classic to Anoint Berlin Coca-Cola ...

...enlisted Beekman Associates to gather information on agencies' overhead. An indignant Deutsch, which lost $120 million in Pfizer accounts, including **Zyrtec** and Zoloft, complained that Pfizer overstepped its bounds. The ensuing industry debate led to the Four A's taking a rare...

265. 10 direct-to-consumer drugs by sales
Advertising Age Author: N/A; Word Count: 931 12/22/03 ADVTGAGE 28 2003 WLNR 2366353

...2366353 10 direct-to-consumer drugs by sales Advertising Age The Book of Tens 74 51 28 December 22, 2003 **20031222 20031222** English AGBG 0000149 Trade Journal US USA NorthAmerica 4655 Word Count: 931 1 LIPITOR $6.6 billion U.S. With a ...

...from Publicis Groupe's Kaplan Thaler Group, New York, which won the account after the marketer dropped Interpublic's Deutsch from Zoloft, **Zyrtec** and Bextra earlier this year. 9 CELEBREX $2.5 billion Celebrex, also from Pfizer, is the market leader in the ...

...pain and inflammation. The drug-maker took the account away from WPP's J. Walter Thompson during the three-way Zoloft-**Zyrtec**-Bextra review, and put it up for a shootout between Kaplan Thaler Group and Arnold Worldwide. Kaplan Thaler prevailed. 10...

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266. 10 DTC drugs by ad spending (in Millions)
Advertising Age Author: Source: TNS Media Intelligence/CMR and Publishers Information Bureau Word Count: 62 12/22/03 ADVTGAGE 28 2003 WLNR 2366375

...TNS Media Intelligence/CMR and Publishers Information Bureau Advertising Age The Book of Tens 74 51 28 December 22, 2003 **20031222 20031222** English AGBG 0000149 Trade Journal US USA NorthAmerica 312 Word Count: 62 1. Nexium $137.2 heartburn 2. Singulair $101.7 allergy and asthma 3. Clarinex $97.9 allergy 4. Allegra $88.6 allergy 5. **Zyrtec** $86.6 allergy 6. Prevacid $85.2 heartburn 7. Zoloft $71.6 depression 8. Flonase $68.9 nasal spray 9...

267. Buying Canadian
Pensacola News Journal (Pensacola, FL) Author: N/A; Word Count: 928 12/7/03 PENSANEWSJ 1 2003 WLNR 18205219

...1 2003 WLNR 18205219 Buying Canadian Pensacola News Journal (Pensacola, FL) Pensacola News Journal Health *1F 2F December 7, 2003 **20031207 20031207** English KITC 0145453 Newspaper US USA FL Florida NorthAmerica 5843 Word Count: 928 December 7, 2003 Karen Harrell @PensacolaNewsJournal.com Pensacola ...

...30. U.S. price, $74.99. Canada, $49.95. Zocor, 5 mg. Quantity 30. U.S. price, $51.99. Canada, $36.07. **Zyrtec**, 10 mg. Quantity 90. U.S. price, $162.99. Canada $82.99. Full list: www.affordabledrugs.il.gov/price.cfm. North America GEONAMR 1NO39 U.S...

268. THE MEDIA BUSINESS: ADVERTISING; A soymilk maker hopes a creator of the 'Got milk?' campaign can do for soy what he did for dairy.
New York Times (NY) Author: Stuart Elliott; Word Count: 1195 12/5/03 NYT C5 2003 WLNR 5654811

...for dairy. Stuart Elliott New York Times (NY) New York Times Late Edition - Final C 5 01 December 5, 2003 **20031205 20031205** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5973 Word Count: 1195 ...

...campaigns in North America for its flagship brand, Coca-Coca Classic; the Boost Mobile line sold by Nextel Communications; and **Zyrtec**, the allergy drug sold by Pfizer. For Arnold, part of the Arnold Worldwide Partners division of Havas, the loss of...

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269. Pfizer central stability lab nets 5-item 483 for quality, lab controls.
Validation Times Author: Sami, Tamra; Word Count: 1308 12/1/03 VALIDATIONT 8 2003 WLNR 17623407

...stability lab nets 5-item 483 for quality, lab controls. Sami, Tamra Validation Times 5 12 8 December 1, 2003 **20031201 20031201** Washington Information Source, Inc. Newsletter English KHSW 0010188 Newsletter US USA NorthAmerica 6539 Word Count: 1308 Pfizer's Central Stability Laboratory ...

...not be the quality driver, but instead, a mechanism to detect a rare product defect." Investigators also discovered that three **Zyrtec** Syrup complaints describing "black particles" were received for three different lots, the 483 stated. The first complaint was received 2...

270. Prescriptions
Honolulu Advertiser, The (Honolulu, HI) Author: N/A; Word Count: 669 11/22/03 HONADV E3 2003 WLNR 17804591

...Haw.) E3 2003 WLNR 17804591 Prescriptions Honolulu Advertiser, The (Honolulu, HI) The Honolulu Advertiser Island Life E3 November 22, 2003 **20031122 20031122** English KIQZ 0145247 Newspaper US USA HI Hawaii NorthAmerica 3345 Word Count: 669 November 22, 2003 By Landis Lum Antihistamines ...

...available by prescription and can be used in patients as young as 6. Loratadine and the mildly sedating but stronger **Zyrtec** are available as syrups and can be used in children as young as 2. If the above don't do the...

271. DEAR PHARMACIST SUZY COHEN
South Florida Sun-Sentinel Author: DEAR PHARMACIST SUZY COHEN Word Count: 436 11/20/03 SFLSUN-SENT 2E 2003 WLNR 15490719

...15490719 DEAR PHARMACIST SUZY COHEN DEAR PHARMACIST SUZY COHEN South Florida Sun-Sentinel Broward Metro LIFESTYLE 2E November 20, 2003 **20031120 20031120** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 2181 Word Count: 436 Dear Pharmacist: How do you feel about ...

...local pharmacy. For example, what happens if you got the anti-psychotic drug Zyprexa 10mg instead of the allergy drug **Zyrtec** 10mg? Trust me, the consequences of that would be unimaginable. Just how cost-effective is it when you take an...

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272. IMPORTED PRESCRIPTIONS CAN RISK LIVES BY SUZY COHEN, R.PH
Albany Times Union (NY) Author: N/A; Word Count: 507 11/18/03 TIMESUN D2 2003 WLNR 725971

...RISK LIVES BY SUZY COHEN, R.PH Albany Times Union (NY) TIMES UNION THREE STAR LIFE-HEALTH D2 November 18, 2003 **20031118 20031118** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 2537 Word Count: 507 ...

...Is it really cheaper? What happens if you take the anti-psychotic drug Zyprexa 10mg instead of the allergy drug **Zyrtec** 10mg? Just how cost-effective is it when you take an expired asthma medication? Does it matter whether you take...

273. The right prescription: spot TV's geographic advantages should draw more drug advertising.
Media Week (USA) Author: Rohrs, Chris; Word Count: 993 11/17/03 MEDIAWEEK 36 2003 WLNR 17534820

...geographic advantages should draw more drug advertising. Rohrs, Chris Media Week (USA) MEDIAWEEK 13 42 36(1) November 17, 2003 **20031117 20031117** The Nielsen Company 1055-176X Magazine/Journal English KEDV 0006676 Trade Journal US USA NorthAmerica 4967 Word Count: 993 WHEN ...

...the focus has been on the creative. New York agency Deutsch has gotten attention for its work for Pfizer brands **Zyrtec** (black-and-white spots in which people define themselves by their allergies) and Zoloft (an animated orb dispels the rain...

274. Crossing the line to buy drugs
CHICAGO TRIBUNE Author: Suzy Cohen, R.Ph., Tribune Media Services. Word Count: 622 11/16/03 CHICAGOTR Q12 2003 WLNR 15300991

...the line to buy drugs Suzy Cohen, R.Ph., Tribune Media Services. CHICAGO TRIBUNE Chicago Final Q 12 November 16, 2003 **20031116 20031116** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 3112 Word Count: 622 Q. How do you feel about drugs ...

...pharmacy. For example, what happens if you take the anti-psychotic drug Zyprexa 10 mg instead of the allergy drug **Zyrtec** 10 mg? Trust me, the consequences of that oversight would be unimaginable. I've seen it firsthand. It is going to...

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275. Web thrives as DTC platform FDA finds surge in consumer use, but Net still trails TV and print
Advertising Age Author: RICH THOMASELLI; Word Count: 744 11/10/03 ADVTGAGE 21 2003 WLNR 2228589

...in consumer use, but Net still trails TV and print RICH THOMASELLI Advertising Age Interactive 74,45 21 November 10, 2003 **20031110 20031110** Crain Communications 0001-8899 English Trade Journal AGBG 0000149 Trade Journal US USA NorthAmerica 3718 Word Count: 744 Levitra, **Zyrtec** and Zoloft are practically household words thanks to the flood of direct-to-consumer TV and print ads from pharmaceutical...

276. HealthTrak identifies Rx purchasing behaviors and patterns Market Analysis
Drug Week Author: N/A; Word Count: 1022 11/7/03 DRUGWEEK 237 2003 WLNR 463707

...Wk. 237 2003 WLNR 463707 HealthTrak identifies Rx purchasing behaviors and patterns Market Analysis Drug Week 237 November 7, 2003 **20031107 20031107** NewsRX English Newsletter BFIJ 0003156 Newsletter US USA NorthAmerica 5108 Word Count: 1022 Marketing Technology Solutions (MTS) announced the availability ...

...see their doctor," reasons for patient noncompliance, how higher insurance copays influence choice for megabrands such as Allegra, Clarinex, and **Zyrtec**, trends in product switching by the physicians and patients, and the performance of the marketing mix. ::::The treating-allergy population...

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277. SIX MORE DRUGS PASS PEDIATRIC SUBCOMMITTEE
Washington Drug Letter Author: N/A; Word Count: 729 11/7/03 WASHDRUG (No Page) 2003 WLNR 16850690

...Pg. Unavail. Online) 2003 WLNR 16850690 SIX MORE DRUGS PASS PEDIATRIC SUBCOMMITTEE Washington Drug Letter 35 44 November 7, 2003 **20031107 20031107** web English KCBK 0138776 Newsletter US USA NorthAmerica 3647 Word Count: 729 The most common cause of reported adverse events ...

...from the agency's Division of Pediatric Drug Development presented a year's worth of adverse event data on Pfizer's allergy drug **Zyrtec** (cetirizine), Bristol-Myers Squibb's antidepressant Serzone (nefazodone), ESP Pharma's antitumor drug Busulfex (busulfan), Merck's antihypertensive drug Cozaar (losartan), AstraZeneca's antiestrogen ...

...their effects on pediatric populations. Of all the drugs, the one that elicited concern from subcommittee Chairwoman Joan Chesney was **Zyrtec**, the only drug of the six that already had a pediatric indication. According to the data, out of 253 AERs, 43 reports involved children, accounting for 17 percent of all reported events. More than 20 percent, or nine, of **Zyrtec** adverse events in children involved medication errors, Medical Officer ShaAvhree Buckman told Chesney. The errors resulted from pharmacists dispensing either Zantac, **Zyrtec** syrup or Zoloft instead of the intended medication. According to the FDA, 15.5 percent, or 4 million, of the 25.7 million prescriptions for **Zyrtec** were written for children in 2002. Other more commonly cited pediatric adverse events associated with **Zyrtec** included seven psychiatric events. These included aggressive behavior, agitation and hallucinations, which stopped when the drug was discontinued. Other AERs...

278. 'PLEASE PRESS 0 TO SPEAK TO NURSE JUDY' BEAGLE: NO PATIENCE Ben Beagle
Roanoke Times (VA) Author: Ben Beagle; Word Count: 531 11/5/03 RNKETWN 1 2003 WLNR 2267765

...NURSE JUDY' BEAGLE: NO PATIENCE Ben Beagle Ben Beagle Roanoke Times (VA) Roanoke Times METRO EXTRA 1 November 5, 2003 **20031105 20031105** Roanoke VA United States RO Newspaper English ADLN 0008893 Newspaper US USA VA Virginia NorthAmerica 2657 Word Count: 531 I ...

...down -probably with your tongue between your teeth - you shouldn't have to go through that ordeal again. Just try spelling **Zyrtec** all by yourself. If the patients on "ER" had to do all that, they'd all be wearing wings by the...

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279. A '24' addict gets first fix, in real time Northwest lite
Seattle Times (WA) Author: Brangien Davis; Special to The Seattle Times; Word Count: 736 11/4/03 STLTI E1 2003 WLNR 2383446

...Brangien Davis; Special to The Seattle Times Seattle Times (WA) Seattle Times Fourth ROP Northwest Life E1 November 4, 2003 **20031104 20031104** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 3681 Word Count: 736 Editor's ...

...allegedly his brother Wayne, although nothing in their facial structure would suggest so. And doesn't Wayne play the role of "**Zyrtec**" in that commercial where Flonase beats out all the other allergy meds? " Never mind all that!" I scold myself. " Keep...

280. Agencies pitch Publicis' Relpax: Berlin Cameron, Arnold among those chasing migraine drug.
ADWEEK Author: Sampey, Kathleen; Word Count: 319 11/3/03 ADWEEK 7 2003 WLNR 17485241

...Publicis' Relpax: Berlin Cameron, Arnold among those chasing migraine drug. Sampey, Kathleen ADWEEK 44 43 7(1) November 3, 2003 **20031103 20031103** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 1596 Word Count: 319 NEW ...

...concepts to the New York client in mid-November, sources said. Berlin Cameron joined Pfizer's roster in August, winning the **Zyrtec** allergy medicine after a review. Relpax moved to Publicis when sister agency D'Arcy Masius Benton & Bowles was dissolved in January ...

...Sales DRUGMKTG 1PH83 AGENCIES ARCY ARCY MASIUS BENTON BOWLES DRUG ADMINISTRATION GLAXOSMITHKLINE HAVAS IMITREX PFIZER PUBLICIS PUBLICIS GROUPES PUBLICIS WPP **ZYRTEC** PFIZER INC PFIZER SA DE CV ARNOLD WORLDWIDE LLC PFIZER GLAXOSMITHKLINE (MOROCCO) GLAXOSMITHKLINE PLC ADR GLAXOSMITHKLINE PAKISTAN LTD PFIZER PIGMENTS...

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281. SIX MORE DRUGS PASS PEDIATRIC ADVERSE EVENT REVIEW
Drug Industry Daily Author: N/A; Word Count: 689 11/3/03 DRUGINDUDLY (No Page) 2003 WLNR 16847550

...Online) 2003 WLNR 16847550 SIX MORE DRUGS PASS PEDIATRIC ADVERSE EVENT REVIEW Drug Industry Daily 2 216 November 3, 2003 **20031103 20031103** web English KCBD 0138769 Trade Journal US USA NorthAmerica 3447 Word Count: 689 Medication errors due to similar sounding or ...

...from the agency's Division of Pediatric Drug Development presented a year's worth of adverse event data on Pfizer's allergy drug **Zyrtec** (cetirizine), Bristol-Myers Squibb's antidepressant Serzone (nefazodone), ESP Pharma's antitumor drug Busulfex (busulfan), Merck's antihypertensive drug Cozaar (losartan), AstraZeneca's antiestrogen ...

...their effects on pediatric populations. Of all the drugs, the one that elicited concern from subcommittee Chairwoman Joan Chesney was **Zyrtec**, the only drug of the six that already had a pediatric indication. According to the data, out of 253 AERs, 43 reports involved children, accounting for 17 percent of all reported events. More than 20 percent, or nine, of **Zyrtec** adverse events in children involved medication errors, Medical Officer ShaAvhree Buckman told Chesney. The errors resulted from pharmacists dispensing either Zantac, **Zyrtec** syrup or Zoloft instead of the intended medication. According to the FDA, 15.5 percent, or 4 million, of the 25.7 million prescriptions for **Zyrtec** were written for children in 2002. Other more commonly cited pediatric adverse events associated with **Zyrtec** included seven psychiatric events, five seizures and three cases each of somnolence, allergic reaction, congenital anomaly and liver injury. The...

282. Rhinosinusitis.
Southern Medical Journal Author: deShazo, Richard D., Kemp, Stephen F.; Word Count: 5532 11/1/03 SMEDJ 1055 2003 WLNR 17601396

...2003 WLNR 17601396 Rhinosinusitis. deShazo, Richard D., Kemp, Stephen F. Southern Medical Journal 96 11 1055(6) November 1, 2003 **20031101 20031101** Southern Medical Association 0038-4348 Magazine/Journal English KHUF 0009366 Magazine US USA NorthAmerica 27660 Word Count: 5532 Abstract: History ...

...d Schering) Triamcinolone acetonide 2 sprays each nostril once/d (Nasacort; Aventis) Nasacort AQ Oral [H.sub.1]-receptor blockers Cetirizine (**Zyrtec** (d); 5 or 10 mg once/d Pfizer) Desloratadine (Clarinex; 5 mg once/d Schering) Fexofenadine (Allegra; 60 mg bid ...

...d (Nasacort; Aventis) Nasacort AQ 6-11 yr: 1 spray per nostril once/d Oral [H.sub.1]-receptor blockers Cetirizine (**Zyrtec** (d); 6-11 yr: 5 or 10 mg once/d Pfizer) 2-5 yr: 2.5 or 5 mg once...

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283. Atopic dermatitis.
Southern Medical Journal Author: Ahuja, Angela, Land, Kelly, Barnes, Cheryl J.; Word Count: 4560 11/1/03 SMEDJ 1068 2003 WLNR 17601435

...17601435 Atopic dermatitis Ahuja, Angela, Land, Kelly, Barnes, Cheryl J. Southern Medical Journal 96 11 1068(5) November 1, 2003 **20031101 20031101** Southern Medical Association 0038-4348 Magazine/Journal English KHUF 0009366 Magazine US USA NorthAmerica 22802 Word Count: 4560 Abstract: Atopic ...

...and mild detergents (Dreft) Use emollients on a regular basis (Eucerin cream, Aquaphor cream, petroleum jelly) Pruritus Antihistamines (examples) Cetirizine **Zyrtec**) 10 mg every day Hydroxizine (Atarax) 10-50 mg every day or twice daily Sinequan (Doxepin) 10-50 mg every...

284. Health and Human Services Department (HHS), Food and Drug Administration (FDA) (F.R. Page 58116) - Meeting
Washington Daybook Author: N/A; Word Count: 173 10/29/03 WAAGENDA (No Page) 2003 WLNR 1830292

...Department (HHS), Food and Drug Administration (FDA) (F.R. Page 58116) - Meeting Washington Daybook Federal Agency Meetings - Advance October 29, 2003 **20031029 20031029** Federal Information and News Dispatch English Trade Journal CDCC 0010319 Trade Journal US USA DC District of Columbia* NorthAmerica 863 ...

...disorders with topical corticosteroids; Adverse Event Reporting as mandated in section 17 of the Best Pharmaceuticals for Children Act (BPCA); **ZYRTEC** (cetirizine), BUSULFEX (busulfan), COZAAR (losartan), NOLVADEX (tamoxifen), ACCUPRIL (quinapril), and SERZONE (nefazodone) DATE: October 29, 2003 LOCATION: Hilton, The Ballrooms...

285. Hospitals adopt various measures to avoid medical errors From computers that chide to timeouts for chats, new safety systems aim to reduce fatal mistakes
Star-Ledger, The (Newark, NJ) Author: CAROL ANN CAMPBELL Word Count: 1385 10/26/03 STLGRN 19 2003 WLNR 15662993

...aim to reduce fatal mistakes CAROL ANN CAMPBELL Star-Ledger, The (Newark, NJ) FINAL NEW JERSEY 19 October 26, 2003 **20031026 20031026** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 6924 Word Count: 1385 Eye surgeon Floyd Weinstock, dressed in ...

...date doctor could possibly remember. The computer also says what the medication is for, preventing doctors from mixing up, say, **Zyrtec**, an allergy medicine, with Zypreza, an anti-psychotic medicine. A study conducted at Brigham and Women's Hospital in Boston found...

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286. Pfizer seeks ideas from shops.
ADWEEK Author: N/A; Word Count: 94 10/13/03 ADWEEK 9 2003 WLNR 17454652

...13/03 Adweek 9 2003 WLNR 17454652 Pfizer seeks ideas from shops. ADWEEK 44 40 9(1) October 13, 2003 **20031013 20031013** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 471 Word Count: 94 NEW ...

...and Detrol, the client has confirmed. Bartle Bogle Hegarty in New York, which handles such efforts for Pfizer's Relpax and **Zyrtec**, was contacted, as were DiMassimo Brand Advertising and Fusion 5, both in New York, sources said. Agency execs could not...

287. Berlin Names Bianco Managing Director.
ADWEEK Eastern Edition Author: Kathleen Sampey; Word Count: 268 10/10/03 ADWKEST (No Page) 2003 WLNR 17445541

...Ed. (Pg. Unavail. Online) 2003 WLNR 17445541 Berlin Names Bianco Managing Director. Kathleen Sampey ADWEEK Eastern Edition October 10, 2003 **20031010 20031010** The Nielsen Company 0199-2864 Magazine/Journal English KEVA 0000161 Magazine US USA NY New York NorthAmerica 1338 Word Count ...

...as the shop added an estimated $500 million in new billings from companies such as Coke Classic, Boost Mobile, Pfizer's **Zyrtec** and Tasty Baking Company and existing client Pernod Ricard. The latter awarded Berlin Cameron its Glenlivet whiskey account. "This continues...

288. THE OBSERVER FORUM
Charlotte Observer (NC) Author: Observer Contributors ; Word Count: 1345 10/6/03 CHAROBSVR 14A 2003 WLNR 3064502

...2003 WLNR 3064502 THE OBSERVER FORUM Observer Contributors Charlotte Observer (NC) Charlotte Observer ONE-THREE MAIN 14A October 6, 2003 **20031006 20031006** Charlotte NC United States CO Newspaper English CDEJ 0001812 Newspaper US USA NC North Carolina NorthAmerica 6727 Word Count: 1345 ...

...Millions of young children are forced to begin suppressing these allergic reactions early in life with medications such as Allegra, **Zyrtec**, Benadryl and Claritin. It is possible that ragweed, goldenrod and grass have evolved into mutant, more malignant strains that now ...

...Science & Engineering PTSCITCH 1SC33 Physical Science PHYSSCI 1PH15 AG ALLEGRA BENADRYL CAROLINIAN OBSERVER OBSERVERS PALESTINIAN REV UN UNCC UNITED NATIONS **ZYRTEC** AG UNITED NATIONS CAROLINIAN ANGLO GULF LTD Ahmad Daniels Bebe Bush Chris Helms Chuck Padgett Claritin Clayton Lewis Contrary Daniel...

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289. CORRECTION:
News Journal, The (Wilmington, DE) Author: N/A; Word Count: 3129 10/5/03 NEWSJRNL A1 2003 WLNR 18111461

...Del.) A1 2003 WLNR 18111461 CORRECTION: News Journal, The (Wilmington, DE) The News Journal News A1 8 October 5, 2003 **20031005 20031005** English KIQU 0145242 Newspaper US USA DE Delaware NorthAmerica 15645 Word Count: 3129 October 5, 2003 October 7, 2003 Brenda ...

...troubled the Reynoldses, they said. For the past year, Nicky has been taking 1 teaspoon daily of the allergy medicine **Zyrtec**. Because he was getting bigger, his doctor increased his dosage to 1Í teaspoons daily. When Lisa Reynolds went to fill...

290. H1 receptor antagonists Tx of choice for urticaria: experiment with agents.
Skin & Allergy News Author: Brunk, Doug; Word Count: 737 10/1/03 SKINALLERGY 18 2003 WLNR 17527906

...Tx of choice for urticaria: experiment with agents. Brunk, Doug Skin & Allergy News 34 10 18(1) October 1, 2003 **20031001 20031001** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 3685 Word Count: 737 LAS ...

...two to three times a day for symptom relief, consider switching them to desloratadine (Clarinex) at 5 mg/day. * Cetirizine (**Zyrtec**) 10 mg. Cetirizine's absorption is decreased by 24% if taken with food. There is no first-pass metabolism. About 70% ...

...and ask them if the symptoms have improved," he said. " I think we can move from Clarinex to Mlegra to **Zyrtec** and get the effectiveness. Or add: For example, if a patient is on desloratadine 5 mg in the morning and...

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291. SAM'S STORY LIKE ANY 14-YEAR-OLD, SAMANTHA ASKEY IS HURTLING THROUGH LIFE AND CHASING HER DREAMS. FOR HER, HIV IS ANOTHER CHALLENGE ALONG THE WAY.
Orlando Sentinel Author: Darryl E. Owens, Sentinel Staff Writer Word Count: 2921 9/28/03 ORLANDOSENT F1 2003 WLNR 15557482

...ANOTHER CHALLENGE ALONG THE WAY. Darryl E. Owens, Sentinel Staff Writer Orlando Sentinel FINAL LIFE & TIMES F1 September 28, 2003 **20030928 20030928** English JLGN 0007719 Newspaper US USA FL Florida NorthAmerica 14607 Word Count: 2921 A shaft of sunlight cuts through the ...

...Sam's medications: a test drug from the National Institutes of Health, Procrit for boosting her red blood count, multivitamins, Advair, **Zyrtec**, Singulair and antiretroviral drugs to stiff-arm HIV. More than 20 pills every 24 hours. Drugs that keep Sam alive ...

...fluent as her doctors about her health. "I was allergic to that," she tells Brauning of a medication. " I'm taking **Zyrtec** now." Brauning updates the chart. Clifford Selsky stops by. Sam skips up to the pediatric oncologist, rises on her toes...

292. Berlin Cameron lands account planning star: Jon Steel returns to a staff job to help two old friends grow N.Y. shop.
ADWEEK Author: O'Leary, Noreen; Word Count: 859 9/22/03 ADWEEK 6 2003 WLNR 17409566

...staff job to help two old friends grow N.Y. shop. O'Leary, Noreen ADWEEK 44 37 6(1) September 22, 2003 **20030922 20030922** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 4294 Word Count: 859 NEW ...

...Coca-Cola "Real" campaign that launched in January, and in July led the New York shop's winning pitch for Pfizer's **Zyrtec** account. At WPP Steel also helped J. Walter Thompson pitch Cisco, which the agency did not win, and Sun Microsystems ...

...Interpublic Group's Coca-Cola business, as agency president, and Steel says he will work closely with Grogan on accounts like **Zyrtec**. "I'm so excited," Steel said. " Berlin Cameron has so much buzz, and it's ready to go to the next level...

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293. 'The Action' was on weekday afternoons
Tennessean, The (Nashville, TN) Author: N/A; Word Count: 1124 9/21/03 TNNHVL D44 2003 WLNR 17854948

...WLNR 17854948 'The Action' was on weekday afternoons Tennessean, The (Nashville, TN) The Tennessean 1ST LIFE D44 September 21, 2003 **20030921 20030921** English KIRB 0145249 Newspaper US USA TN Tennessee NorthAmerica 5622 Word Count: 1124 September 21, 2003 Dear Ken: A friend ...

...Dear Ken: For all the cat lovers in Tennessee, please find out what kind (breed) of cat is on the **Zyrtec** commercial. It is so cute. It is the only commercial that I have taped and played over and over. - S.B...

294. Three shops vie for new insomnia drug Estorra: 2004 launch will be backed by $50 million adspend.
ADWEEK Author: Sampey, Kathleen, McMains, Andrew; Word Count: 633 9/15/03 ADWEEK 7 2003 WLNR 17384789

...launch will be backed by $50 million adspend. Sampey, Kathleen, McMains, Andrew ADWEEK 44 36 7(1) September 15, 2003 **20030915 20030915** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3167 Word Count: 633 NEW ...

...competed this summer for various Pfizer brands, but only Merkley came up short. McCann won Bextra, and Berlin Cameron landed **Zyrtec**. Merkley's DTC experience includes Pfizer's Lipitor and TAP Pharmaceutical Products' Prevacid. Cincinnati consultancy Clear Perspectives managed the early stages of...

295. SHELF LIFE; More drugs heading over the counter
Boston Herald (MA) Author: Jennifer Heldt Powell; Word Count: 935 9/14/03 BOSTONH 29 2003 WLNR 661723

...More drugs heading over the counter Jennifer Heldt Powell Boston Herald (MA) Boston Herald All Business 29 September 14, 2003 **20030914 20030914** Boston MA US HE Newspaper Photograph English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 4674 Word Count: 935 Heartburn ...

...an unprecedented petition to the FDA five years ago. A California company asked the FDA to approve Claritin, Allegra and **Zyrtec** for over-the-counter sales against the will of their makers. Claritin's maker, Schering-Plough, voluntarily made the switch when...

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296. Urbana, Ill.-Based Health-Care Firm Makes Changes in Drug Coverage
News-Gazette, The (Champaign-Urbana, IL) (KRT) Author: Debra Pressey; Word Count: 610 9/12/03 NEWSGAZETTE (No Page) 2003 WLNR 10933439

...Pressey News-Gazette, The (Champaign-Urbana, IL) (KRT) News Gazette (Champaign, IL) News-Gazette, Champaign-Urbana, Ill September 12, 2003 **20030912 20030912** US NEWSPAPER English ADGA 0063859 Newspaper US USA IL Illinois NorthAmerica 3048 Word Count: 610 Sep. 12--URBANA, Ill.--Health ...

...payment members are being offered for Alavert and Prilosec OTC. Options available at higher co-payments include Clarinex, Allegra and **Zyrtec** for allergies and Protonix, Prevacid, Aciphex and Nexium for stomach disorders, Scully said. To see more of The News-Gazette...

297. Ragweed brings annual misery
Springfield News-Leader (Springfield, MO) Author: N/A; Word Count: 467 9/9/03 SPRGFLDNEWS B4 2003 WLNR 18257004

...2003 WLNR 18257004 Ragweed brings annual misery Springfield News-Leader (Springfield, MO) Springfield News Leader Local B4 September 9, 2003 **20030909 20030909** English KITA 0145451 Newspaper US USA MO Missouri NorthAmerica 2334 Word Count: 467 September 9, 2003 Local pollen count is ...

...with the Allergy & Asthma Center of the Ozarks. Without over-the-counter allergy medicine or prescription drugs like Allegra or **Zyrtec**, the ragweed pollination cycle would be much worse, Miles noted. "Luckily ... most people will respond to medications," he said, adding ...

...Diseases PHMINFEC 1IN99 Respiratory & Pulmonary PULMONRY 1RE29 ALLEGRA ALLERGY ASTHMA CENTER OZARKS SPRINGFIELD SPRINGFIELD GREENE COUNTY HEALTH DEPARTMENT SPRINGFIELD NEWS **ZYRTEC** Barke Frankly Karl Barke Local Luckily Matt Wagner Miles Monday Wayne Miles...

298. Programs ease expense of prescriptions
CHICAGO TRIBUNE Author: Suzy Cohen, R.Ph., Tribune Media Services. Word Count: 664 9/7/03 CHICAGOTR Q8 2003 WLNR 15407792

...Programs ease expense of prescriptions Suzy Cohen, R.Ph., Tribune Media Services. CHICAGO TRIBUNE Chicago Final Q 8 September 7, 2003 **20030907 20030907** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 3322 Word Count: 664 Q. My retired father is very poor ...

...of top-selling meds on the Share Card list: Diflucan, Glucotrol, Lipitor, Aricept, Neurontin, Norvasc, Procardia, Viagra, Zithromax, Zoloft and **Zyrtec**. To sign up for this card, call 800-717-6005. The Lilly Answers Card has the same eligibility requirements as...

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299. Berlin Cameron taps planning chief: Serrano appointment allows Ewen Cameron to focus more on CEO role at $800 mil. N.Y. shop.
ADWEEK Author: Sampey, Kathleen; Word Count: 366 9/1/03 ADWEEK 11 2003 WLNR 17339508

...focus more on CEO role at $800 mil. N.Y. shop. Sampey, Kathleen ADWEEK 44 34 11(1) September 1, 2003 **20030901 20030901** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 1831 Word Count: 366 NEW ...

...In the wake of adding about $500 million in new billings since January (from clients such as Coke Classic, Pfizer's **Zyrtec** and Boost Mobile), the agency has doubled its staff to about 100, sources said. Agency execs would not comment on...

300. Demonizing drugmakers: the political assault on the pharmaceutical industry.
USA Today (Magazine) Author: Bandow, Doug; Word Count: 8768 9/1/03 USATDY-MAG 30 2003 WLNR 17444292

...drugmakers: the political assault on the pharmaceutical industry. Bandow, Doug USA Today (Magazine) 132 2700 30(6) September 1, 2003 **20030901 20030901** Society for the Advancement of Education 0161-7389 Magazine/Journal English KDYF 0010172 Magazine US USA NorthAmerica 43839 Word Count ...

...more than 600 drugs to become available without prescriptions. The FDA has considered shifting the allergy drugs Allegra, Claritin, and **Zyrtec** to OTC status. Thus far, only Claritin has made the shift. It may take the same stance toward antibiotics, contraceptives...

301. Claritin as O-T-C packs punch. Cough/Cold
MMR Author: N/A; Word Count: 1201 8/25/03 MMRTJ 27 2003 WLNR 11047498

...27 2003 WLNR 11047498 Claritin as O-T-C packs punch. Cough/Cold MMR 20 13 27 August 25, 2003 **20030825 20030825** United States 0743-5258 MMR Journal Table English AJXW 0006891 Trade Journal US USA NorthAmerica 6005 Word Count: 1201 Copyright ...

...the wake of Claritin's switch many insurers are charging patients $35 to $50 for such prescription antihistamines as Allegra or **Zyrtec**, and some require proof that patients have tried O-T-C Claritin for a few weeks before their doctors wrote ...

...copayment under the plan. The discount coupons were sent to all WellPoint members who had received prescriptions for Claritin, Allegra, **Zyrtec** or Clarinex within the preceding six months. Aetna launched a program to provide about 475,000 of its commercial members with...

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302. Wunderman Adds Zyrtec Direct Work.
ADWEEK Eastern Edition Author: Kristen Rountree; Word Count: 263 8/21/03 ADWKEST (No Page) 2003 WLNR 17339852

...8/21/03 ADWKEST (No Page) 8/21/03 ADWEEK-E. Ed. (Pg. Unavail. Online) 2003 WLNR 17339852 Wunderman Adds **Zyrtec** Direct Work. Kristen Rountree ADWEEK Eastern Edition August 21, 2003 **20030821 20030821** The Nielsen Company 0199-2864 Magazine/Journal English KEVA 0000161 Magazine US USA NY New York NorthAmerica 1314 Word Count: 263 NEW YORK -- Wunderman has won direct- and relationship-marketing chores for the Pfizer allergy medication **Zyrtec**. The WPP Group shop landed the business following a review that also included Havas' Arnold, Publicis Groupe's Arc Marketing and ...

...their healthcare," Fishman said. Interpublic Group's Deutsch previously handled direct marketing, along with ad chores, for various Pfizer brands, including **Zyrtec**. That relationship ended last month, when Pfizer selected WPP's Berlin Cameron/Red Cell in New York for **Zyrtec's** ad account. Wunderman will provide creative strategy across several channels, database and analytics consultation, and promotions for the drug. " They'll ...

...1HE06 ARC MARKETING HAVAS INTERPUBLIC GROUP LIVING OMNICOM GROUPS MERKLEY NEWMAN HARTY PARTNERS PFIZER PUBLICIS GROUPE WPP WUNDERMAN WUNDERMAN ADDS **ZYRTEC** DIRECT **ZYRTEC** PFIZER INC PFIZER HAVAS SOCIETE ANONYME (OLD) WUNDERMAN CO ESPERION THERAPEUTICS INC ARC INTEGRATED MARKETING LTD WPP GROUP PLC WUNDERMAN...

303. New over-the-counter drugs: Claritin and Prilosec no longer prescription only.
Arkansas Business and Economic Review Author: N/A; Word Count: 394 8/18/03 ARBER S14 2003 WLNR 17330771

...and Prilosec no longer prescription only. Arkansas Business and Economic Review Arkansas Business 20 33 S14(1) August 18, 2003 **20030818 20030818** Journal Publishing, Inc. 1053-6582 Magazine/Journal English KGAJ 0000745 Trade Journal US USA AR Arkansas NorthAmerica 1968 Word Count ...

...and health insurance companies) to prefer the over-the-counter medications when equivalent prescription medications such as Allegra, Clarinex and **Zyrtec** range in price from $2.90 to $3.75 per dose. When Prilosec (20 mg) becomes available over the counter ...

...1AL79 Prescription Drugs RX 1PR52 Healthcare HOTNEWS 1HE06 Pharmaceuticals Marketing & Sales DRUGMKTG 1PH83 Consumer Products & Services BUYBUY 1CO62 ALLEGRA CLARINEX **ZYRTEC** Alavert Prilosec...

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304. THE STOCK GAME
Reno Gazette-Journal (Reno, NV) Author: N/A; Word Count: 2381 8/10/03 RENOGAZETTE E3 2003 WLNR 18230350

...E3 2003 WLNR 18230350 THE STOCK GAME Reno Gazette-Journal (Reno, NV) Reno Gazette-Journal Business E3 August 10, 2003 **20030810 20030810** English KITB 0145452 Newspaper US USA NV Nevada NorthAmerica 11907 Word Count: 2381 August 10, 2003 Brokers vs. S&P ...

...care products, and dental products. Some of the products include: Norvasc (cardiovascular); Zoloft (antidepressant); Lipitor (cholesterol); Aricept (Alzheimer's); Diflucan (antifungal); **Zyrtec** (antihistamine); Viagra (impotence); Celebrex (rheumatoid arthritis and osteoarthritis). Some well-known brands include: Ben-Gay, Desitin ointments, Sudafed, Benadryl cough...

305. Katy girl raises funds for Pals
Houston Chronicle Author: DSP ROSEN, Houston Chronicle correspondent; Word Count: 977 8/7/03 HSTNCHRON 8 2003 WLNR 16374961

...Katy girl raises funds for Pals DSP ROSEN, Houston Chronicle correspondent Houston Chronicle 2 STAR ThisWeek 8 August 7, 2003 **20030807 20030807** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 4885 Word Count: 977 Katy's Alura Eagleson is allergic to anything with fur, feathers or dander. So, keeping in mind that the 14-year-old has to take a **Zyrtec** anytime she gets near one, why does she love animals so much? "It's strange to me, too, but I'm just ...

...BUYBUY 1CO62 ALLEN SAMUELS ALLEN SAMUELS DODGE ALURA EAGLESON EAGLESON KATY LEAGUE NATIONAL CHARITY LEAGUE PALS SCHLITTERBAHN SPECIAL PALS SUNDAY **ZYRTEC** Bill Denton Claire Hogelson Cowboy David Denton Yvonne David...

306. Pfizer selects shops for 3 drugs. (Newswire).
ADWEEK Author: N/A; Word Count: 131 8/4/03 ADWEEK 7 2003 WLNR 17315459

...Adweek 7 2003 WLNR 17315459 Pfizer selects shops for 3 drugs. (Newswire). ADWEEK 44 31 7(1) August 4, 2003 **20030804 20030804** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 654 Word Count: 131 NEW ...

...overcame Arnold. Publicis and Omnicom's Merkley Newman Harry & Partners. Berlin Cameron bested Kaplan Thaler. Merkley and TBWA\C\D for **Zyrtec**. Billings for each account are estimated at $50 million-plus. Separately, Pfizer named Arnold and Kaplan Thaler finalists for duties...

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307. Accounts in review. (New Business).
ADWEEK Author: Zammit, Deanna; Word Count: 590 8/4/03 ADWEEK 12 2003 WLNR 17315511

...Adweek 12 2003 WLNR 17315511 Accounts in review. (New Business). Zammit, Deanna ADWEEK 44 31 12(1) August 4, 2003 **20030804 20030804** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 2950 Word Count: 590 ACCOUNTS ...

...m * Beekman Associates New York New York (Zoloft brand creative only) Pfizer $50 m * Beekman Associates New York New York (**Zyrtec** brand creative only) CLIENT/BRAND INCUMBENT Kmart TBWA\Chiat\Day Troy, Mich. New York Meridian Advertising Troy, Mich. KFC BBDO ...

...Bextra brand creative only) Pfizer Deutsch New York New York (Zoloft brand creative only) Pfizer Deutsch New York New York (**Zyrtec** brand creative only) CLIENT/BRAND CONTENDERS Kmart Euro RSCG MVBMS Partners Troy, Mich. Grey J. Walter Thompson all New York...

308. A dose of creativity: are drug ads ready for their one show debut? (Creative).
ADWEEK Author: Parpis, Eleftheria; Word Count: 2793 8/4/03 ADWEEK 18 2003 WLNR 17315565

...are drug ads ready for their one show debut? (Creative). Parpis, Eleftheria ADWEEK 44 31 18(3) August 4, 2003 **20030804 20030804** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 13963 Word Count: 2793 Creatives ...

...Miksche, co-creative director of Grey Healthcare in New York, pointing in New York agency Deutsch's work for Pfizer brands **Zyrtec** (black-and-white spots in which people define themselves by their allergies) and Zoloft (an animated orb dispels the rain...

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309. FDA wants certain drugs reclassified
Maine Nurse Author: Anonymous; Word Count: 171 8/1/03 MAINENURSE 10 2003 WLNR 13221382

...ME Nurse 10 2003 WLNR 13221382 FDA wants certain drugs reclassified Anonymous Maine Nurse 5 3 10 August 1, 2003 **20030801 20030801** 00250767 English GAHB 0006483 Newsletter US USA ME Maine NorthAmerica 856 Word Count: 171 WASHINGTON - The Food and Drug Administration ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

310. THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Agencies Selected In 3 Pfizer Accounts
New York Times (NY) Author: Jane L. Levere; Word Count: 218 8/1/03 NYT C2 2003 WLNR 4636306

...Accounts Jane L. Levere New York Times (NY) New York Times Late Edition - Final C 2 01 August 1, 2003 **20030801 20030801** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 1089 Word Count: 218 ...

...Red Cell in New York, part of the Red Cell unit of the WPP Group, has been named to handle **Zyrtec**, an allergy medicine. Pfizer began a review for a new agency to handle consumer advertising on the account of Celebrex...

311. Healthcare savvy: Dangerous interactions. When alcohol and drugs don't mix.
Consumer Reports Author: N/A; Word Count: 1082 8/1/03 CONSUMERAB 6 2003 WLNR 309855

...savvy: Dangerous interactions. When alcohol and drugs don't mix. Consumer Reports Consumer Reports on Health 15 8 6 August 2003 **20030800 20030800** English AHFA 0002292 Trade Journal US USA NorthAmerica 5412 Word Count: 1082 Alcohol can interact dangerously with a host of ...

...may react with even a little alcohol. DRUGS ANTIHISTAMINES (FOR ALLERGY, INSOMNIA, MOTION SICKNESS) Brompheniramine (Dimetapp Allergy Liqui-Gels), cetrizine (**Zyrtec**), chlorpheniramine (Chlor-Trimeton), clemastine (Tavist), dimenhydrinate (Dramamine), diphenhydramine (Benadryl, Sominex). INTERACTIONS Increased adverse effects. EFFECTS Dizziness, drowsiness DRUGS ANTIANGINA DRUGS...

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312. New pain rising in heartburn drug costs Insured Prilosec users to pay more over the counter
CHICAGO TRIBUNE Author: Bruce Japsen, Tribune staff reporter. Word Count: 1050 7/31/03 CHICAGOTR 1 2003 WLNR 15327235

...to pay more over the counter Bruce Japsen, Tribune staff reporter. CHICAGO TRIBUNE Chicago Final News 1 July 31, 2003 **20030731 20030731** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 5249 Word Count: 1050 For millions of Americans who suffer from ...

...When the popular allergy drug Claritin began selling over-the-counter last December, rival brand-name drugs such as Clarinex, **Zyrtec** and Allegra became more expensive in insurers' lists of medications. In January, Aetna Inc. began to require health plan members ...

...DRUG ADMINISTRATION GERD HEWITT ASSOCIATES HUMANA HUMANA INC NORTHWESTERN UNIVERSITY TAKEDA CHEMICAL INDUSTRIES TAP TAP PHARMACEUTICAL PRODUCTS INC US TAP **ZYRTEC** HEWITT ASSOCIATES INC TAKEDA PHARMACEUTICAL CO LTD VYSIS INC HUMANA INC ABBOTT LABORATORIES ASTRAZENECA PLC TAP PHARMACEUTICAL PRODUCTS INC AETNA...

313. WEB SITE RATES REGION AS GOOD FOR THOSE WHO HAVE ASTHMA / BUT SOME DOCTORS, SUFFERERS DISAGREE
Press of Atlantic City, The Author: By ANDREW JOHNSON Staff Writer, (609) 978-2012; Word Count: 770 7/31/03 PRESSATLC C1 2003 WLNR 13672660

...Writer, (609) 978-2012 Press of Atlantic City, The The Press of Atlantic City Ocean Region C1 July 31, 2003 **20030731 20030731** English IGJA 0054365 Newspaper US USA NJ New Jersey NorthAmerica 3851 Word Count: 770 In a state associated, for many ...

...she has suffered from allergies and asthma all her life. She said that if she becomes immune to the current **Zyrtec** medicine she is now taking - which has eventually happened with all the other medicines she has taken in the past...

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314. Itchy rash likely to be diagnosed as hives KID CARE
Star-Ledger, The (Newark, NJ) Author: KENDALL SPROTT Word Count: 546 7/29/03 STLGRN 38 2003 WLNR 15600833

...be diagnosed as hives KID CARE KENDALL SPROTT Star-Ledger, The (Newark, NJ) FINAL TODAY/BODYSHOP 38 July 29, 2003 **20030729 20030729** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 2728 Word Count: 546 Q. My adult daughter has been ...

...works very quickly. Diphenhydramine, like other antihistamines, may cause drowsiness and only lasts four hours. Other long-acting anthistamines like **Zyrtec** or Claritin may be used in cases where the symptoms last longer, and have the advantage of being less sedating ...

...1HE30 Respiratory Drugs PTRSPDRG 1RE83 Pharmaceuticals & Biotechnology PHARMIND 1PH13 Respiratory & Pulmonary PULMONRY 1RE29 CLARITIN DIPHENHYDRAMINE NEWARK BETH ISRAEL MEDICAL CENTER **ZYRTEC** Ave. Kendall Sprott KID CARE Prevention Write...

315. Accounts in review. (New Business).
ADWEEK Author: N/A; Word Count: 589 7/28/03 ADWEEK 15 2003 WLNR 17292050

...28/03 Adweek 15 2003 WLNR 17292050 Accounts in review. (New Business). ADWEEK 44 30 15(1) July 28, 2003 **20030728 20030728** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 2943 Word Count: 589 New ...

...Pfizer $50 m+ Beekman Associates New York New York (Zoloft brand) Pfizer $50 m+ Beekman Associates New York New York (**Zyrtec** brand) Brown & Williamson $50 m ADvice & ADvisors Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil $45 m ...

...New York New York (Bextra brand) Pfizer Deutsch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) Brown & Williamson MediaCom Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil GSD&M Quaker State Motor...

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316. FDA says drug giant misleading consumers
DRUG WEEK Author: N/A; Word Count: 266 7/25/03 DRUGWEEK (No Page) 2003 WLNR 584701

...03 Drug Wk. (Pg. Unavail. Online) 2003 WLNR 584701 FDA says drug giant misleading consumers DRUG WEEK July 25, 2003 **20030725 20030725** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 1328 Word Count: 266 The U.S. government has ordered a drug ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. Flonase maker GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills this spring. But the U.S...

317. Publicis lands work on Celebrex. (Newswire).
ADWEEK Author: N/A; Word Count: 102 7/21/03 ADWEEK 7 2003 WLNR 17255865

...03 Adweek 7 2003 WLNR 17255865 Publicis lands work on Celebrex. (Newswire). ADWEEK 44 29 7(1) July 21, 2003 **20030721 20030721** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 509 Word Count: 102 NEW ...

...agency on the $80 million account is expected this week, along with decisions in the reviews for Bextra, Zoloft and **Zyrtec**. Each is a $50-75 million account. 85 Advertising, marketing and public relations Business, general Advertising Agencies Contracts & orders let...

318. New Business.
ADWEEK Author: N/A; Word Count: 624 7/21/03 ADWEEK 13 2003 WLNR 17255975

...ADWEEK 13 7/21/03 Adweek 13 2003 WLNR 17255975 New Business. ADWEEK 44 29 13(1) July 21, 2003 **20030721 20030721** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3119 Word Count: 624 NewBusiness ...

...Pfizer $50 m + Beekman Associates New York New York (Zoloft brand) Pfizer $50 m + Beekman Associates New York New York (**Zyrtec** brand) Brown & Williamson $50 m ADvice & ADvisors Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil $45 m ...

...York Englewood Cliffs, N.J. (creative only) Pfizer Deutsch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) Brown & Williamson MediaCom Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil GSD&M Quaker State Motor...

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319. Questionable ads draw fire from FDA. (Rx/Government).
Chain Drug Review Author: N/A; Word Count: 609 7/21/03 CHAINDREV 20 2003 WLNR 17293936

...WLNR 17293936 Questionable ads draw fire from FDA. (Rx/Government). Chain Drug Review 25 12 RX20(1) July 21, 2003 **20030721 20030721** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 3043 Word Count: 609 WASHINGTON ...

...the promotions suggest that the prescription nasal allergy spray can be substituted for such allergy medicines as Allegra, Clarinex or **Zyrtec**, adding that the GSK drug is not approved for as many allergy symptoms as the other three prescriptions. Allegra, Clarinex and **Zyrtec** are oral antihistamines approved for a number of symptoms, including itchy eyes; Flonase, a corticosteroid, is cleared only for nasal...

320. OTC ANTIHISTAMINES FORCING Rx VERSIONS OFF FORMULARY LISTS
Drug Industry Daily Author: N/A; Word Count: 296 7/21/03 DRUGINDUDLY (No Page) 2003 WLNR 16851091

...Online) 2003 WLNR 16851091 OTC ANTIHISTAMINES FORCING Rx VERSIONS OFF FORMULARY LISTS Drug Industry Daily 2 142 July 21, 2003 **20030721 20030721** web English KCBD 0138769 Trade Journal US USA NorthAmerica 1478 Word Count: 296 More insurers and formularies are dropping prescription ...

...percent in fall 2002; 92 percent reported Aventis' Allegra (fexofenadine HCl) down from 93 percent; and 50 percent reported Pfizer's **Zyrtec** (cetirizine HCl) down from 62 percent. As predicted, sales of Claritin have dropped dramatically this year. Schering-Plough reported that...

321. FDA says drug giant misleading consumers
DRUG WEEK Author: N/A; Word Count: 265 7/18/03 DRUGWEEK (No Page) 2003 WLNR 544648

...03 Drug Wk. (Pg. Unavail. Online) 2003 WLNR 544648 FDA says drug giant misleading consumers DRUG WEEK July 18, 2003 **20030718 20030718** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 1327 Word Count: 265 The U.S. Food and Drug Administration (FDA ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills in spring 2003. But the FDA says...

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322. Women lose round over contraceptive coverage Court says insurers not responsible
Seattle Times (WA) Author: Kyung M. Song; Seattle Times staff reporter; Word Count: 631
7/18/03 STLTI B2 2003 WLNR 2419364

...Kyung M. Song; Seattle Times staff reporter Seattle Times (WA) Seattle Times Fourth ROP Local News B2 July 18, 2003 **20030718 20030718** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 3155 Word Count: 631 Two ...

...offer unequal benefits for different drugs. For instance, some health plans have stopped paying for prescription allergy drugs Allegra and **Zyrtec** after the competing antihistamine drug Claritin began selling over the counter last year. Kyung Song: 206-464-2423 or ksong...

323. Accounts in review.
ADWEEK Author: N/A; Word Count: 716 7/14/03 ADWEEK 16 2003 WLNR 17274546

...16 7/14/03 Adweek 16 2003 WLNR 17274546 Accounts in review. ADWEEK 44 28 16(1) July 14, 2003 **20030714 20030714** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3582 Word Count: 716 ACCOUNTS ...

...Pfizer $50 m+ Beekman Associates New York New York (Zoloft brand) Pfizer $50 m Beekman Associates New York New York (**Zyrtec** brand) Brown & Williamson $50 m ADvice & ADvisors Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil $45 m ...

...York Englewood Cliffs, N.J. (creative only) Pfizer Deutsch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) Brown & Williamson MediaCom Tobacco Corp. New York Louisville, Ky. (media only) Pennzoil Motor Oil GSD&M Quaker State Motor...

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324. ALLERGIC REACTION SOME ALLERGY SUFFERERS MAY SUFFER MORE, NOW THAT CLARITIN AND OTHER ANTIHISTAMINES ARE AVAILABLE OVER THE COUNTER.
St. Paul Pioneer Press (MN) Author: CHERYL POWELL, Knight Ridder News Service; Word Count: 900 7/14/03 STPLPP D3 2003 WLNR 14687744

...OVER THE COUNTER. CHERYL POWELL, Knight Ridder News Service St. Paul Pioneer Press (MN) City Express D3 July 14, 2003 **20030714 20030714** English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 4498 Word Count: 900 The switch from prescription to over-the ...

...to combat their itching and sneezing. Even those stuffy-nosed folks who rely on similar prescription drugs, such as Allegra, **Zyrtec** and Clarinex, might be surprised to discover their insurer is forcing them to pay more. The cost-shifting to consumers might become even more dramatic if the FDA goes forward with a proposal to force Allegra and **Zyrtec** over-the-counter. In the meantime, some insurers are making people jump through new hoops to get their prescriptions: They ...

...requires allergy sufferers to get pre-certification (or special permission) before getting a prescription, nonsedating antihistamine. Before Aetna will approve **Zyrtec**, Allegra or Clarinex, members need to show they have worked with a doctor and tried other options, spokeswoman Karen Michlewicz...

325. Schering-Plough Is Hurt by Plummeting Pill Costs
New York Times (NY) Author: GARDINER HARRIS; Word Count: 1380 7/8/03 NYT C1 2003 WLNR 5674295

...Pill Costs GARDINER HARRIS New York Times (NY) New York Times Late Edition - Final C 1 02 July 8, 2003 **20030708 20030708** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 6899 Word Count: 1380 ...

...In the wake of Claritin's conversion to over-the-counter status, insurers have been increasing patients' copayments for Allegra and **Zyrtec** from Pfizer, hoping to nudge doctors and patients to use Claritin. In all, the market for nonsedating prescription antihistamines has shrunk 26 percent since last year, according to I.M.S. Health, a health care information company. **Zyrtec's** sales have grown somewhat while Allegra's have remained flat. Schering-Plough's problems are not confined to Claritin. Sales of Nasonex...

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326. AH-CHOO ! ALLERGY SUFFERERS FIND RELIEF WITH DOCTOR VISITS, DRUGS
Birmingham Post-Herald Author: N/A; Word Count: 1628 7/4/03 BSX-BIRMPH 1 2003 WLNR 13933094

...AH-CHOO ! ALLERGY SUFFERERS FIND RELIEF WITH DOCTOR VISITS, DRUGS Birmingham Post-Herald METRO 137 01-D July 4, 2003 **20030704 20030704** English IIHC 0062350 Newspaper US USA AL Alabama NorthAmerica 8142 Word Count: 1628 19 By WILLIAM C. SINGLETON III Eight ...

...But over-the-counter medicine may produce drowsiness, they said. Newer products such as Claritin (or generic Loratidine), Allegra and **Zyrtec** don't have the same side effects, doctors said. "The advantage of those is that they don't make you drowsy like ...

...isn't working or you feel you need something stronger, you're probably going to have to seek a prescription." Allegra and **Zyrtec** require prescriptions. Chung also said some physicians have recommended a new drug, Singulair, which is available by prescription and comes...

327. Doctors' scribble banned
Daytona News-Journal Author: ANNE GEGGIS - STAFF WRITER; Word Count: 578 7/1/03 DAYTONANEWSJ 01C 2003 WLNR 16093736

...scribble banned ANNE GEGGIS - STAFF WRITER Daytona News-Journal Daytona Beach News-Journal (FL) Section C 01C July 1, 2003 **20030701 20030701** English GDJE 0013779 Newspaper US USA FL Florida NorthAmerica 2891 Word Count: 578 Prescription drugs **Zyrtec** and Zyprexia have four letters in common and could look identical in a scribble of handwriting. But their effect on the human body couldn't be more different. **Zyrtec** is an antihistamine. Zyprexia is an antipsychotic. A law that takes effect today aims to make the difference clear by...

328. ASK THE DOCTOR; Leaves of three, let it be
Patriot Ledger, The; Quincy, Mass. Author: Dr. Jim Mitterando; Word Count: 732 7/1/03 PAT-LED 19 2003 WLNR 13579867

...Jim Mitterando Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA RUN OF PAPER FEATURES 19 July 1, 2003 **20030701 20030701** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 3660 Word Count: 732 Dr. Jim Mitterando What do you recommend ...

...water containing Burow's solution, then apply to the blisters. Benadryl pills and other antihistamines such as Tavist, Allegra, Claritin and **Zyrtec** can reduce the itchiness, but do not shorten duration. The mainstay of treatment is a steroid cream such as hydrocortisone...

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329. Special Report: When good drugs do bad things (Medicine meant to prevent or treat one disease may worsen or even cause another. Here's how to protect yourself.)
Consumer Reports Author: N/A; Word Count: 3495 7/1/03 CONSUMERAB 8 2003 WLNR 309787

...even cause another. Here's how to protect yourself.) Consumer Reports Consumer Reports on Health 15 7 8-10 July 2003 **20030700 20030700** English AHFA 0002292 Trade Journal US USA NorthAmerica 17474 Word Count: 3495 What's the leading cause of acute liver disease ...

...Pioglitazone (Actos), Heart failure rosiglitazone (especially combined (Avandia). with insulin). ANTHISTAMINE Worsened symptoms None. (FOR ALLERGY) of benign prostate Cetirizine (**Zyrtec**), enlargement. chlorpheniramine Glaucoma. (Chlor-Trimeton), clemastine (Tavist), diphenhydramine (Benadryl Allergy), loratadine (Claritin). ANTIHYPERTENSIVES Kidney disease Incontinence Alpha-blockers, (methyldopa). (calcium...

330. New Business.
ADWEEK Author: N/A; Word Count: 717 6/30/03 ADWEEK 16 2003 WLNR 17236533

...ADWEEK 16 6/30/03 Adweek 16 2003 WLNR 17236533 New Business. ADWEEK 44 26 16(1) June 30, 2003 **20030630 20030630** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3587 Word Count: 717 NewBusiness ...

...Tobacco Corp. New York Louisville, Ky. Pfizer $50 m+ None New York (Zoloft brand) Pfizer $50 m+ None New York (**Zyrtec** brand) Pennzoil Motor Oil $45 m Roth Associates Quaker State Motor Oil New York Houston (media buying only) American Heart ...

...Tobacco Corp. New York Louisville, Ky. Pfizer Deutsch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) Pennzoil Motor Oil GSD&M Quaker State Motor Oil Austin, Texas Houston (media buying only) American Heart New assignment...

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331. Researchers get $1.6 million NIH grant to address similar-sounding drug names
DRUG WEEK Author: N/A; Word Count: 789 6/27/03 DRUGWEEK (No Page) 2003 WLNR 583548

...WLNR 583548 Researchers get $1.6 million NIH grant to address similar-sounding drug names DRUG WEEK June 27, 2003 **20030627 20030627** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 3943 Word Count: 789 The National Institute of Medicine estimates that ...

...commonly prescribed drugs in the pharmaceutical arsenal suggests the extent of the problem: Vioxx/Videx, Clinoril/Clozaril, Serzone/Seroquel, Zantac/**Zyrtec**, Toradol/Torecane, Zoloft/Zocor, Clonidine /Klonopin, Celebrex/Celexa. Paul Luce, professor and chair in the department of psychology in the...

332. FDA CRACKS DOWN ON PHARMA ADVERTISING
Washington Drug Letter Author: N/A; Word Count: 1066 6/27/03 WASHDRUG (No Page) 2003 WLNR 16850448

...Pg. Unavail. Online) 2003 WLNR 16850448 FDA CRACKS DOWN ON PHARMA ADVERTISING Washington Drug Letter 35 26 June 27, 2003 **20030627 20030627** web English KCBK 0138776 Newsletter US USA NorthAmerica 5332 Word Count: 1066 Over the past month, the FDA has sent ...

...to the company. In the ads, GSK says that while many healthcare plans are raising co-payment costs for Clarinex, **Zyrtec** and Allegra, coverage remains the same for Flonase. Full-page print ads appeared in major newspapers, including USAToday and The ...

...BIOLOGICS EVALUATION AND RESEARCH CBER CDER CLARINEX CRACKS DRUG EVALUATION AND RESEARCH FDA FLONASE GENPHARM GSK JOHNSON JOHNSON PROCRIT ZADITOR **ZYRTEC** FORD DEALERS ALLIANCE JOHNSON AND JOHNSON JOHNSON AND JOHNSON SA CORDIS CORP JOHNSON AND JOHNSON MSD EUROPE CODMAN AND SHURTLEFF...

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333. DAILY BRIEFING
Atlanta Journal and Constitution (GA) Author: From staff and news services; Word Count: 2460 6/26/03 ATLNTAJC E2 2003 WLNR 6205781

...BRIEFING From staff and news services Atlanta Journal and Constitution (GA) Atlanta Journal-Constitution Home Business E2 June 26, 2003 **20030626 20030626** Atlanta GA United States AJC Newspaper English ACBU 0000873 Newspaper US USA GA Georgia NorthAmerica 12300 Word Count: 2460 AUTOMOTIVE ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. Flonase maker GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills. But the Food and Drug...

334. DRUG FIRM ORDERED TO HALT FLONASE ADS
Akron Beacon Journal (Ohio) (KRT) Author: N/A; Word Count: 139 6/25/03 AKRONBJ D2 2003 WLNR 14404377

...TO HALT FLONASE ADS Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) 1 STAR BUSINESS D2 June 25, 2003 **20030625 20030625** English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 695 Word Count: 139 The government has ordered a drug giant ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. Flonase maker GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills this spring. But the Food...

335. U.S. ORDERS ADS PULLED
Cincinnati Post (OH) Author: N/A; Word Count: 122 6/25/03 CINPOST C7 2003 WLNR 1887417

...WLNR 1887417 U.S. ORDERS ADS PULLED Cincinnati Post (OH) Cincinnati Post (KY) CINCINNATI POST Final Business C7 June 25, 2003 **20030625 20030625** Cincinnati OH US CP Newspaper English ACXQ 0001982 Newspaper US USA OH Ohio NorthAmerica 612 Word Count: 122 WASHINGTON The ...

...allergy sufferers to ask their doctor about Flonase, a nasal spray it makes, instead of antihistamine pills like Allegra and **Zyrtec**. The drug giant's ads touted Flonase as a cost-effective alternative, shortly after insurance companies raised prices for the competing...

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336. [CINCINNATI]
CINCINNATI POST (OH) Author: N/A; Word Count: 841 6/25/03 CINPOST 70 2003 WLNR 6814134

...03 CINPOST 70 6/25/03 Cin. Post 70 2003 WLNR 6814134 [CINCINNATI] CINCINNATI POST (OH) 70 June 25, 2003 **20030625 20030625** PROQUEST ENGLISH NEWSPAPER AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 4207 Word Count: 841 CINCINNATI Chamber names new executive ...

...allergy sufferers to ask their doctor about Flonase, a nasal spray it makes, instead of antihistamine pills like Allegra and **Zyrtec**. The drug giant's ads touted Flonase as a cost-effective alternative, shortly after insurance companies raised prices for the competing...

337. Consumer memo
Kansas City Star (MO) Author: N/A; Word Count: 1020 6/25/03 KCSTAR C3 2003 WLNR 14588597

...03 Kan. City Star C3 2003 WLNR 14588597 Consumer memo Kansas City Star (MO) METROPOLITAN BUSINESS C3 June 25, 2003 **20030625 20030625** English CDGG 0006089 Newspaper US USA MO Missouri NorthAmerica 5101 Word Count: 1020 Networking in the home Leading high-tech ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. Flonase maker GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills this spring. But the Food...

338. Allergan Is Warned on Botox Ads The FDA demands that the company pull promotions touting unapproved uses.
Los Angeles Times Author: Debora Vrana Word Count: 719 6/25/03 LATIMES 1 2003 WLNR 15155508

...pull promotions touting unapproved uses. Debora Vrana Times Staff Writer Los Angeles Times Home Edition Business 1 June 25, 2003 **20030625 20030625** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 3597 Word Count: 719 For the second time in less than ...

...urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills such as Allegra and **Zyrtec**. The FDA said the ads falsely imply that Flonase is fully interchangeable with the other drugs -- when in fact, it...

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339. Glaxo told to end Flonase ads In ordering the halt, the FDA said the claims the firm was making about its nasal spray went too far.
Philadelphia Inquirer (PA) Author: ASSOCIATED PRESS; Word Count: 413 6/25/03 PHILA-INQ C03 2003 WLNR 14756273

...making about its nasal spray went too far. ASSOCIATED PRESS Philadelphia Inquirer (PA) CITY-D BUSINESS C03 June 25, 2003 **20030625 20030625** English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 2067 Word Count: 413 WASHINGTON The government has ordered drug company ...

...urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills such as Allegra and **Zyrtec**. Flonase-maker GlaxoSmithKline began the ads shortly after insurance companies raised co-payments for the pills this spring. The British...

340. MORNING BRIEFING
St. Louis Post-Dispatch (MO) Author: Compiled From Associated Press, Bloomberg News And Knight-Ridder Reports.; Word Count: 1095 6/25/03 STLSPD C2 2003 WLNR 16139544

...Bloomberg News And Knight-Ridder Reports. St. Louis Post-Dispatch (MO) FIVE STAR LATE LIFT BUSINESS C2 June 25, 2003 **20030625 20030625** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 5475 Word Count: 1095 Bill seeks new regulator for Fannie and ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills this spring. But the Food and Drug...

341. MORNING BRIEFING
St. Louis Post-Dispatch (MO) Author: Compiled From Associated Press, Bloomberg News And Knight-Ridder Reports.; Word Count: 1112 6/25/03 STLSPD C2 2003 WLNR 1828992

...Ridder Reports. St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LATE LIFT BUSINESS C2 June 25, 2003 **20030625 20030625** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 5559 Word Count: 1112 ...

...campaign urged allergy sufferers to ask their doctor about Flonase, a nasal spray, instead of antihistamine pills like Allegra and **Zyrtec**. GlaxoSmithKline began the ads shortly after insurance companies raised prices for the pills this spring. But the Food and Drug...

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342. Wet weather hits allergy sufferers
Valley News Dispatch (Tarentum, PA) Author: Ian Blyth; Word Count: 1366 6/24/03 VALLEYNEWS (No Page) 2003 WLNR 13983976

...Unavail. Online) 2003 WLNR 13983976 Wet weather hits allergy sufferers Ian Blyth Valley News Dispatch (Tarentum, PA) June 24, 2003 **20030624 20030624** English IJHD 0062706 Newspaper US USA PA Pennsylvania NorthAmerica 6829 Word Count: 1366 Wheeze, cough, sniffle, wheeze. This is the ...

...effects and sells for about a dollar a pill, Murphey said. Other popular prescription aids are Clarinex, Allegra-D and **Zyrtec**. Some tout injections Dr. Richard Green, chief of allergy at Shady Side Hospital, suggests allergy injections as a potentially more...

343. 7 New York shops pitching to 20-person Pfizer panel. (Hotlines).
ADWEEK Author: N/A; Word Count: 132 6/23/03 ADWEEK 6 2003 WLNR 17226133

...17226133 7 New York shops pitching to 20-person Pfizer panel. (Hotlines). ADWEEK 44 25 6(1) June 23, 2003 **20030623 20030623** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 661 Word Count: 132 NEW ...

...held before a panel of about 20 people, sources said. Seven New York shops are competing: The Kaplan Thaler Group (**Zyrtec**, Zoloft); Berlin Cameron/Red Cell (**Zyrtec**, Bextra); Merkley Newman Harty & Partners (**Zyrtec**, Zoloft); Publicis (Zoloft, Bextra) ; Arnold (Zoloft, Bextra); McCann-Erickson (Bextra); and TBWA\ Chiat\Day (**Zyrtec**, Bextra). Media duties, now at Aegis' Carat, are unaffected. Sources said each brand's budget is $50-75 million. Decisions are...

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344. Accounts in Review. (New Business).
ADWEEK Author: N/A; Word Count: 548 6/23/03 ADWEEK 18 2003 WLNR 17226374

...23/03 Adweek 18 2003 WLNR 17226374 Accounts in Review. (New Business). ADWEEK 44 25 18(1) June 23, 2003 **20030623 20030623** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 2741 Word Count: 548 ACCOUNTS ...

...Tobacco Corp. New York Louisville, Ky. Pfizer $50 m + None New York (Zoloft brand) Pfizer $50 m None New York (**Zyrtec** brand) CLIENT/BRAND INCUMBENT Subway Restaurants Euro RSCG MVBMS Partners Milford, Conn. New York (creative only) Andrew Jergens Co. Bozell ...

...Tobacco Corp. New York Louisville, Ky. Pfizer Deutsch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) CLIENT/BRAND CONTENDERS Subway Restaurants Deutsch, New York Milford, Conn. Goodby, Silverstein & Partners, (creative only) San Francisco Fallon, Minneapolis...

345. Variety of treatments available for allergy sufferers
COLUMBIAN (VANCOUVER, WA) Author: VOGT, TOM; Word Count: 511 6/23/03 COLUMBIAWA 1 2003 WLNR 6623303

...1 2003 WLNR 6623303 Variety of treatments available for allergy sufferers VOGT, TOM COLUMBIAN (VANCOUVER, WA) 1 June 23, 2003 **20030623 20030623** PROQUEST 1043-4151 ENGLISH NEWSPAPER ACGX 0002106 Newspaper US USA WA Washington NorthAmerica 2555 Word Count: 511 People can turn ...

...Anthony Montanaro, medical professor at Oregon Health & Science University in Portland. " Patients could ask their primary-care provider about Allegra, **Zyrtec**, nasal cortisone sprays or eyedrops." This is the peak season for those prescription allergy medications, and the over-the-counter...

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346. GSK FLONASE ADVERTISING MISLEADING, FDA SAYS
Drug Industry Daily Author: N/A; Word Count: 247 6/23/03 DRUGINDUDLY (No Page) 2003 WLNR 16850948

...Pg. Unavail. Online) 2003 WLNR 16850948 GSK FLONASE ADVERTISING MISLEADING, FDA SAYS Drug Industry Daily 2 123 June 23, 2003 **20030623 20030623** web English KCBD 0138769 Trade Journal US USA NorthAmerica 1234 Word Count: 247 GlaxoSmithKline's (GSK's) advertisements for the nasal spray ...

...warning letter released yesterday. In the ads, GSK says that while many healthcare plans are raising copayment costs for Clarinex, **Zyrtec** and Allegra, coverage remains the same for Flonase. Full-page print ads appeared in major newspapers, including USAToday and The ...

...DRUGMKTG 1PH83 Medical Errors & Negligence MEDERROR 1ME81 Advertising Campaigns ADCAMP 1AD39 Advertising & Public Relations ADS 1AD83 CLARINEX FDA FLONASE GLAXOSMITHKLINE **ZYRTEC** FORD DEALERS ALLIANCE GLAXOSMITHKLINE GLAXOSMITHKLINE (MOROCCO) GLAXOSMITHKLINE PLC ADR GLAXOSMITHKLINE PLC GLAXOSMITHKLINE (FRANCE) Allegra Full GSK GSK FLONASE ADVERTISING USAToday...

347. New allergy pill could ease runny nose and congestion
Philadelphia Inquirer (PA) Author: Mitchell Hecht KNIGHT RIDDER NEWS SERVICE; Word Count: 829 6/23/03 PHILA-INQ D07 2003 WLNR 14754475

...and congestion Mitchell Hecht KNIGHT RIDDER NEWS SERVICE Philadelphia Inquirer (PA) CITY-D FEATURES HEALTH & SCIENCE D07 June 23, 2003 **20030623 20030623** English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 4147 Word Count: 829 I've heard about a new allergy pill called Singulair. Is there any advantage to taking it over other allergy medications like Claritin, Tavist, **Zyrtec** or Allegra? If you're already taking an allergy pill daily and doing well, I don't think there's a need to ...

...1UP05 Healthcare Practice Specialties HCPRAC 1HE49 Allergy ALLERGY 1AL79 Respiratory & Pulmonary PULMONRY 1RE29 AQ CLARITIN FDA FLONASE NASACORT NASONEX TAVIST **ZYRTEC** Constant H." Box Mitchell Hecht Reaching Send Singulair Surgery...

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348. Allergy sufferers feeling effects of rainy season
Pittsburgh Tribune Review Author: Marjorie Wertz; Word Count: 1122 6/23/03 BSX-TRBREV (No Page) 2003 WLNR 13981535

...Unavail. Online) 2003 WLNR 13981535 Allergy sufferers feeling effects of rainy season Marjorie Wertz Pittsburgh Tribune Review June 23, 2003 **20030623 20030623** English IJHA 0062690 Newspaper US USA PA Pennsylvania NorthAmerica 5612 Word Count: 1122 For thousands of people who suffer from ...

...Decongestant eye drops can be used more often. "There are a number of prescription steroid nose sprays, including Allegra and **Zyrtec**, that are very safe and very effective, while anti-inflammatory medications such as corticosteroids are used to treat the itchy...

349. Schaeffer accolades not just limited to greater Valley area. (Best Companies in the Valley--A Special Report).
San Fernando Valley Business Journal Author: Fox, Jacqueline; Word Count: 511 6/23/03 SFVALBUS 20 2003 WLNR 17254218

...in the Valley--A Special Report). Fox, Jacqueline San Fernando Valley Business Journal 8 13 20(1) June 23, 2003 **20030623 20030623** CBJ, L.P. 1526-0712 Magazine/Journal English KGSW 0008994 Magazine US USA CA California NorthAmerica 2554 Word Count: 511 RUMOR ...

...when he took on the Food and Drug Administration with a petition to make the allergy medications Claritin, Allegra and **Zyrtec** available over the counter -- a move, which has been approved by the FDA, that he calculated would save WellPoint roughly...

350. Pfizer balances room to grow, and to cut costs
Houston Chronicle Author: GARDINER HARRIS; Word Count: 1305 6/22/03 HSTNCHRON 3 2003 WLNR 16366205

...Pfizer balances room to grow, and to cut costs GARDINER HARRIS Houston Chronicle 2 STAR BUSINESS 3 June 22, 2003 **20030622 20030622** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 6524 Word Count: 1305 The global pharmaceutical industry is increasingly divided ...

...in sales, will expire. And in 2007, patents on Norvasc, a blood-pressure pill with $4 billion in sales, and **Zyrtec**, an antihistamine with more than $1 billion in sales, run out. The mother-of-all patent expirations, Lipitor's, could hit...

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351. A WOMAN WHO KNOWS THE NOSE AUTHOR GABRIELLE GLASER LOOKS AT HOW CHRONIC SINUS MALADIES CAN KEEP ONE FROM STOPPING TO SMELL THE ROSES
San Francisco Chronicle (CA) Author: Sam McManis, Chronicle Deputy Living Editor; Word Count: 1051 6/22/03 SFCHR E6 2003 WLNR 8309092

...ROSES Sam McManis, Chronicle Deputy Living Editor San Francisco Chronicle (CA) San Francisco Chronicle FINAL LIVING E6 June 22, 2003 **20030622 20030622** San Francisco CA United States SF Newspaper DRAWING English ADPD 0008996 Newspaper US USA CA California NorthAmerica 5256 Word Count: 1051 Allergy remedies stand like sentinels on Gabrielle Glaser's desk in Portland, Ore. Sudafed. Tavis-D. **Zyrtec**. Claritin. She says she has all of these weapons of mass decongestion handy in a seasonal battle with her recalcitrant...

352. Market Place; A Drug Giant Thinks It Can Grow Still Bigger
New York Times (NY) Author: GARDINER HARRIS; Word Count: 1381 6/19/03 NYT C1 2003 WLNR 4628484

...Still Bigger GARDINER HARRIS New York Times (NY) New York Times Late Edition - Final C 1 02 June 19, 2003 **20030619 20030619** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 6907 Word Count: 1381 ...

...in sales, will expire. And in 2007, patents on Norvasc, a blood-pressure pill with $4 billion annual revenue, and **Zyrtec**, an antihistamine with more than $1 billion in sales, run out. The mother of all patent expirations, on the patent...

353. Pfizer sees Strong Prospects Based on Rapid Integration of Pharmacia and Expanded Product and R&D Opportunities
PRIMEZONE Author: N/A; Word Count: 4797 6/18/03 PRIMEZONE 00:00:00

...sees Strong Prospects Based on Rapid Integration of Pharmacia and Expanded Product and R&D Opportunities PRIMEZONE June 18, 2003 **20030618 20030618** PRIMEZONE MEDIA NETWORK ENGLISH NEWSWIRE BGAD 0008387 Newswire US USA NorthAmerica 23985 Word Count: 4797 STOCKHOLM, Sweden and NEW YORK ...

...licensed Macugen from Eyetech Pharmaceuticals, Inc. Macugen is in phase III trials for the treatment of age-related macular degeneration. **Zyrtec** leads Pfizer's respiratory portfolio, with revenues up 13 percent to $1.1 billion in 2002. A new member of Pfizer's...

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354. PAYING THE PRICE FOR ALLERGY RELIEF WITH CLARITIN NOW SOLD OVER THE COUNTER, PEOPLE ARE SWITCHING TO PRESCRIPTION DRUGS --- IF THEIR INSURER WILL LET THEM --- BUT THOSE DRUGS MAY BE NEXT
Columbus Ledger-Enquirer (GA) (KRT) Author: Associated Press; Word Count: 1172 6/17/03 LEDGERENQ D1 2003 WLNR 14494008

...MAY BE NEXT Associated Press Columbus Ledger-Enquirer (GA) (KRT) Columbus Ledger-Enquirer LEDGER-ENQUIRER HEALTH D1 June 17, 2003 **20030617 20030617** English CDFJ 0063764 Newspaper US USA GA Georgia NorthAmerica 5862 Word Count: 1172 The switch from prescription to over-the ...

...to combat their itching and sneezing. Even those stuffy-nosed folks who rely on similar prescription drugs such as Allegra, **Zyrtec** and Clarinex might be surprised to discover that their insurer is forcing them to pay more. The cost-shifting to consumers might become even more dramatic if the FDA goes forward with a proposal to force Allegra and **Zyrtec** over-the-counter. In the meantime, some insurers are making people jump through new hoops to get their prescription; they ...

...requires allergy sufferers to get pre-certification (or special permission) before getting a prescription, nonsedating antihistamine. Before Aetna will approve **Zyrtec**, Allegra or Clarinex, members need to show that they have worked with a doctor and tried other options, spokeswoman Karen...

355. Accounts in review.
ADWEEK Author: N/A; Word Count: 351 6/16/03 ADWEEK 16 2003 WLNR 17197839

...16 6/16/03 Adweek 16 2003 WLNR 17197839 Accounts in review. ADWEEK 44 24 16(1) June 16, 2003 **20030616 20030616** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 1756 Word Count: 351 ACCOUNTS ...

...Pfizer $50 m+ None Deutsch New York New York (Zoloft brand) Pfizer $50 m+ None Deutsch New York New York (**Zyrtec** brand) CLIENT/BRAND CONTENDERS DECISION DATE Subway Restaurants Deutsch July Milford, Conn. Lowe (creative only) Unidentified Grey unit all New ...

...Merkley Newman Harty & Partners Publicis all New York Pfizer Berlin Cameron/Red Cell July New York The Kaplan Thaler Group (**Zyrtec** brand) Merkley Newman Harty & Partners TBWA\Chiat\Day all New York 233 Advertising, marketing and public relations Business, general Advertising...

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356. Two choices for health care reform
UNION-TRIBUNE Author: Doug Bandow,Bandow is a senior fellow at the Cato Institute and James Madison Scholar with the American Legislative Exchange Council. | COPLEY LEWS SERVICE; Word Count: 953 6/16/03 SDUT B6 2003 WLNR 16776754

...American Legislative Exchange Council. | COPLEY LEWS SERVICE UNION-TRIBUNE San Diego Union Tribune 1,3 OPINION B-6 June 16, 2003 **20030616 20030616** English IAFG 0051386 Newspaper US USA CA California NorthAmerica 4765 Word Count: 953 Health care is emerging as a critical ...

...prescription to over-the-counter status. In 1998, the company petitioned to shift the anti-allergy drugs Allegra, Claritin and **Zyrtec** to OTC. Last year, WellPoint filed a similar motion for Clarinex. Normally, drug makers lead the push for OTC status...

357. EMPLOYERS SHIFT MORE DRUG COSTS TO WORKERS
Wichita Eagle (KS) Author: MILT FREUDENHEIM, New York Times, Contributing: Molly McMillin and P.J. Griekspoor of The Eagle; Word Count: 1041 6/16/03 WCHTEAG 1A 2003 WLNR 14866422

...Times, Contributing: Molly McMillin and P.J. Griekspoor of The Eagle Wichita Eagle (KS) main MAIN NEWS 1A June 16, 2003 **20030616 20030616** English CDIA 0010466 Newspaper US USA KS Kansas NorthAmerica 5205 Word Count: 1041 After a decade of soaring spending on ...

...for prescription alternatives to the allergy drug Claritin, which is now available without a prescription. The prescription drugs include Allegra, **Zyrtec** and Clarinex. "That was a sea change," said Kenneth Sperling, a health care expert with the Hewitt Associates consulting firm...

358. Antihistamine nasal spray effective in reducing allergy symptoms
DRUG WEEK Author: N/A; Word Count: 930 6/13/03 DRUGWEEK (No Page) 2003 WLNR 458979

...Wk. (Pg. Unavail. Online) 2003 WLNR 458979 Antihistamine nasal spray effective in reducing allergy symptoms DRUG WEEK June 13, 2003 **20030613 20030613** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 4649 Word Count: 930 A new study shows that many patients ...

...who used loratadine (Claritin); 61% of 415 patients who used desloratadine (Clarinex); and 59% of 658 patients who used cetirizine (**Zyrtec**) also were dissatisfied with these oral antihistamines. Among the most common diseases, allergies are estimated to affect as many as...

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359. Workers Paying A Larger Share For Drug Plans
New York Times (NY) Author: MILT FREUDENHEIM; Word Count: 1981 6/12/03 NYT A1 2003 WLNR 5186567

...Drug Plans MILT FREUDENHEIM New York Times (NY) New York Times Late Edition - Final A 1 01 June 12, 2003 **20030612 20030612** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 9906 Word Count: 1981 ...

...for prescription alternatives to the allergy drug Claritin, which is now available without a prescription. The prescription drugs include Allegra, **Zyrtec** and Clarinex. "That was a sea change," said Kenneth Sperling, a health care expert with Hewitt Associates, a consulting firm...

360. DOLLARS & SENSE Claritin on the cheap Allergy sufferers can save money with cheaper generic versions, or choose other antihistamines covered by insurance.
Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) Author: John Ewoldt; Author: Staff Writer; Word Count: 1404 6/12/03 STTRMSP 1E 2003 WLNR 14264563

...insurance. John Ewoldt Staff Writer Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) METRO VARIETY 1E June 12, 2003 **20030612 20030612** English IHAJ 0053126 Newspaper US USA MN Minnesota NorthAmerica 7022 Word Count: 1404 The sneezing and watery eyes finally got ...

...is only about 33 cents a pill. Claritin doesn't work for everyone, but doctors also recommend antihistamines such as Allegra, **Zyrtec** or Clarinex. It's impossible to say which works best for all individuals, said Berman. Just as one person prefers Burger ...

...to pay for over-the-counter Claritin or its generic form before asking for alternative prescriptions such as Allegra or **Zyrtec**. Blue Cross Blue Shield of Minnesota, with more than 2.6 million members, allows doctors to prescribe Allegra, Clarinex or **Zyrtec** at regular co-pay amounts. HealthPartners, which insures about 660,000 Minnesotans, will cover Allegra and **Zyrtec** but not Clarinex. Preferred One, which insures about 500,000 Minnesotans, does not cover Claritin or its other over-the-counter forms, but a patient is not required to try Claritin before asking for Allegra or Clarinex. **Zyrtec** is non-standard and would require a review after a doctor's request. Consumers insured through Medica can still obtain Claritin...

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361. LETTERS TO THE EDITOR
Dallas Morning News Author: N/A; Word Count: 1383 6/10/03 DALLASMN 16A 2003 WLNR 16468857

...WLNR 16468857 LETTERS TO THE EDITOR Dallas Morning News Dallas Morning News, The (TX) SECOND EDITORIALS 16A June 10, 2003 **20030610 20030610** English JLMW 0045890 Newspaper US USA TX Texas NorthAmerica 6915 Word Count: 1383 League of Women Voters backs editorial Re ...

...asthma. Both producing copious amounts of mucous in response to the pollution in the air. Daily doses of Serevent, Flovent, **Zyrtec**, Singulair and Flonase keep fatal asthma attacks at bay, but still they are sick. They couldn't go outside to play...

362. Pfizer CEO to address health-care luncheon
Tennessean, The (Nashville, TN) Author: N/A; Word Count: 555 6/10/03 TNNHVL E3 2003 WLNR 17854889

...17854889 Pfizer CEO to address health-care luncheon Tennessean, The (Nashville, TN) The Tennessean 1ST Business E3 June 10, 2003 **20030610 20030610** English KIRB 0145249 Newspaper US USA TN Tennessee NorthAmerica 2777 Word Count: 555 June 10, 2003 Hank McKinnell, the chairman ...

...as the world's largest research-based pharmaceutical company, with a drug portfolio that includes Viagra, cholesterol-lowering Lipitor, allergy medication **Zyrtec** and Zoloft, which treats depression and anxiety disorders. STAFF The company had revenues of $32.4 billion in 2002. McKinnell...

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363. New Business.
ADWEEK Author: N/A; Word Count: 490 6/9/03 ADWEEK 22 2003 WLNR 17179860

...ADWEEK 22 6/9/03 Adweek 22 2003 WLNR 17179860 New Business. ADWEEK 44 23 22(1) June 9, 2003 **20030609 20030609** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 2451 Word Count: 490 New ...

...Pfizer $50 m + None Deutsch New York New York (Zoloft brand) Pfizer $50 m + None Deutsch New York New York (**Zyrtec** brand) Pennzoil Motor Oil $45 m Roth Associates GSD&M Quaker State Motor Oil New York Austin, Texas Houston (media ...

...brand) Merkley, Newman, Harty & Partners Publicis all NewYork Pfizer Berlin Cameron/Red Cell July New York The Kaplan Thaler Group (**Zyrtec** brand) Merkley, Newman, Harty & Partners TBWA\Chiat\Day all New York Pennzoil Motor Oil Incumbent July Quaker State Motor Oil...

364. Innovative products, SARS scare may be cause for OTC sales uptick. (OTC/Natural Health).
Drug Store News Author: Johnsen, Michael; Word Count: 850 6/9/03 DSNEWS 38 2003 WLNR 17213727

...cause for OTC sales uptick. (OTC/Natural Health). Johnsen, Michael Drug Store News 25 8 38(2) June 9, 2003 **20030609 20030609** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 4251 Word Count: 850 The good ...

...relief over-thecounter, and third party payers are incentivizing other allergy sufferers, who otherwise would be using Allegra, Clarinex or **Zyrtec**, to switch to an OTC loratadine product. Add to this an increased ad spend across a bevy of allergy brands ...

...CNS COLD REMEDY CHEWABLES COLD REMEDY MOUTH COLD REMEDY NASAL SPRAY GLAXOSMITHKLINE OTC PFIZER SAPS SARS SCHERING PLOUGHS CLARITIN WYETH **ZYRTEC** PFIZER INC PFIZER SOUTH AFRICAN REVENUE SERVICE ESPERION THERAPEUTICS INC GLAXOSMITHKLINE GLAXOSMITHKLINE CONSUMER HEALTHCARE LTD GLAXOSMITHKLINE (MOROCCO) GLAXOSMITHKLINE PLC ADR...

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365. Hot weather raises level of pollen.
Register-Guard (Eugene, OR) Author: Tim Christie The Register-Guard; Word Count: 629 6/6/03 REGGUARDOR D1 2003 WLNR 17198708

...of pollen. Tim Christie The Register-Guard The Register-Guard (Eugene, OR) Register-Guard (Eugene, OR) D1 June 6, 2003 **20030606 20030606** The Register Guard 0739-8557 Newspaper English KHQT 0041612 Newspaper US USA OR Oregon NorthAmerica 3147 Word Count: 629 If ...

...the counter, such as Claritin and its generic equivalents, are effective for many allergy sufferers. Prescription drugs include Allegra and **Zyrtec**. Steroid nasal sprays, sold by prescription only, also can help. Immunotherapy: People with symptoms severe enough to disrupt their work...

366. Pharmacology Watch: Pneumococcal Vaccine Ineffective at CAP Prevention
CRITICAL CARE ALERT Author: N/A; Word Count: 1751 6/1/03 CAREALERT (No Page) 2003 WLNR 261590

...Pg. Unavail. Online) 2003 WLNR 261590 Pharmacology Watch: Pneumococcal Vaccine Ineffective at CAP Prevention CRITICAL CARE ALERT June 1, 2003 **20030601 20030601** NEWSEDGE 1067-9052 ENGLISH NEWSLETTER ARMQ 0002774 Newsletter US USA NorthAmerica 8755 Word Count: 1751 Pneumococcal Vaccine Ineffective at CAP ...

...took loratadine (Claritin®) OTC with urging from the FDA. Now 2 competitor drugs, Aventis's fexofenadine (Allegra®) and Schering-Plough's cetirizine (**Zyrtec**®) are under consideration for forced switches to OTC status. Both these drugs have several years of lucrative patent protection during...

367. SOME DRUGS TO REQUIRE MEDICAID CONSENT
Columbia State (SC) Author: JAYMI FREIDEN, Staff Writer; Word Count: 1524 5/31/03 THESTATE B1 2003 WLNR 14728145

...MEDICAID CONSENT JAYMI FREIDEN, Staff Writer Columbia State (SC) Columbia State (Columbia, SC) FINAL METRO/REGION B1 May 31, 2003 **20030531 20030531** English ACGT 0002105 Newspaper US USA SC South Carolina NorthAmerica 7619 Word Count: 1524 The S.C. Department of Health and ...

...Infections Ancobon Sporanox Vfend ANTIHISTAMINES Second Generation Clarinex Claritin-D 12-hour Claritin-D 24-hour Claritin RediTabs Claritin Syrup **Zyrtec Zyrtec-D Zyrtec** Syrup (No prior authorization required for patients under 6) BETA-ADRENERGIC AGENTS Short Acting Agents (MDIs) Alupent MDI Maxair Proventil...

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368. Aaaaah... choooo! Stuffy nose? Itchy eyes? It's not in your head, but it is affecting it. Welcome to the club -- of seasonal allergy sufferers.
Indianapolis Star, The (Indianapolis, IN) Author: N/A; Word Count: 936 5/30/03 INDSTR E1 2003 WLNR 18041864

...seasonal allergy sufferers. Indianapolis Star, The (Indianapolis, IN) The Indianapolis Star CITY FINAL FEATURES - INDIANA LIVING E1 May 30, 2003 **20030530 20030530** English KIRC 0063751 Newspaper US USA IN Indiana NorthAmerica 4682 Word Count: 936 May 30, 2003 Americans visited their doctors ...

...May cause drowsiness. Do not use if you are taking a prescription monoamine oxidase inhibitor (MAOI). Available over the counter. **Zyrtec** Approved for treating both indoor and outdoor allergies. Available by prescription-only. Visine Allergy Contains anti-histamine. Should not be...

369. Pfizer reaches beyond JWT on Celebrex. (Hotlines).
ADWEEK Author: N/A; Word Count: 117 5/26/03 ADWEEK 4 2003 WLNR 17155274

...Adweek 4 2003 WLNR 17155274 Pfizer reaches beyond JWT on Celebrex. (Hotlines). ADWEEK 44 21 4(1) May 26, 2003 **20030526 20030526** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 587 Word Count: 117 NEW ...

...began last month and is expected to conclude in the coming weeks. Separately, final presentations in reviews for Pfizer's Bextra, **Zyrtec** and Zoloft brands are scheduled for late June and early July. Finalists for those brands, each of which will spend...

370. Accounts in review. (New Business).
ADWEEK Author: N/A; Word Count: 696 5/26/03 ADWEEK 16 2003 WLNR 17155393

...26/03 Adweek 16 2003 WLNR 17155393 Accounts in review. (New Business). ADWEEK 44 21 16(1) May 26, 2003 **20030526 20030526** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3482 Word Count: 696 New ...

...York Englewood Cliffs, N.J. (creative only) Pfizer $50 m+ None New York (Zoloft brand) Pfizer $50 m+ None New York (**Zyrtec** brand) Pennzoil Motor Oil $45 m Roth Associates Quaker State Motor Oil New York Houston (media buying only) American Heart ...

...York Englewood Cliffs, N.J. (creative only) Pfizer Deutch New York New York (Zoloft brand) Pfizer Deutsch New York New York (**Zyrtec** brand) Pennzoil Motor Oil GSD&M Quaker State Motor Oil Austin, Texas Houston (media buying only) American Heart New assignment...

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371. THE RAW FACTS: ALLERGY SEASON IS IN FULL BLOOM
San Jose Mercury News (CA) Author: JULIE SEVRENS LYONS, Mercury News; Word Count: 1017 5/21/03 SJMERCN 1A 2003 WLNR 14950379

...IN FULL BLOOM JULIE SEVRENS LYONS, Mercury News San Jose Mercury News (CA) Morning Final Front 1A May 21, 2003 **20030521 20030521** English CDHE 0008999 Newspaper US USA CA California NorthAmerica 5087 Word Count: 1017 These have been two-Kleenex-box days ...

...drugs, Claritin, became available over the counter this year, which means patients pay the full cost. Two others, Allegra and **Zyrtec**, are still sold only by prescription, with many health insurers paying at least some of the cost. Each medication costs ...

...pill Claritin Reditabs 24 Hour Allergy 10 About $13 $1.30 Allegra-D (30 milligrams) 30 About $40 $1.33 **Zyrtec**-D 30 About $31 $1.03 Note: Prices do not include sales tax. Source: Mercury News survey of various online...

372. FDA says it has authority to force O-T-C switches. (RX: Government).
Chain Drug Review Author: N/A; Word Count: 442 5/19/03 CHAINDREV 17 2003 WLNR 17175438

...has authority to force O-T-C switches. (RX: Government). Chain Drug Review 25 9 RX17(1) May 19, 2003 **20030519 20030519** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 2208 Word Count: 442 WASHINGTON ...

...last five years, spurred by the efforts of managed care companies to change such nonsedating antihistamines as Allegra, Claritin and **Zyrtec** from prescription to O-T-C status. All three are sold without a prescription in a number of countries. Although ...

...been made in this country for Schering-Plough Corp.'s Claritin, Aventis Pharmaceuticals and Pfizer Inc., which respectively market Allegra and **Zyrtec**, have asserted that the FDA lacks authority to make such a change without their agreement. The two drug makers have...

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373. Force switch is not FDA prerogative, yet. (Chain Pharmacy).
Drug Store News Author: N/A; Word Count: 481 5/19/03 DSNEWS 36 2003 WLNR 17169557

...17169557 Force switch is not FDA prerogative, yet. (Chain Pharmacy). Drug Store News 25 7 36(1) May 19, 2003 **20030519 20030519** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 2406 Word Count: 481 WASHINGTON -- Although ...

...party payer Wellpoint Health Networks of California petitioned the FDA to switch three non-sedating antihistamines--Schering-Plough's Claritin, Pfizer's **Zyrtec** and Aventis' Allegra--and two FDA advisory committees in May 2001 agreed the three drugs were safe and effective enough ...

...for OTC use. Since that time, Schering-Plough has switched Claritin of its own accord. Sales of both Allegra and **Zyrtec** have grown in the absence of Claritin. The market for Allegra grew 17 percent to reach sales of $1.5 billion for the 12 months ended March 2003, according to IMS Health sales data, while **Zyrtec** sales grew 11 percent with sales of $1.1 billion in that time period. 396 Business Pharmaceuticals and cosmetics industries...

374. Glaxo Takes Aim at Allergy Rivals
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 735 5/18/03 RECNNJ (No Page) 2003 WLNR 12445838

...12445838 Glaxo Takes Aim at Allergy Rivals Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J May 18, 2003 **20030518 20030518** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 3675 Word Count: 735 May 18--Higher costs ...

...coverage changes. "Attention Rx plan participants," the top of the full-page ad reads. " What you don't know about Clarinex, **Zyrtec**, and Allegra may cost you more money." The ad, which features a picture of Flonase, urges readers to ask their ...

...wearing T-shirts emblazoned with drug names disappearing until the Flonase man was the only one left. The manufacturers of **Zyrtec**, Clarinex, and Allegra have coupons or other discount offers to help some patients defray the costs of the drugs. But...

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375. Glaxo takes aim at allergy rivals : Rising drug costs give Flonase edge [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 695 5/16/03 RECNNJ B 2003 WLNR 13203766

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.01 May 16, 2003 **20030516 20030516** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 3475 Word Count: 695 Higher costs faced by some allergy ...

...coverage changes. "Attention Rx plan participants," the top of the full-page ad reads. " What you don't know about Clarinex, **Zyrtec**, and Allegra may cost you more money." The ad, which features a picture of Flonase, urges readers to ask their ...

...wearing T-shirts emblazoned with drug names disappearing until the Flonase man was the only one left. The manufacturers of **Zyrtec**, Clarinex, and Allegra have coupons or other discount offers to help some patients defray the costs of the drugs. But...

376. INSURER DECIDES TO COVER GENERIC VERSION OF CLARITIN
Buffalo News (NY) Author: HENRY L. DAVIS - News Medical Reporter; Word Count: 529 5/15/03 BUFFALONWS B1 2003 WLNR 2212945

...VERSION OF CLARITIN HENRY L. DAVIS - News Medical Reporter Buffalo News (NY) Buffalo News FINAL LOCAL B1 May 15, 2003 **20030515 20030515** Buffalo NY United States BN Newspaper English ACEF 0001373 Newspaper US USA NY New York NorthAmerica 2644 Word Count: 529 ...

...of Claritin, the eighth-most-prescribed drug in the United States, and raised co-payments for the prescription alternatives -- Allegra, **Zyrtec** and Clarinex. Consumers who lost insurance coverage found themselves paying $30 or more for a month's supply of Claritin, instead...

377. Pollen season is right on time.
Register-Guard (Eugene, OR) Author: Tim Christie The Register-Guard; Word Count: 764 5/14/03 REGGUARDOR d1 2003 WLNR 17125685

...on time. Tim Christie The Register-Guard The Register-Guard (Eugene, OR) Register-Guard (Eugene, OR) d1 May 14, 2003 **20030514 20030514** The Register Guard 0739-8557 Newspaper English KHQT 0041612 Newspaper US USA OR Oregon NorthAmerica 3821 Word Count: 764 Research ...

...over the counter; Claritin and its generic equivalent, Alavert, are effective for many allergy sufferers. Prescription drugs include Allegra and **Zyrtec**. Steroid nasal sprays, sold by prescription only, also provide relief for many people. Immunotherapy: People with symptoms severe enough to...

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378. Fight allergies
St. Cloud Times (St. Cloud, MN) Author: N/A; Word Count: 1050 5/13/03 STCLOUDTMS C1 2003 WLNR 18442558

...C1 2003 WLNR 18442558 Fight allergies St. Cloud Times (St. Cloud, MN) St. Cloud Times Lifestyle C1 May 13, 2003 **20030513 20030513** English KISZ 0145450 Newspaper US USA MN Minnesota NorthAmerica 5252 Word Count: 1050 May 13, 2003 For many, summer and ...

...in recent years. The drug has been touted for its effectiveness without drowsiness, along with other antihistamines such as Clarinex, **Zyrtec** and Allegra. Antihistamines differ from decongestants, another allergy treatment, in that they alleviate the core symptoms, said Keith Karsky, pharmacist ...

...that works the best for everybody, by any means." Not sleepy Technically, by the Food and Drug Administration 's standards, **Zyrtec** is still considered a "sedating" drug, or one that has the ability to make a user drowsy, said Dr. Malcolm...

379. THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Pfizer Narrows Field On Big Assignments
New York Times (NY) Author: Nat Ives; Word Count: 413 5/12/03 NYT C10 2003 WLNR 5231385

...Big Assignments Nat Ives New York Times (NY) New York Times Late Edition - Final C 10 01 May 12, 2003 **20030512 20030512** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 2064 Word Count: 413 ...

...Pfizer, in New York, narrowed a review to create direct-to-consumer campaigns for three prescription drugs -- Bextra Zoloft and **Zyrtec** -- to seven finalists. Spending was estimated at more than $125 million. Deutsch in New York, part of the Partnership division ...

...by Publicis; MNH Healthworks in New York, part of the Merkley Newman Harty & Partners division of Omnicom; and Publicis. For **Zyrtec**, an allergy medicine, the agencies in consideration are: Berlin Cameron, Kaplan Thaler, MNH Healthworks and TBWA/Chiat/Day. A decision...

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380. Are you getting sleepy?
Fort Worth Star-Telegram (Fort Worth) Author: CAROLYN POIROT Word Count: 254 5/10/03 FTWTHST 2 2003 WLNR 2255532

...Star-Telegram (Fort Worth) Fort Worth Star Telegram (TX) Fort Worth Star-Telegram News FINAL 2-SUMMARY- May 10, 2003 **20030510 20030510** Fort Worth TX US FW Newspaper ENGLISH CDGE 0064672 Newspaper US USA TX Texas NorthAmerica 1271 Word Count: 254 Benadryl ...

...Clinical Immunology. Researchers found that diphenhydramine (Benadryl) impaired performance relative to the placebo control and second-generation antihistamines, including cetirizine (**Zyrtec**) and loratadine (Claritin). But results were quite varied. The average sedating effect of diphenhydramine was modest, and, in some instances...

381. Claritin's Price Falls, but Drug Costs More
New York Times (NY) Author: MILT FREUDENHEIM; Word Count: 2030 5/8/03 NYT C1 2003 WLNR 5226256

...Costs More MILT FREUDENHEIM New York Times (NY) New York Times Late Edition - Final C 1 02 May 8, 2003 **20030508 20030508** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 10151 Word Count: 2030 ...

...are starting to appear, and that could lower costs; several other popular allergy drugs, including Aventis' Allegra and Pfizer Inc's **Zyrtec**, are still available only by prescription; many health plans-- hoping to induce consumers to switch to over-the-counter Claritin ...

...store shelves, and that could lower costs. There are several other popular allergy drugs, including Allegra, made by Aventis, and **Zyrtec**, made by Pfizer, which are still available only by prescription. But many health plans -- hoping to induce consumers to switch...

382. Nothing to Sneeze At
New York Times (NY) Author: N/A; Word Count: 591 5/7/03 NYT A34 2003 WLNR 5178380

...Nothing to Sneeze At New York Times (NY) New York Times Late Edition - Final A 34 01 May 7, 2003 **20030507 20030507** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 2956 Word Count: 591 ...

...expert advisory committee ruled in 2001 that Claritin -- as well as two other drugs in the same category, Allegra and **Zyrtec** -- could be switched without much risk. Because these antihistamines cause little or no drowsiness, they are actually safer than an...

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383. Bus service reductions will hurt many
Salinas Californian, The (CA) Author: N/A; Word Count: 1648 5/7/03 CALIFORNIAN A6 2003 WLNR 18251055

...2003 WLNR 18251055 Bus service reductions will hurt many Salinas Californian, The (CA) The Californian Opinion A6 May 7, 2003 **20030507 20030507** English KIVQ 0146342 Newspaper US USA CA California NorthAmerica 8240 Word Count: 1648 May 7, 2003 It seems amazing that ...

...reasons: * Not all antihistamines are the same and in individual cases many of the prescription medications such as Allegra and **Zyrtec** are better for individual patients than Claritin. * The shifting of expense to the patient is no longer covering this broad...

384. FIRMS MAY FIGHT FORCED OTC SWITCHES WITH FIFTH AMENDMENT
Generic Line Author: N/A; Word Count: 337 5/6/03 GENERICLINE (No Page) 2003 WLNR 16847206

...Online) 2003 WLNR 16847206 FIRMS MAY FIGHT FORCED OTC SWITCHES WITH FIFTH AMENDMENT Generic Line 20 9 May 6, 2003 **20030506 20030506** web English KCBG 0138772 Trade Journal US USA NorthAmerica 1684 Word Count: 337 The FDA believes it has the authority ...

...formal legal analysis of the issue after WellPoint Health Networks filed a citizen petition in 1998 requesting Allegra, Claritin and **Zyrtec** become available OTC. Jenkins refused to comment further on the process, since the FDA hasn't issued a final response to ...

...as patent rights and trade secrets, as well as tangible interests. The agency also may have a harder time switching **Zyrtec** than Allegra because **Zyrtec** has expanded indications that may be harder to translate to OTC use, Reichertz said. Aventis' Allegra (fexofenadine) and Pfizer's **Zyrtec** (cetirizine) are both indicated for seasonal allergies and chronic idiopathic urticaria, but **Zyrtec** also has an indication for perennial allergies caused by such allergens as dust, animal dander and mold. oct fda PHARMPRD...

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385. FDA STRUGGLES WITH WHETHER IT HAS AUTHORITY TO FORCE Rx-TO-OTC SWITCH
FDA WEEK Author: N/A; Word Count: 3194 5/2/03 FDAWEEK (No Page) 2003 WLNR 93184

...WLNR 93184 FDA STRUGGLES WITH WHETHER IT HAS AUTHORITY TO FORCE Rx-TO-OTC SWITCH FDA WEEK May 2, 2003 **20030502 20030502** INSIDE WASHINGTON PUBLISHERS ENGLISH TRADE JOURNAL CAAA 0003985 Trade Journal US USA NorthAmerica 15969 Word Count: 3194 High-ranking government ...

...the issue as a result of a citizen petition filed by WellPoint, an insurance company, demanding the agency switch antihistamines **Zyrtec**, Allegra and Claritin to OTC status. Schering-Plough ultimately decided to voluntarily switch Claritin, however the manufacturers of the other...

386. INDUSTRY EXPECTED TO FIGHT FORCED OTC SWITCHES
Washington Drug Letter Author: N/A; Word Count: 437 5/2/03 WASHDRUG (No Page) 2003 WLNR 16848052

...Unavail. Online) 2003 WLNR 16848052 INDUSTRY EXPECTED TO FIGHT FORCED OTC SWITCHES Washington Drug Letter 35 18 May 2, 2003 **20030502 20030502** web English KCBK 0138776 Newsletter US USA NorthAmerica 2184 Word Count: 437 The FDA believes it has the authority to ...

...formal legal analysis of the issue after WellPoint Health Networks filed a citizen petition in 1998 requesting Allegra, Claritin and **Zyrtec** become available OTC. Jenkins refused to comment further on the process since the FDA hasn't issued a final response to ...

...as patent rights and trade secrets, as well as tangible interests. The agency also may have a harder time switching **Zyrtec** than Allegra because **Zyrtec** has expanded indications that may be harder to translate to OTC use, Reichertz said. Aventis' Allegra (fexofenadine) and Pfizer's **Zyrtec** (cetirizine) are both indicated for seasonal allergies and chronic idiopathic urticaria, but **Zyrtec** also has an indication for perennial allergies caused by such allergens as dust, animal dander and mold. The "prescription-exemption...

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387. SOMETHING TO SNEEZE AT Tree pollen blankets the area, sets off a season of allergies
Asbury Park Press (Asbury Park, NJ) Author: N/A; Word Count: 813 5/1/03 ASBURYPARK J1 2003 WLNR 17738333

...sets off a season of allergies Asbury Park Press (Asbury Park, NJ) Asbury Park Press J 01 May 1, 2003 **20030501 20030501** English KIRD 0064014 Newspaper US USA NJ New Jersey NorthAmerica 4067 Word Count: 813 May 1, 2003 ON a clear ...

...which have less side effects, such as sleepiness and dryness of the mouth. The most popular of these drugs are **Zyrtec**, Astelin - the only antihistamine that comes in a nasal spray, Allegra, Clarinex and Claritin - the only one sold over the...

388. Tree and grass pollen blanket the area, sets off a season of allergies
Asbury Park Press (Asbury Park, NJ) Author: N/A; Word Count: 813 5/1/03 ASBURYPARK K4 2003 WLNR 17738365

...sets off a season of allergies Asbury Park Press (Asbury Park, NJ) Asbury Park Press K 04 May 1, 2003 **20030501 20030501** English KIRD 0064014 Newspaper US USA NJ New Jersey NorthAmerica 4067 Word Count: 813 May 1, 2003 On a clear ...

...which have less side effects, such as sleepiness and dryness of the mouth. The most popular of these drugs are **Zyrtec**, Astelin - the only antihistamine that comes in a nasal spray, Allegra, Clarinex and Claritin - the only one sold over the...

389. Can't smell the roses? (Consumer tips ...).
Consumers' Research Magazine Author: Dvorak, Blake D.; Word Count: 940 5/1/03 CNSMRRMAG 2 2003 WLNR 17149467

...17149467 Can't smell the roses? (Consumer tips ...). Dvorak, Blake D. Consumers' Research Magazine 86 5 2(1) May 1, 2003 **20030501 20030501** Consumers' Research, Inc. 0095-2222 Magazine/Journal English KCZG 0002296 Magazine US USA NorthAmerica 4701 Word Count: 940 Runny nose ...

...nose and eyes of the allergy sufferer, but, for $1 per pill, at a significant price. Prescription-only antihistamines include **Zyrtec**, Allegra, and Clarinex, but are not always covered by insurance. The great advantage of these drugs is that they are...

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390. BURST OF TREE POLLEN SOWS SEEDS OF ALLERGY SUFFERING
Albany Times Union (NY) Author: CLAIRE HUGHES Staff writer; Word Count: 878 4/30/03 TIMESUN A1 2003 WLNR 737693

...OF ALLERGY SUFFERING CLAIRE HUGHES Staff writer Albany Times Union (NY) TIMES UNION THREE STAR MAIN A1 April 30, 2003 **20030430 20030430** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 4391 Word Count: 878 ...

...try the over-the-counter Claritin -- which they don't pay for -- before a doctor can prescribe a comparable drug like **Zyrtec** or Allegra. The problem, doctors and pa@@hyphen@@tients said, is that Claritin doesn't work for everyone. Schenectady resident Howard...

391. FIRMS LIKELY TO FIGHT FORCED OTC SWITCHES WITH FIFTH AMENDMENT
Drug Industry Daily Author: N/A; Word Count: 437 4/30/03 DRUGINDUDLY (No Page) 2003 WLNR 16849367

...WLNR 16849367 FIRMS LIKELY TO FIGHT FORCED OTC SWITCHES WITH FIFTH AMENDMENT Drug Industry Daily 2 86 April 30, 2003 **20030430 20030430** web English KCBD 0138769 Trade Journal US USA NorthAmerica 2187 Word Count: 437 The FDA believes it has the authority ...

...formal legal analysis of the issue after WellPoint Health Networks filed a citizen petition in 1998 requesting Allegra, Claritin and **Zyrtec** become available OTC. Jenkins refused to comment further on the process since the FDA hasn't issued a final response to ...

...as patent rights and trade secrets, as well as tangible interests. The agency also may have a harder time switching **Zyrtec** than Allegra because **Zyrtec** has expanded indications that may be harder to translate to OTC use, Reichertz said. Aventis' Allegra (fexofenadine) and Pfizer's **Zyrtec** (cetirizine) are both indicated for seasonal allergies and chronic idiopathic urticaria, but **Zyrtec** also has an indication for perennial allergies caused by such allergens as dust, animal dander and mold. The "prescription-exemption...

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392. ALLERGIC TO THE COST SHIFTING WORLD OF ALLERGY MEDICINE PRICES BLOWING SOME PEOPLE AWAY
Akron Beacon Journal (Ohio) (KRT) Author: Cheryl Powell; Word Count: 1244 4/29/03 AKRONBJ E1 2003 WLNR 14430345

...AWAY Cheryl Powell Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) 1 STAR LIFE STYLE E1 April 29, 2003 **20030429 20030429** English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 6222 Word Count: 1244 The switch from prescription to over-the ...

...to combat their itching and sneezing. Even those stuffy-nosed folks who rely on similar prescription drugs such as Allegra, **Zyrtec** and Clarinex might be surprised to discover that their insurer is forcing them to pay more. The cost-shifting to consumers might become even more dramatic if the FDA goes forward with a proposal to force Allegra and **Zyrtec** over-the-counter. In the meantime, some insurers are making people jump through new hoops to get their prescription; they ...

...requires allergy sufferers to get pre-certification (or special permission) before getting a prescription, nonsedating antihistamine. Before Aetna will approve **Zyrtec**, Allegra or Clarinex, members need to show that they have worked with a doctor and tried other options, spokeswoman Karen...

393. MDL Provides UCB Pharma With Discovery Solutions to Power Global R&D Operations
BUSINESS WIRE Author: N/A; Word Count: 976 4/29/03 BWIRE 00:00:00

...00:00 MDL Provides UCB Pharma With Discovery Solutions to Power Global R&D Operations BUSINESS WIRE April 29, 2003 **20030429 20030429** BUSINESS WIRE ENGLISH NEWSWIRE BGAC 0001493 Newswire US USA NorthAmerica 4882 Word Count: 976 SAN LEANDRO, Calif.--(BUSINESS WIRE)--April ...

...pharmaceutical research of UCB includes the following fields: respiratory, including allergy and asthma, and neurology. UCB Pharma's main products include **Zyrtec** (antiallergic), Keppra (antiepileptic), Nootropil (cerebral function regulator) and Atarax (tranquillizer). MDL is a registered trademark in the United States of...

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394. MEDICAL FDA rejects Noven's ADHD patch The maker of
Investor's Business Daily Author: Investor's Business Daily; Word Count: 532 4/29/03 INVBUSD A02 2003 WLNR 16831471

...Noven's ADHD patch The maker of Investor's Business Daily Investor's Business Daily NATIONAL TO THE POINT A02 April 29, 2003 **20030429 20030429** English KBJB 0041830 Newspaper US USA NorthAmerica 2660 Word Count: 532 MEDICAL FDA rejects Noven's ADHD patch The maker of ...

...it can force OTC switch The agency is mulling an over-the-counter push for popular allergy drugs Allegra and **Zyrtec**. They'd be test cases for a new policy of compelling drug makers to make drugs it deems safe available in...

395. BUSINESS BRIEFS.
Investor's Business Daily Author: N/A; Word Count: 529 4/29/03 INVBUSD A02 2003 WLNR 17062376

...A02 4/29/03 Inv. Bus. Daily A02 2003 WLNR 17062376 BUSINESS BRIEFS. Investor's Business Daily A02 April 29, 2003 **20030429 20030429** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 2644 Word Count: 529 MEDICAL ...

...it can force OTC switch The agency is mulling an over-the-counter push for popular allergy drugs Allegra and **Zyrtec**. They'd be test cases for a new policy of compelling drug makers to make drugs it deems safe available in...

396. Information offered on price differences between OTC, prescription drugs
Marshfield News-Herald (Marshfield, WI) Author: N/A; Word Count: 181 4/29/03 MARSHFIELD A5 2003 WLNR 18479934

...on price differences between OTC, prescription drugs Marshfield News-Herald (Marshfield, WI) Marshfield News-Herald Opinion A5 April 29, 2003 **20030429 20030429** English KITJ 0145458 Newspaper US USA WI Wisconsin NorthAmerica 907 Word Count: 181 April 29, 2003 Editor: I would like ...

...the cost of the "over the counter" loratidine is lower than their co-payment on prescription Claritin, Clarinex, Allegra or **Zyrtec**. I would additionally add that Clarinex, which is heavily advertised, is the same drug that your body creates when you...

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397. Profile: Pfizer threatens to layoff emloyees in Michigan if it does not agree to place more of its products on Medicaid drug lists
NPR All Things Considered Author: N/A; Word Count: 850 4/29/03 ATCON (No Page) 2003 WLNR 16696710

...to place more of its products on Medicaid drug lists NPR All Things Considered All Things Considered April 29, 2003 **20030429 20030429** English KAVJ 0126857 Broadcast US USA NorthAmerica 4250 Word Count: 850 MELISSA BLOCK, host: The nation's largest health-care program ...

...good; drugs such as Lipitor, which lowers cholesterol. But other big sellers, such as the antidepressant Zoloft and the antihistamine **Zyrtec**, aren't. Pfizer didn't want to negotiate when Michigan drew up the list last year, but CEO Hank McKinnell is negotiating...

398. Rules change in wake of Claritin switch. (Branded Drugs).
Chain Drug Review Author: N/A; Word Count: 401 4/28/03 CHAINDREV 23 2003 WLNR 17124756

...17124756 Rules change in wake of Claritin switch. (Branded Drugs). Chain Drug Review 25 8 RX23(1) April 28, 2003 **20030428 20030428** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 2006 Word Count: 401 CHICAGO ...

...of this strategy -- which has seen patients having to pay as much as $50 for such medications as Pfizer Inc.'s **Zyrtec**, Aventis SA's Allegra and Schering-Plough's Clarinex -- could be a flattening or even a decline in the $4.8 billion ...

...noses and itchy throats associated with the condition have been gold mines for companies that manufacture and market them. Pfizer's **Zyrtec** generated sales of $1.1 billion in 2002; Aventis' Allegra doubled that with $2.2 billion. Medical experts have charged...

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399. FDA FLEXES MUSCLE TO MAKE MORE DRUGS OVER-THE-COUNTER COMPANIES RESIST CHANGE OVER ECONOMIC, PATENT CONCERNS; SUIT POSSIBLE
Milwaukee Journal Sentinel (WI) Author: MARC KAUFMAN WASHINGTON POST; Word Count: 758 4/28/03 MLWK 2 2003 WLNR 4819140

...SUIT POSSIBLE MARC KAUFMAN WASHINGTON POST Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel Final A NEWS 02 April 28, 2003 **20030428 20030428** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 3791 Word Count: 758 Washington -- The ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches -- Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra -- say they oppose the FDA efforts, as does the organization that represents the makers of...

400. Claritin's Move Over the Counter Is Nothing to Sneeze
Newsday (USA) Author: THE ASSOCIATED PRESS; Word Count: 727 4/28/03 NWSDAY A37 2003 WLNR 937972

...the Counter Is Nothing to Sneeze THE ASSOCIATED PRESS Newsday (USA) Newsday ALL EDITIONS HEALTH & DISCOVERY A37 April 28, 2003 **20030428 20030428** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 3633 Word Count: 727 Dr ...

...Claritin's not working. "It's a real hassle," especially for patients who already know they respond better to competitors Allegra or **Zyrtec**, says the Bethesda, Md., allergist. The first allergy season since Claritin went over the counter is in full swing, and ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Nasal steroids directly target various inflammation-causing substances inside the nose to treat all nasal allergy...

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401. STOMACH PAIN MIGHT BE ACID REFLUX
St. Louis Post-Dispatch (MO) Author: N/A; Word Count: 709 4/28/03 STLSPD 6 2003 WLNR 16107422

...PAIN MIGHT BE ACID REFLUX St. Louis Post-Dispatch (MO) FIVE STAR LATE LIFT HEALTH & FITNESS 6 April 28, 2003 **20030428 20030428** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 3547 Word Count: 709 Concerns about children's health cause anxiety and ...

...eyes swelled up, along with his lips and tongue. We still have not found the cause. He has been taking **Zyrtec**, Zantac and Singulair ever since. He still occasionally has hives and some swelling on his feet, hands, ears and sometimes...

402. STOMACH PAIN MIGHT BE ACID REFLUX
St. Louis Post-Dispatch (MO) Author: N/A; Word Count: 617 4/28/03 STLSPD 6 2003 WLNR 16107608

...PAIN MIGHT BE ACID REFLUX St. Louis Post-Dispatch (MO) FIVE STAR LATE LIFT HEALTH & FITNESS 6 April 28, 2003 **20030428 20030428** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 3086 Word Count: 617 Concerns about children's health cause anxiety and ...

...eyes swelled up, along with his lips and tongue. We still have not found the cause. He has been taking **Zyrtec**, Zantac and Singulair ever since. He still occasionally has hives and some swelling on his feet, hands, ears and sometimes...

403. STOMACH PAIN MIGHT BE ACID REFLUX
St. Louis Post-Dispatch (MO) Author: N/A; Word Count: 720 4/28/03 STLSPD 6 2003 WLNR 1814519

...REFLUX St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LATE LIFT HEALTH & FITNESS 6 April 28, 2003 **20030428 20030428** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 3602 Word Count: 720 ...

...eyes swelled up, along with his lips and tongue. We still have not found the cause. He has been taking **Zyrtec**, Zantac and Singulair ever since. He still occasionally has hives and some swelling on his feet, hands, ears and sometimes...

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404. STOMACH PAIN MIGHT BE ACID REFLUX
St. Louis Post-Dispatch (MO) Author: N/A; Word Count: 630 4/28/03 STLSPD 6 2003 WLNR 1817624

...REFLUX St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LATE LIFT HEALTH & FITNESS 6 April 28, 2003 **20030428 20030428** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 3152 Word Count: 630 ...

...eyes swelled up, along with his lips and tongue. We still have not found the cause. He has been taking **Zyrtec**, Zantac and Singulair ever since. He still occasionally has hives and some swelling on his feet, hands, ears and sometimes...

405. FDA says it can reclassify some drugs
CHICAGO TRIBUNE Author: Marc Kaufman, The Washington Post. Word Count: 144 4/27/03 CHICAGOTR 10 2003 WLNR 15304323

...it can reclassify some drugs Marc Kaufman, The Washington Post. CHICAGO TRIBUNE Chicago Early Edition News 10 April 27, 2003 **20030427 20030427** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 722 Word Count: 144 The Food and Drug Administration has concluded ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- could be be the test cases. FDA Commissioner Mark McClellan confirmed that forced switches are being "actively considered." Copyright © 2003...

406. Taking the floor Carpets are losing ground with homeowners, but the industry is responding to the challenge
Fort Worth Star-Telegram (Fort Worth) Author: ANDREA JARES Word Count: 1675 4/27/03 FTWTHST 1 2003 WLNR 2225309

...Star-Telegram (Fort Worth) Fort Worth Star Telegram (TX) Fort Worth Star-Telegram Business FINAL 1-SUMMARY- April 27, 2003 **20030427 20030427** Fort Worth TX US FW Newspaper ENGLISH CDGE 0064672 Newspaper US USA TX Texas NorthAmerica 8376 Word Count: 1675 Jerry ...

...and the Texas Association of Builders, suggests removing carpet to combat mold growth. Even a current ad for allergy medication **Zyrtec** makes a connection between allergies and carpet. The carpet industry isn't taking this lying down. The industry voice, the Georgia...

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407. Claritin Catch-22
Journal News, The (Westchester, NY) Author: N/A; Word Count: 788 4/27/03
JOURNALNEWS B6 2003 WLNR 17989078

...B6 2003 WLNR 17989078 Claritin Catch-22 Journal News, The (Westchester, NY) The Journal News Opinion B6 April 27, 2003 **20030427 20030427** English KIRA 0145248 Newspaper US USA NY New York NorthAmerica 3941 Word Count: 788 April 27, 2003 Insurance companies' policies ...

...insurance companies are now requiring patients to try over-the-counter Claritin instead of taking other prescription drugs like Allegra, **Zyrtec** and Clarinex, Claritin's successor. That lets them off the hook for any associated medication cost. Other insurers are charging patients ...

...in Brewster and Pleasantville. Meanwhile, FDA Commissioner Mark McClellan said last week that the agency is moving to make Allegra, **Zyrtec** and some other popular drugs available without a prescription whether pharmaceutical companies agree or not. The reason for becoming "more...

408. FDA decides it can reclassify drugs Prescription medicines would move to over-the-counter status
Star-Ledger, The (Newark, NJ) Author: MARC KAUFMAN Word Count: 1084 4/27/03
STLGRN 16 2003 WLNR 15610100

...would move to over-the-counter status MARC KAUFMAN Star-Ledger, The (Newark, NJ) FINAL NEWS 16 April 27, 2003 **20030427 20030427** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 5422 Word Count: 1084 WASHINGTON The Food and Drug Administration ...

...companies to make certain products over- the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches - Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra - say they oppose the FDA efforts, as does the organization that represents the makers of...

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409. FDA WEIGHS DRUG SWITCHES
Albany Times Union (NY) Author: Washington Post; Word Count: 217 4/26/03 TIMESUN A2 2003 WLNR 715248

...715248 FDA WEIGHS DRUG SWITCHES Washington Post Albany Times Union (NY) TIMES UNION THREE STAR MAIN A2 April 26, 2003 **20030426 20030426** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 1084 Word Count: 217 ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

410. Medicines may be reclassified, FDA could make more available over the counter
Charleston Daily Mail (WV) Author: THE WASHINGTON POST; Word Count: 587 4/26/03 CHLST-GZ 3A 2003 WLNR 1627082

...more available over the counter THE WASHINGTON POST Charleston Daily Mail (WV) Charleston Daily Mail News 3A April 26, 2003 **20030426 20030426** Charleston WV US CTG Newspaper English ACFP 0001810 Newspaper US USA WV West Virginia NorthAmerica 2934 Word Count: 587 WASHINGTON ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...make the switch. The manufacturers of the two drugs now under FDA consideration for forced switches - Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra - say they oppose the FDA efforts, as does the organization that represents the makers of...

411. FDA WANTS CERTAIN DRUGS RECLASSIFIED
Cincinnati Post (OH) Author: Washington Post; Word Count: 168 4/26/03 CINPOST A3 2003 WLNR 1889813

...WANTS CERTAIN DRUGS RECLASSIFIED Washington Post Cincinnati Post (OH) Cincinnati Post (KY) CINCINNATI POST Final News A3 April 26, 2003 **20030426 20030426** Cincinnati OH US CP Newspaper English ACXQ 0001982 Newspaper US USA OH Ohio NorthAmerica 838 Word Count: 168 WASHINGTON The ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

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412. FDA wants certain drugs reclassified
CINCINNATI POST (OH) Author: N/A; Word Count: 181 4/26/03 CINPOST 30 2003 WLNR 6638404

...26/03 Cin. Post 30 2003 WLNR 6638404 FDA wants certain drugs reclassified CINCINNATI POST (OH) 30 April 26, 2003 **20030426 20030426** PROQUEST ENGLISH NEWSPAPER AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 906 Word Count: 181 WASHINGTON -- The Food and Drug ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

413. FDA SAYS IT CAN FORCE SWITCH IN DRUGS' STATUS
Columbia State (SC) Author: N/A; Word Count: 248 4/26/03 THESTATE A5 2003 WLNR 14747836

...IT CAN FORCE SWITCH IN DRUGS' STATUS Columbia State (SC) Columbia State (Columbia, SC) FINAL FRONT A5 April 26, 2003 **20030426 20030426** English ACGT 0002105 Newspaper US USA SC South Carolina NorthAmerica 1238 Word Count: 248 WASHINGTON The Food and Drug Administration ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA goes forward. FDA commissioner Mark McClellan confirmed forced switches are being...

414. FDA may force makers to offer cheaper drugs
Houston Chronicle Author: N/A; Word Count: 285 4/26/03 HSTNCHRON A23 2003 WLNR 16350861

...2003 WLNR 16350861 FDA may force makers to offer cheaper drugs Houston Chronicle 3 STAR A 23 April 26, 2003 **20030426 20030426** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 1427 Word Count: 285 WASHINGTON WASHINGTON - The Food and Drug Administration ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA goes forward. FDA Commissioner Mark McClellan confirmed that the issue of...

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415. FDA claims right to reclassify drugs Some medications would go over- the-counter [Final Edition]
Journal - Gazette Author: Kaufman, Marc; Word Count: 961 4/26/03 JGAZETTE 2 2003 WLNR 13190401

...to reclassify drugs Some medications would go over- the-counter [Final Edition] Kaufman, Marc Journal - Gazette 2.A April 26, 2003 **20030426 20030426** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 4807 Word Count: 961 WASHINGTON The Food and Drug Administration has ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches -- Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra -- say they oppose the FDA efforts, as does the organization that represents the makers of...

416. FDA, DRUG MAKERS HEAD FOR SHOWDOWN AGENCY CHALLENGING PRESCRIPTION STATUS AS WAY TO CUT PRICES
Lexington Herald-Leader (KY) Author: Marc Kaufman The Washington Post; Word Count: 587 4/26/03 LEXINGTONHLD A5 2003 WLNR 14596997

...WAY TO CUT PRICES Marc Kaufman The Washington Post Lexington Herald-Leader (KY) Final Main News A5 April 26, 2003 **20030426 20030426** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 2933 Word Count: 587 WASHINGTON WASHINGTON -- The Food and Drug Administration ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications, Allegra and **Zyrtec**, will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches -- Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra -- say they oppose the FDA efforts, as does the organization that represents the makers of...

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417. FDA, DRUG MAKERS HEAD FOR SHOWDOWN AGENCY CHALLENGING PRESCRIPTION STATUS AS WAY TO CUT PRICES
Lexington Herald-Leader (KY) Author: Marc Kaufman The Washington Post; Word Count: 587 4/26/03 LEXINGTONHLD A5 2003 WLNR 16187522

...WAY TO CUT PRICES Marc Kaufman The Washington Post Lexington Herald-Leader (KY) Final Main News A5 April 26, 2003 **20030426 20030426** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 2933 Word Count: 587 WASHINGTON WASHINGTON -- The Food and Drug Administration ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications, Allegra and **Zyrtec**, will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches -- Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra -- say they oppose the FDA efforts, as does the organization that represents the makers of...

418. FDA CLAIMS RIGHT TO RECLASSIFY SOME DRUGS DRUG MAKERS OPPOSE POLICY
Macon Telegraph (GA) Author: Marc Kaufman, Washington Post; Word Count: 335 4/26/03 BSX-MACTEL A2 2003 WLNR 14524583

...RECLASSIFY SOME DRUGS DRUG MAKERS OPPOSE POLICY Marc Kaufman, Washington Post Macon Telegraph (GA) HOME A 2 April 26, 2003 **20030426 20030426** English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 1674 Word Count: 335 WASHINGTON - The Food and Drug Administration has ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications --- Allegra and **Zyrtec** --- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

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419. FDA MAY FORCE OVER-COUNTER MOVE
Miami Herald (FL) Author: MARC KAUFMAN, Washington Post Service; Word Count: 826 4/26/03 MIAMIHD 3A 2003 WLNR 14820759

...FDA MAY FORCE OVER-COUNTER MOVE MARC KAUFMAN, Washington Post Service Miami Herald (FL) Final Front 3A April 26, 2003 **20030426 20030426** English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 4129 Word Count: 826 WASHINGTON The Food and Drug Administration has ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications - Allegra and **Zyrtec** - will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...require a switch. The manufacturers of the two drugs now under FDA consideration for forced switches - Pfizer Corp., which makes **Zyrtec**, and Aventis, which makes Allegra - say they oppose the FDA efforts, as does the organization that represents the makers of...

420. FDA SAYS IT CAN MAKE SOME PRESCRIPTION DRUGS AVAILABLE OVER COUNTER
Orlando Sentinel Author: Marc Kaufman, the Washington Post Word Count: 391 4/26/03 ORLANDOSENT A23 2003 WLNR 15554375

...SOME PRESCRIPTION DRUGS AVAILABLE OVER COUNTER Marc Kaufman, the Washington Post Orlando Sentinel FINAL A SECTION A23 April 26, 2003 **20030426 20030426** English JLGN 0007719 Newspaper US USA FL Florida NorthAmerica 1953 Word Count: 391 WASHINGTON -- The Food and Drug Administration concluded ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

421. FDA ASKS FOR DRUGS TO BE SOLD AT COUNTER
Pittsburgh Post-Gazette (PA) Author: MARC KAUFMAN, THE WASHINGTON POST ; Word Count: 335 4/26/03 PITTSPOST A12 2003 WLNR 5381086

...COUNTER MARC KAUFMAN, THE WASHINGTON POST Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER NATIONAL A-12 April 26, 2003 **20030426 20030426** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 1677 Word Count: 335 WASHINGTON ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications -- Allegra and **Zyrtec** -- will probably be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the...

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422. FDA maintains right to reclassify drugs to improve availability
Seattle Times (WA) Author: Marc Kaufman; The Washington Post; Word Count: 1038 4/26/03 STLTI A1 2003 WLNR 2415526

...to improve availability Marc Kaufman; The Washington Post Seattle Times (WA) Seattle Times Fourth ROP News A1 April 26, 2003 **20030426 20030426** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 5188 Word Count: 1038 WASHINGTON ...

...companies to make certain products over-the-counter appears to be growing, and two popular prescription allergy medications Allegra and **Zyrtec** probably will be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan confirmed that the ...

...authority to require a switch. Manufacturers of the two drugs now under FDA consideration for forced switches Pfizer, which makes **Zyrtec**, and Aventis, which makes Allegra say they oppose the FDA efforts, as does the organization that represents the makers of...

423. FDA MAY CHANGE STATUS OF DRUGS TO CUT PRICES
St. Paul Pioneer Press (MN) Author: MARC KAUFMAN; Author: Washington Post; Word Count: 395 4/26/03 STPLPP A4 2003 WLNR 14682434

...OF DRUGS TO CUT PRICES MARC KAUFMAN Washington Post St. Paul Pioneer Press (MN) City MAIN A4 April 26, 2003 **20030426 20030426** English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 1977 Word Count: 395 WASHINGTON -- The Food and Drug Administration has ...

...drug companies to make certain products over-the-counter appears to be growing. Two popular prescription allergy medications -- Allegra and **Zyrtec** -- are expected to be the test cases if the FDA decides to go forward. FDA Commissioner Mark McClellan said Friday ...

...the authority to require a switch. Makers of the two drugs under FDA consideration for forced switches -- Pfizer, which makes **Zyrtec**, and Aventis, which makes Allegra -- say they oppose the FDA efforts, as does the organization that represents the makers of...

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424. FDA DENIES REPORT THAT IT SEEKS TO FORCE ALLEGRA, ZYRTEC SWITCHES
FDA WEEK Author: N/A; Word Count: 783 4/25/03 FDAWEEK (No Page) 2003 WLNR 90524

...4/25/03 FDA Wk. (Pg. Unavail. Online) 2003 WLNR 90524 FDA DENIES REPORT THAT IT SEEKS TO FORCE ALLEGRA, **ZYRTEC** SWITCHES FDA WEEK April 25, 2003 **20030425 20030425** INSIDE WASHINGTON PUBLISHERS ENGLISH TRADE JOURNAL CAAA 0003985 Trade Journal US USA NorthAmerica 3916 Word Count: 783 An FDA spokesperson is denying a recent mainstream news report that the agency "seeks" to switch allergy drugs **Zyrtec** and Allegra from prescription to over-the-counter (OTC) status despite the objections of the manufacturers. Meanwhile, the Consumer Healthcare ...

...1998 WellPoint petition calling on the agency to remove the prescription status of Allegra, Allegra D, Claritin, Claritin-D and **Zyrtec**, which are respectively marketed by Aventis, Schering-Plough and Pfizer. On May 11, 2001, an FDA advisory committee voted to...

425. Tree pollen blankets the area, sets off a season of allergies
Asbury Park Press (Asbury Park, NJ) Author: N/A; Word Count: 814 4/24/03 ASBURYPARK M6 2003 WLNR 17737095

...sets off a season of allergies Asbury Park Press (Asbury Park, NJ) Asbury Park Press M 06 April 24, 2003 **20030424 20030424** English KIRD 0064014 Newspaper US USA NJ New Jersey NorthAmerica 4069 Word Count: 814 April 24, 2003 ON a clear ...

...which have less side effects, such as sleepiness and dryness of the mouth. The most popular of these drugs are **Zyrtec**, Astelin - the only antihistamine that comes in a nasal spray, Allegra, Clarinex and Claritin - the only one sold over the...

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426. FDA STILL CONSIDERING Rx ANTIHISTAMINE SWITCH
Drug Industry Daily Author: N/A; Word Count: 337 4/24/03 DRUGINDUDLY (No Page) 2003 WLNR 16849335

...Pg. Unavail. Online) 2003 WLNR 16849335 FDA STILL CONSIDERING Rx ANTIHISTAMINE SWITCH Drug Industry Daily 2 82 April 24, 2003 **20030424 20030424** web English KCBD 0138769 Trade Journal US USA NorthAmerica 1683 Word Count: 337 Media reports that the FDA will force the Rx-to-OTC switch of prescription antihistamines Allegra (fexofenadine) and **Zyrtec** (cetirizine) are incorrect, according to the agency. Media reports that the FDA will force the Rx-to-OTC switch of prescription antihistamines Allegra (fexofenadine) and **Zyrtec** (cetirizine) are incorrect, according to the agency. The agency admitted the matter is still open although nothing has changed since ...

...WellPoint Health Networks requested it in a 1998 citizen petition. The FDA hasn't issued a substantive response to WellPoint's petition. **Zyrtec** maker Pfizer is in "active dialogue" with the FDA over the issue, the firm said. Aventis, producer of Allegra, said ...

...policy shift" said Aventis spokesperson Melissa Feltman. The companies still have plenty of time before their drugs lose patent protection. **Zyrtec's** patent expires in 2007 and Allegra's patents extend through 2018. One nonsedating antihistamine, Claritin (loratadine), did move to OTC sale...

427. NOTHING TO SNEEZE AT OVER-THE-COUNTER CLARITIN ADDS HEADACHES TO ALLERGY SEASON
Grand Forks Herald (ND) Author: Lauran Neergaard, Associated Press; Word Count: 830 4/24/03 BSX-GFH 1 2003 WLNR 14529199

...ADDS HEADACHES TO ALLERGY SEASON Lauran Neergaard, Associated Press Grand Forks Herald (ND) FINAL D- TOPICS 01 April 24, 2003 **20030424 20030424** English CDGF 0004446 Newspaper US USA ND North Dakota NorthAmerica 4152 Word Count: 830 WASHINGTON The first allergy season since ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried and failed OTC Claritin for a few weeks before even allowing their ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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428. FDA's push to switch antihistamines to over-the-counter raises eyebrows
USA Today (USA) Author: Rita Rubin; Word Count: 800 4/24/03 USATD 09D 2003 WLNR 6066232

...antihistamines to over-the-counter raises eyebrows Rita Rubin USA Today (USA) USA TODAY FINAL LIFE 09D April 24, 2003 **20030424 20030424** VA United States US Newspaper English ADVP 0010173 Newspaper US USA NorthAmerica 3999 Word Count: 800 If you could travel ...

...counter. Until now. On Tuesday, FDA Commissioner Mark McClellan said his agency was considering forcing the makers of Allegra and **Zyrtec**, two popular antihistamines, to market them as non-prescription drugs. Two years ago, an FDA advisory committee recommended switching Allegra and **Zyrtec** as well as Claritin to over-the-counter. The committee was acting upon a 1998 petition from WellPoint Health Networks...

429. Allergy sufferers find over-the-counter Claritin can cost them more
COLUMBIAN (VANCOUVER, WA) Author: Anonymous; Word Count: 597 4/23/03 COLUMBIAWA 8 2003 WLNR 6686848

...6686848 Allergy sufferers find over-the-counter Claritin can cost them more Anonymous COLUMBIAN (VANCOUVER, WA) 8 April 23, 2003 **20030423 20030423** PROQUEST 1043-4151 ENGLISH NEWSPAPER ACGX 0002106 Newspaper US USA WA Washington NorthAmerica 2986 Word Count: 597 WASHINGTON (AP) -- Allergy ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to...

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430. ERRATIC WEATHER PUMPS ALLERGY SEASON INTO GEAR Sneezing worse than last year, say doctors
Dayton Daily News (OH) Author: Swathi Sridharan Dayton Daily News; Word Count: 642 4/23/03 DAYTONDN A1 2003 WLNR 2153997

...say doctors Swathi Sridharan Dayton Daily News Dayton Daily News (OH) Dayton Daily News CITY NEWS A1 April 23, 2003 **20030423 20030423** Dayton OH United States DA Newspaper English ACJS 0002951 Newspaper US USA OH Ohio NorthAmerica 3208 Word Count: 642 If ...

...were used to cheaper co-payments for the drug from simply switching to a still-covered Claritin competitor, such as **Zyrtec** or Allegra, some insurance companies are requiring doctors to file pre-authorization forms stating that their patients have tried and ...

...Respiratory & Pulmonary PULMONRY 1RE29 Allergy ALLERGY 1AL79 Prescription Drugs RX 1PR52 ALLERGY ALLERGY CONSULTANTS AND RESPIRATORY MEDICINE ASTHMA ASSOCIATES CLARITIN **ZYRTEC** CareSource Contact Swathi Sridharan David Oinos ERRATIC WEATHER PUMPS ALLERGY SEASON Oinos Parker Raymond G. Russell Russell William A. Parker...

431. Hale And Hearty Medical Stocks Pace Six-Week-Old Market Rally Generics The Leader.
Investor's Business Daily Author: CRAIG SHAW; Word Count: 975 4/23/03 INVBUSD A01 2003 WLNR 17086626

...Medical Stocks Pace Six-Week-Old Market Rally Generics The Leader. CRAIG SHAW Investor's Business Daily A01 April 23, 2003 **20030423 20030423** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 4875 Word Count: 975 As ...

...Street estimates by 3 cents. Pfizer topped views by a penny behind sales of cholesterol treatment Lipitor and allergy drug **Zyrtec**. Merck met profit views Monday as sales grew 10%. Generic drug stocks have led the medical charge. The group has...

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432. Insurers put up fight over Claritin
Journal News, The (Westchester, NY) Author: N/A; Word Count: 990 4/23/03 JOURNALNEWS A1 2003 WLNR 17988108

...17988108 Insurers put up fight over Claritin Journal News, The (Westchester, NY) The Journal News News A1 April 23, 2003 **20030423 20030423** English KIRA 0145248 Newspaper US USA NY New York NorthAmerica 4950 Word Count: 990 April 23, 2003 Most want patients ...

...loratadine) because it is now a nonprescription drug. More people on Claritin and fewer on other histamine blockers such as **Zyrtec** (cetirizine hydrochloride), Clarinex (desloratadine) and Allegra (fexofenadine hydrochloride) means lower costs for insurers, but higher costs for consumers. The drug ...

...sedating antihistamines altogether, since Claritin is available without a prescription. But he said the company realized some patients need Clarinex, **Zyrtec** or Allegra to treat their symptoms and did not want to cut off their coverage. He said he understood trying...

433. FOR UNINSURED, BUCK PER OTC CLARITIN PILL NOTHING TO SNEEZE AT
Memphis Commercial Appeal (TN) Author: Lauran Neergaard The Associated Press; Word Count: 787 4/23/03 COMAPL A1 2003 WLNR 8894915

...TO SNEEZE AT Lauran Neergaard The Associated Press Memphis Commercial Appeal (TN) Commercial Appeal Final News A1 April 23, 2003 **20030423 20030423** Memphis TN US CA Newspaper DIAGRAM MAP English ADCE 0006726 Newspaper US USA TN Tennessee NorthAmerica 3935 Word Count: 787 ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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434. SCIENTISTS LOOKING FOR MARKERS OF EARLY ALZHEIMER'S DISEASE
Seattle Post-Intelligencer (WA) Author: P-I NEWS SERVICES; Word Count: 1024 4/23/03 STLPI A2 2003 WLNR 2968416

...EARLY ALZHEIMER'S DISEASE P-I NEWS SERVICES Seattle Post-Intelligencer (WA) SEATTLE POST-INTELLIGENCER Final News A2 April 23, 2003 **20030423 20030423** Seattle WA United States SP Newspaper English ADPW 0009105 Newspaper US USA WA Washington NorthAmerica 5118 Word Count: 1024 Right ...

...to interrupt what Lockey calls the "allergic cascade." There are histamine blockers, such as over-the-counter Claritin and prescription **Zyrtec**, and leukotriene blockers such as Singulair. But the big news is a group of drugs that can block a protein...

435. Earnings roundup
Seattle Times (WA) Author: N/A; Word Count: 1267 4/23/03 STLTI E2 2003 WLNR 2399679

...Seattle Times E2 2003 WLNR 2399679 Earnings roundup Seattle Times (WA) Seattle Times Fourth ROP Business E2 April 23, 2003 **20030423 20030423** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 6336 Word Count: 1267 h3 ...

...had the good growth rates we were expecting," said Thomas Weisel Partners analyst Girish Tyagi, who added that allergy pill **Zyrtec** did surprisingly well. Pfizer has more than 10 medicines with annual sales over $1 billion each, including the world's top...

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436. Strong sales boost Pfizer earnings 50 percent
Star-Ledger, The (Newark, NJ) Author: N/A; Word Count: 406 4/23/03 STLGRN 44 2003 WLNR 15605334

...WLNR 15605334 Strong sales boost Pfizer earnings 50 percent Star-Ledger, The (Newark, NJ) FINAL BUSINESS 44 April 23, 2003 **20030423 20030423** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 2030 Word Count: 406 NEW YORK Pfizer Inc., the world's ...

...to $549 million, helped by its convenient infrequent dosing. Impotence treatment Viagra rose 13 percent, to $475 million. Allergy drug **Zyrtec** saw revenue jump 33 percent, to $293 million in the quarter, even as Schering- Plough Corp.'s rival Claritin treatment became available over-the-counter at only a fraction of **Zyrtec's** price. But sales of depression drug Zoloft edged up only 2 percent, to $758 million, amid competition from Wyeth's fast ...

...Control & Epidemiology INFECT 1IN02 Antibiotics PTANTIB 1AN81 Manufacturing MANFFP 1MA74 MERCK PFIZER PFIZER INC PHARMACIA PHARMACIA CORP SCHERING PLOUGH CORP **ZYRTEC** PHARMACIA CORP PFIZER INC MERCK AND CO INC SCHERING PLOUGH CORP Allergy Antibiotic Zithromax Bextra Impotence...

437. FDA seeks switch to over-counter
USA Today (USA) Author: Rita Rubin; Word Count: 522 4/23/03 USATD 01A 2003 WLNR 6065743

...6065743 FDA seeks switch to over-counter Rita Rubin USA Today (USA) USA TODAY FINAL NEWS 01A April 23, 2003 **20030423 20030423** VA United States US Newspaper English ADVP 0010173 Newspaper US USA NorthAmerica 2608 Word Count: 522 The Food and Drug Administration is moving to make popular antihistamines Allegra and **Zyrtec** available without a prescription. It would represent the first time the FDA has forced drugs over-the-counter against makers ...

...on how soon the switch might take place. Although McClellan said the FDA is focused on switching only Allegra and **Zyrtec**, the agency's 2004 budget suggests that other forced switches will follow. One goal set forth in the budget is "to ...

...December, its price has dropped by two-thirds, McClellan said. Several health plans now charge higher copayments for Allegra and **Zyrtec**. Some consumer and doctors' groups, as well as drug companies, argue that insured patients would end up paying more out...

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438. CLARITIN USERS SEEK CHEAPER ALTERNATIVES WELL-INSURED PAY MORE FOR POPULAR ALLERGY DRUG NOW THAT IT'S AVAILABLE WITHOUT PRESCRIPTION
Akron Beacon Journal (Ohio) (KRT) Author: Lauran Neergaard, Associated Press; Word Count: 619 4/22/03 AKRONBJ A8 2003 WLNR 14426531

...Lauran Neergaard, Associated Press Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) 1 STAR NATION A8 April 22, 2003 **20030422 20030422** English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 3094 Word Count: 619 WASHINGTON Allergy sufferers who rejoiced when Claritin ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, over-the-counter Claritin for a few weeks before even allowing their ...

...pill; look for the chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. + Nasal steroids directly target various inflammation-causing substances...

439. CHANGE ADDS TO ALLERGY WOES
Albany Times Union (NY) Author: LAURAN NEERGAARD Associated Press; Word Count: 552 4/22/03 TIMESUN E5 2003 WLNR 722824

...TO ALLERGY WOES LAURAN NEERGAARD Associated Press Albany Times Union (NY) TIMES UNION THREE STAR BUSINESS E5 April 22, 2003 **20030422 20030422** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 2758 Word Count: 552 ...

...Claritin's not working. ``It's a real hassle," especially for patients who already know they respond better to competitors Allegra or **Zyrtec**, said the Bethesda, Md., allergist. The first allergy season since Claritin went over the counter is in full swing, and ...

...Pulmonary PULMONRY 1RE29 Cough & Cold Remedies PTCOLDS 1CO34 Prescription Drugs RX 1PR52 ADDS AMERICAN ACADEMY CLARITIN ILLINOIS DUPAGE MEDICAL GROUP **ZYRTEC** Brian Smart Gordon Raphael Immunology Raphael...

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440. Over the counter Claritin brings changes for users Insurers reluctant to pay for competitors
Charleston Gazette (WV) Author: Lauran Neergaard, The Associated Press; Word Count: 844 4/22/03 CHLST-GZ 1A 2003 WLNR 1634438

...reluctant to pay for competitors Lauran Neergaard, The Associated Press Charleston Gazette (WV) Charleston Gazette News 1A April 22, 2003 **20030422 20030422** Charleston WV US CTG Newspaper English ACFN 0001811 Newspaper US USA WV West Virginia NorthAmerica 4218 Word Count: 844 WASHINGTON ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients unsuccessfully tried over-the-counter Claritin for a few weeks before even allowing their doctors ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

441. FAMILIAR PILL NOT ONLY NOSE RELIEF WORRIES ABOUT COST HAVE ALLERGY SUFFERS LOOKING FOR ALTERNATIVES
Charlotte Observer (NC) Author: LAURAN NEERGAARD, ASSOCIATED PRESS ; Word Count: 928 4/22/03 CHAROBSVR 1D 2003 WLNR 3038998

...SUFFERS LOOKING FOR ALTERNATIVES LAURAN NEERGAARD, ASSOCIATED PRESS Charlotte Observer (NC) Charlotte Observer ONE-THREE BUSINESS 1D April 22, 2003 **20030422 20030422** Charlotte NC United States CO Newspaper PHOTO English CDEJ 0001812 Newspaper US USA NC North Carolina NorthAmerica 4639 Word Count ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, over-the-counter Claritin for a few weeks before even ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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442. CLARITIN OVER THE COUNTER BRINGS NEW HEADACHES AT $1 A PILL, MANY LONG FOR DAYS OF COPAY PRESCRIPTION
Columbus Ledger-Enquirer (GA) (KRT) Author: Associated Press; Word Count: 485 4/22/03 LEDGERENQ A6 2003 WLNR 14480909

...DAYS OF COPAY PRESCRIPTION Associated Press Columbus Ledger-Enquirer (GA) (KRT) Columbus Ledger-Enquirer LEDGER-ENQUIRER A6 April 22, 2003 **20030422 20030422** English CDFJ 0063764 Newspaper US USA GA Georgia NorthAmerica 2426 Word Count: 485 WASHINGTON --- The first allergy season since Claritin ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription --- albeit harder to get through insurance --- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. But all "are much more alike than advertisements might lead you to believe," says Dr. David...

443. PFIZER PICKS DENVER PHARMACEUTICAL FIRM PLANS REGIONAL OFFICE IN GREENWOODVILLAGE
Denver Rocky Mountain News (CO) Author: Rachel Brand Word Count: 597 4/22/03 RKYMN 1B 2003 WLNR 1650915

...GREENWOODVILLAGE Rachel Brand ROCKY MOUNTAIN NEWS Denver Rocky Mountain News (CO) Rocky Mountain News Final Business 1B April 22, 2003 **20030422 20030422** Denver CO United States RM Newspaper PHOTO English ACKB 0003002 Newspaper US USA CO Colorado NorthAmerica 2983 Word Count: 597 ...

...U.S. companies. Total 2002 profits: $9.5 billion Employees: 90,000 Prescription drugs: Celebrex, Diflucan, Lipitor, Relpax, Viagra, Viracept, Zoloft and **Zyrtec** Over-the-counter products: Benadryl, Cortizone, Desitin, e.p.t, Listerine, Lubriderm, Neosporin, Rolaids, Sudafed and Visine Color Photo Pfizer will lease...

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444. Achoo! Allergy sufferers face double hit this year
Deseret Morning News Author: Lauran Neergaard , AP medical writer; Word Count: 898 4/22/03 DSRTNEWS A01 2003 WLNR 13528296

...sufferers face double hit this year Lauran Neergaard , AP medical writer Deseret Morning News Metro Wire A01 April 22, 2003 **20030422 20030422** English IGII 0052472 Newspaper US USA UT Utah NorthAmerica 4491 Word Count: 898 WASHINGTON -- The first allergy season since Claritin ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

445. SOME ALLERGY SUFFERERS START SNEEZING AT CLARITIN'S OVER-THE-COUNTER PRICE
Evansville Courier & Press Author: LAURAN NEERGAARD, AP medical writer; Word Count: 893 4/22/03 EVVLCR A1 2003 WLNR 13561110

...AT CLARITIN'S OVER-THE-COUNTER PRICE LAURAN NEERGAARD, AP medical writer Evansville Courier & Press Final Metro A1 April 22, 2003 **20030422 20030422** English FIAJ 0003823 Newspaper US USA IN Indiana NorthAmerica 4466 Word Count: 893 WASHINGTON Allergy sufferers who rejoiced when Claritin ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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446. Claritin users miss co-pays for the drug [Final Edition]
Journal - Gazette Author: Neergaard, Lauran; Word Count: 381 4/22/03 JGAZETTE 2 2003 WLNR 13330655

...WLNR 13330655 Claritin users miss co-pays for the drug [Final Edition] Neergaard, Lauran Journal - Gazette 2.D April 22, 2003 **20030422 20030422** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 1906 Word Count: 381 WASHINGTON The first allergy season since Claritin ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, over-the-counter Claritin for a few weeks before even...

447. ALLERGY SUFFERERS HAVE OPTIONS THIS SEASON
Long Beach Press-Telegram (CA) Author: Lauran Neergaard AP Medical Writer; Word Count: 605 4/22/03 LBPRESS A22 2003 WLNR 2319657

...SEASON Lauran Neergaard AP Medical Writer Long Beach Press-Telegram (CA) Press-Telegram AM MAIN NEWS A22 April 22, 2003 **20030422 20030422** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 3026 Word Count: 605 WASHINGTON ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their...

448. PATIENTS RETHINK ALLERGY CHOICES
Macon Telegraph (GA) Author: Lauran Neergaard, Associated Press; Word Count: 893 4/22/03 BSX-MACTEL C8 2003 WLNR 14523235

...2003 WLNR 14523235 PATIENTS RETHINK ALLERGY CHOICES Lauran Neergaard, Associated Press Macon Telegraph (GA) HOME C 8 April 22, 2003 **20030422 20030422** English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 4466 Word Count: 893 WASHINGTON - The first allergy season since Claritin ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec**. Another change: Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription --- albeit harder to get through insurance --- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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449. Pfizer, Lilly top profit expectations Forest Labs' profit jumps 87%, but falls short of target
Marketwatch Author: Ted Griffith; Word Count: 553 4/22/03 MKTWATCH 20:57:30

...profit expectations Forest Labs' profit jumps 87%, but falls short of target Ted Griffith Marketwatch CBS MarketWatch April 22, 2003 **20030422 20030422** English DIIG 0062090 Newswire US USA NorthAmerica 2765 Word Count: 553 NEW YORK (CBS.MW) -- Pfizer's first-quarter net income soared ...

...sales of key prescription drugs. The company, which last week completed its buyout of Pharmacia, said its anti-allergy drug, **Zyrtec** saw sales rise 33 percent. Pfizer said its flagship drug, Lipitor, used to lower cholesterol, had more than $2 billion...

450. ALLERGIC REACTION TO CLARITIN PRICE HIKE
Miami Herald (FL) Author: LAURAN NEERGAARD, Associated Press; Word Count: 326 4/22/03 MIAMIHD 1C 2003 WLNR 14815671

...14815671 ALLERGIC REACTION TO CLARITIN PRICE HIKE LAURAN NEERGAARD, Associated Press Miami Herald (FL) Final Business 1C April 22, 2003 **20030422 20030422** English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 1631 Word Count: 326 WASHINGTON The first allergy season since Claritin ...

...companies are making it harder to get competing prescriptions. Many insurers are charging $35 to $50 for competitors Allegra or **Zyrtec** Another change: Some demand proof that patients tried OTC Claritin for a few weeks and that it failed before they...

451. OPTIONS: DON'T SUFFER FOR LACK OF MONEY
Miami Herald (FL) Author: Associated Press; Word Count: 575 4/22/03 MIAMIHD 3C 2003 WLNR 14815685

...WLNR 14815685 OPTIONS: DON'T SUFFER FOR LACK OF MONEY Associated Press Miami Herald (FL) Final Business 3C April 22, 2003 **20030422 20030422** English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 2875 Word Count: 575 Allergy sufferers on a budget don't have ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. All ``are much more alike than advertisements might...

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452. OTC CLARITIN ADDS PRICE HEADACHE MANY INSURERS ALSO CHARGING HIGHER CO-PAYS FOR ALLERGY PRESCRIPTIONS
Milwaukee Journal Sentinel (WI) Author: LAURAN NEERGAARD ASSOCIATED PRESS; Word Count: 848 4/22/03 MLWK 2 2003 WLNR 4779806

...ALLERGY PRESCRIPTIONS LAURAN NEERGAARD ASSOCIATED PRESS Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel Final A NEWS 02 April 22, 2003 **20030422 20030422** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 4242 Word Count: 848 Washington -- Allergy ...

...companies are also making it harder to get competing prescriptions, charging $35 to $50 co-pays for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to ...

...look for Claritin's chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are non-sedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

453. Claritin drug too costly for some
Mobile Register (AL) Author: N/A; Word Count: 235 4/22/03 MOBILEREG B8 2003 WLNR 15776297

...AL) B8 2003 WLNR 15776297 Claritin drug too costly for some Mobile Register (AL) 01 B 08 April 22, 2003 **20030422 20030422** English JDEB 0066852 Newspaper US USA AL Alabama NorthAmerica 1176 Word Count: 235 Claritin drug too costly for some Associated ...

...bottle. Many insurance companies are making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. But "there's no one drug which is perfect for every single patient," stresses Dr. Brian Smart of Illinois' DuPage Medical Group. Some options: Non-sedating prescription antihistamine pills - albeit harder to get through insurance - Allegra, **Zyrtec** and Clarinex, Claritin's successor; nasal steroids; the newest option, Singulair, an anti-asthma tablet; a non-steroid prescription nasal spray...

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454. ASK THE DOCTOR; Medications offer relief from allergies
Patriot Ledger, The; Quincy, Mass. Author: Dr. Jim Mitterando; Word Count: 1131 4/22/03 PAT-LED 11 2003 WLNR 13568760

...Jim Mitterando Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA RUN OF PAPER FEATURES 11 April 22, 2003 **20030422 20030422** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 5657 Word Count: 1131 Dr. Jim Mitterando Q. Every spring my ...

...name three. These antihistamines can be sedating, which can limit their use. Newer antihistamines such as Allegra, Claritin, Clarinex and **Zyrtec** are less likely to cause sedation and, therefore, have become quite popular. The newer antihistamines may not be anymore effective...

455. New products changing allergy season
Pittsburgh Tribune Review Author: Lauran Neergaard; Word Count: 916 4/22/03 BSX-TRBREV (No Page) 2003 WLNR 13994077

...Pa.) (Pg. Unavail. Online) 2003 WLNR 13994077 New products changing allergy season Lauran Neergaard Pittsburgh Tribune Review April 22, 2003 **20030422 20030422** English IJHA 0062690 Newspaper US USA PA Pennsylvania NorthAmerica 4580 Word Count: 916 WASHINGTON -- Dr. Gordon Raphael is inundated with ...

...Claritin's not working. "It's a real hassle," especially for patients who already know they respond better to competitors Allegra or **Zyrtec**, says the Bethesda, Md., allergist. The first allergy season since Claritin went over the counter is in full swing, and ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

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456. HEALTH / SOME ALLERGY DRUGS CHEAPER, MORE EFFECTIVE THAN CLARITIN
Press of Atlantic City, The Author: By LAURAN NEERGAARD Associated Press; Word Count: 808 4/22/03 PRESSATLC A6 2003 WLNR 13644340

...LAURAN NEERGAARD Associated Press Press of Atlantic City, The The Press of Atlantic City All Business A6 April 22, 2003 **20030422 20030422** English IGJA 0054365 Newspaper US USA NJ New Jersey NorthAmerica 4042 Word Count: 808 Allergy sufferers who rejoiced when Claritin ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription - albeit harder to get through insurance - are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

457. Allergy patients look for cheaper drugs
Seattle Times (WA) Author: Lauran Neergaard; The Associated Press; Word Count: 548 4/22/03 STLTI A11 2003 WLNR 2394499

...for cheaper drugs Lauran Neergaard; The Associated Press Seattle Times (WA) Seattle Times Fourth ROP News A11 April 22, 2003 **20030422 20030422** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 2740 Word Count: 548 WASHINGTON ...

...insurance companies are making it harder to get competing prescriptions, charging copays of $35 to $50 for competitors Allegra or **Zyrtec** Some demand proof that patients tried Claritin for a few weeks and that it didn't work for them before allowing ...

...begun selling at 65 to 80 cents a pill under the chemical name loratadine. Still available by prescription are Allegra, **Zyrtec** and Clarinex, which some studies suggest are more potent than Claritin. Nasal steroids: These sprays target various inflammation-causing substances...

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458. CLARITIN SOLD WITHOUT RX SPURS NEW SET OF PROBLEMS
St. Paul Pioneer Press (MN) Author: LAURAN NEERGAARD, Associated Press; Word Count: 750 4/22/03 STPLPP A1 2003 WLNR 14677461

...SPURS NEW SET OF PROBLEMS LAURAN NEERGAARD, Associated Press St. Paul Pioneer Press (MN) City Main A1 April 22, 2003 **20030422 20030422** English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 3751 Word Count: 750 WASHINGTON -- Allergy sufferers who rejoiced when Claritin ...

...Many insurance companies are also making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, over-the-counter Claritin for a few weeks before even allowing their ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription -- albeit harder to get through insurance -- are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. -- Nasal steroids directly target various inflammation-causing substances...

459. Winning the allergy war
St Petersburg Times Author: SUSAN ASCHOFF Word Count: 1416 4/22/03 STPTFTI 3D 2003 WLNR 15716410

...the allergy war SUSAN ASCHOFF St Petersburg Times St. Petersburg Times (FL) 0 SOUTH PINELLAS FLORIDIAN 3D April 22, 2003 **20030422 20030422** English CEFJ 0009436 Newspaper US USA FL Florida NorthAmerica 7080 Word Count: 1416 A surge in scientists' knowledge about how ...

...to interrupt what Lockey calls the "allergic cascade." There are histamine blockers, such as over-the-counter Claritin and prescription **Zyrtec**, and leukotriene blockers such as Singulair. But the big news is a group of drugs that can block a protein...

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460. ALLERGY SEASON SEES CHANGES PATIENTS HAVING TO RETHINK CHOICES FOR RELIEF
Sun Herald (Biloxi, MS) Author: LAURAN NEERGAARD/THE ASSOCIATED PRESS; Word Count: 750 4/22/03 SHRLD C1 2003 WLNR 14640414

...TO RETHINK CHOICES FOR RELIEF LAURAN NEERGAARD/THE ASSOCIATED PRESS Sun Herald (Biloxi, MS) TSH C C1 April 22, 2003 **20030422 20030422** English CDHG 0009585 Newspaper US USA MS Mississippi NorthAmerica 3749 Word Count: 750 WASHINGTON --- Allergy sufferers who rejoiced when Claritin ...

...Many insurance companies also are making it harder to get competing prescriptions, charging $35 to $50 for competitors Allegra or **Zyrtec**. Some demand proof that patients tried, and failed, OTC Claritin for a few weeks before even allowing their doctors to ...

...pill; look for Claritin's chemical name, loratadine. Still available by prescription, albeit harder to get through insurance, are nonsedating Allegra, **Zyrtec** and Clarinex, Claritin's successor. Some studies suggest they're more potent than Claritin. But all "are much more alike than advertisements...

461. Crackdown on prescription drug imports
Tennessean, The (Nashville, TN) Author: N/A; Word Count: 1175 4/22/03 TNNHVL A1 2003 WLNR 17866999

...WLNR 17866999 Crackdown on prescription drug imports Tennessean, The (Nashville, TN) The Tennessean 1ST Main News A1 April 22, 2003 **20030422 20030422** English KIRB 0145249 Newspaper US USA TN Tennessee NorthAmerica 5877 Word Count: 1175 April 22, 2003 State tries to close ...

...drugs at prices far below their U.S. list prices. "We had a police officer come in this morning who takes **Zyrtec**," Harley said, referring to the allergy medication. " He said he normally pays between $70-$80 per month, and he has...

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462. The Week
ADVERTISING AGE Author: N/A; Word Count: 1096 4/21/03 ADVTGAGE 16 2003 WLNR 2204357

...4/21/03 Advert. Age 16 2003 WLNR 2204357 The Week ADVERTISING AGE BRIEFS 74 16 16 April 21, 2003 **20030421 20030421** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 5478 Word Count: 1096 Burger King ...

...has 10 drugs with individual sales of over $1 billion each in 2002. Three of them-antidepressant Zoloft, allergy drug **Zyrtec** and anti-arthritis Bextra-are in review. Ms. Wetzel said that Pfizer narrowed its search to five non-roster agencies...

463. Prescription drugs. (Special Report).
ADWEEK Author: Bittar, Christine; Word Count: 970 4/21/03 ADWEEK 29 2003 WLNR 17079252

...03 Adweek 29 2003 WLNR 17079252 Prescription drugs. (Special Report). Bittar, Christine ADWEEK 44 16 SR29(1) April 21, 2003 **20030421 20030421** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 4852 Word Count: 970 PRIME ...

...insurers manage to get the FDA to push the three major allergy pills--S-P's Clarinex, Aventis' Allegra and Pfizer's **Zyrtec**--over the counter. Last year, Aventis spent $130 million on media for Allegra, which was the second-most-advertised drug ...

...2002 after AstraZeneca's Nexium. Out of that $130 million, $24 million was allocated to prime-time network spots. Similarly, Pfizer's **Zyrtec** bought $20 million in prime-time business last year. Though S-P currently has an approximate $40 million total media...

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464. Prescription drugs. (Adweek Magazines: Special Report).
Media Week (USA) Author: Bittar, Christine; Word Count: 954 4/21/03 MEDIAWEEK 28 2003 WLNR 17085251

...17085251 Prescription drugs. (Adweek Magazines: Special Report). Bittar, Christine Media Week (USA) MEDIAWEEK 13 16 SR28(1) April 21, 2003 **20030421 20030421** The Nielsen Company 1055-176X Magazine/Journal English KEDV 0006676 Trade Journal US USA NorthAmerica 4768 Word Count: 954 PRIME ...

...insurers manage to get the FDA to push the three major allergy pills--S-P's Glarinex, Aventis' Allegra and Pfizer's **Zyrtec**--over the counter. Last year, Aventis spent $130 million on media for Allegra, which was the second-most-advertised drug ...

...2002 after AstraZeneca's Nexium. Out of that $130 million, $24 million was allocated to prime-time network spots. Similarly, Pfizer's **Zyrtec** bought $20 million in prime-time business last year. Though S-P currently has an approximate $40 million total media...

465. Pfizer Tries to Reassure as It Gobbles Up Competitors
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 1813 4/20/03 RECNNJ (No Page) 2003 WLNR 12453091

...to Reassure as It Gobbles Up Competitors Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J April 20, 2003 **20030420 20030420** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 9064 Word Count: 1813 Apr. 20--That gulp ...

...Nicorette, and other Pharmacia products, adding to its already diverse stable of medicines that includes Lipitor, Norvasc, Viagra, Zoloft, and **Zyrtec**. David Shedlarz has become intimately familiar with the drug giant. Shedlarz, executive vice president and chief financial officer of Pfizer...

466. As Pfizer gobbles up competitors, it also tries to reassure [All Editions.=.Sunday]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1783 4/20/03 RECNNJ B 2003 WLNR 13307251

...it also tries to reassure [All Editions.=.Sunday] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.01 April 20, 2003 **20030420 20030420** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 8917 Word Count: 1783 That gulp you're hearing is Pfizer ...

...Nicorette, and other Pharmacia products, adding to its already diverse stable of medicines that includes Lipitor, Norvasc, Viagra, Zoloft, and **Zyrtec**. David Shedlarz has become intimately familiar with the drug giant. Shedlarz, executive vice president and chief financial officer of Pfizer...

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467. INVESTING: BROKERS VERSUS THE S&P 500 AND NASDAQ
Reno Gazette-Journal (Reno, NV) Author: N/A; Word Count: 2104 4/20/03 RENOGAZETTE E1 2003 WLNR 18232670

...VERSUS THE S&P 500 AND NASDAQ Reno Gazette-Journal (Reno, NV) Reno Gazette-Journal Business E1 April 20, 2003 **20030420 20030420** English KITB 0145452 Newspaper US USA NV Nevada NorthAmerica 10520 Word Count: 2104 April 20, 2003 The Stock Game EDITOR'S ...

...dental products. Some of those include Norvasc (cardiovascular); Zoloft (antidepressant); Zithromax (antibiotic); Lipitor (cholesterol); Aricept (Alzheimer's); Cadura (cardiovascular); Diflucan (antifungal); **Zyrtec** (antihistamine); Viagra (impotence); Celebrex (rheumatoid arthritis and osteoarthritis). Some well-known brands include Ben-Gay, Desitin ointments, Sudafed, Benadryl cough...

468. BRIEFS
Washington Drug Letter Author: N/A; Word Count: 819 4/18/03 WASHDRUG (No Page) 2003 WLNR 16848027

...18/03 Wash. Drug Letter (Pg. Unavail. Online) 2003 WLNR 16848027 BRIEFS Washington Drug Letter 35 16 April 18, 2003 **20030418 20030418** web English KCBK 0138776 Newsletter US USA NorthAmerica 4095 Word Count: 819 The FDA gave the go-ahead to Alcon's ...

...and efficacy of cyclosporine withdrawal in new kidney patients who are at high risk of organ rejection, the agency said. **Zyrtec**-D 12 Hour Gets New Labeling Pfizer is adding new information to the labeling for **Zyrtec**-D 12 Hour (cetirizine HCl/pseudoephedrine HCl) Extended Release Tablets. Approved last week, the new safety and efficacy information will...

469. ZYRTEC-D 12 HOUR GETS NEW LABELING
Drug Industry Daily Author: N/A; Word Count: 86 4/15/03 DRUGINDUDLY (No Page) 2003 WLNR 16849281
4/15/03 DRUGINDUDLY (No Page) 4/15/03 Drug Indus. Daily (Pg. Unavail. Online) 2003 WLNR 16849281 **ZYRTEC**-D 12 HOUR GETS NEW LABELING Drug Industry Daily 2 75 April 15, 2003 **20030415 20030415** web English KCBD 0138769 Trade Journal US USA NorthAmerica 428 Word Count: 86 Pfizer is adding new information to the labeling for **Zyrtec**-D 12 Hour (cetirizine HCl/pseudoephedrine HCl) Extended Release Tablets. Pfizer is adding new information to the labeling for **Zyrtec**-D 12 Hour (cetirizine HCl/pseudoephedrine HCl) Extended Release Tablets. Approved late Monday, the new safety and efficacy information will...

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470. Huge drug merger gets go-ahead ; Pfizer's $57B takeover of Pharmacia is effective this week [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1047 4/15/03 RECNNJ L 2003 WLNR 13230298

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. L.09 April 15, 2003 **20030415 20030415** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 5235 Word Count: 1047 The world's largest pharmaceutical company won ...

...SIDEBAR, page L09) At a glance Pfizer Inc. CEO: Hank McKinnell Headquarters: New York Employees: 90,000 Products: Viagra, Lipitor, Norvasc, **Zyrtec**, Zoloft 2002 revenues: $32.4 billion Pharmacia Corp. CEO: Fred Hassan Headquarters: Peapack Employees: 43,000 Products: Celebrex, Detrol LA, Camptosar...

471. MANY ALLERGY SUFFERERS PAYING MORE FOR DRUGS
Columbus Dispatch (OH) Author: Misti Crane; Author: THE COLUMBUS DISPATCH; Word Count: 598 4/14/03 COLDIS 01C 2003 WLNR 16610573

...DRUGS Misti Crane THE COLUMBUS DISPATCH Columbus Dispatch (OH) Columbus Dispatch, The (OH) Home Final NEWS 01C April 14, 2003 **20030414 20030414** English KAAL 0122127 Newspaper US USA OH Ohio NorthAmerica 2988 Word Count: 598 Tim Bethel just wants his allergy pills ...

...co-pay higher for prescription drugs, which is why Bethel is paying more. Or they eliminate those nonsedating antihistamines -- Allegra, **Zyrtec** and Clarinex, a new prescription drug sold by the makers of Claritin -- from the drugs they cover. "Allegra was working...

472. Big chill is on for allergies
Advocate Author: ASANTE GREEN Word Count: 708 4/11/03 ADVOCATE-CT A3 2003 WLNR 16766575

...16766575 Big chill is on for allergies ASANTE GREEN STAFF WRITER The Advocate Advocate ST A A3 April 11, 2003 **20030411 20030411** English JLGP 0040377 Newspaper US USA CT Connecticut NorthAmerica 3538 Word Count: 708 Big chill is on for allergies Damp ...

...released by the nose, eyes and lungs during an allergic reaction, Lindner said. Nasal sprays, along with Clarinex, Allegra and **Zyrtec**, are commonly prescribed, he said. Serious allergy sufferers are given a skin test to determine the source of the allergen...

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473. ALLERGY DRUG BOTH CHEAPER, COSTLIER
Albany Times Union (NY) Author: JULIE APPLEBY USA Today; Word Count: 394 4/10/03 TIMESUN A3 2003 WLNR 717205

...BOTH CHEAPER, COSTLIER JULIE APPLEBY USA Today Albany Times Union (NY) TIMES UNION ONE STAR MAIN A3 April 10, 2003 **20030410 20030410** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 1972 Word Count: 394 ...

...And there's more. Most health insurers also have pushed the other allergy drugs in that same class -- Allegra, Clarinex and **Zyrtec** -- into the most expensive ``tiers" of their drug plans. That means you'll likely pay more. Co-payments for ``third tier...

474. Allergy drug now cheaper, but costlier
USA Today (USA) Author: Julie Appleby; Word Count: 548 4/9/03 USATD 01B 2003 WLNR 6061852

...6061852 Allergy drug now cheaper, but costlier Julie Appleby USA Today (USA) USA TODAY FINAL MONEY 01B April 9, 2003 **20030409 20030409** VA United States US Newspaper English ADVP 0010173 Newspaper US USA NorthAmerica 2739 Word Count: 548 If you have health ...

...And there's more. Most health insurers have also pushed the other allergy drugs in that same class -- Allegra, Clarinex and **Zyrtec** -- into the most expensive "tiers" of their drug plans. That means you'll likely pay more. * Co-payments for "third tier...

475. Euro RSCG, BBDO sprout health units
ADVERTISING AGE Author: RICH THOMASELLI; Word Count: 864 4/7/03 ADVTGAGE 4 2003 WLNR 2187546

...2003 WLNR 2187546 Euro RSCG, BBDO sprout health units RICH THOMASELLI ADVERTISING AGE NEWS 74 4 14 April 7, 2003 **20030407 20030407** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 4321 Word Count: 864 Shops flock ...

...Accounts are still out there to be won. Pfizer invited 23 shops, according to VP Dorothy Wetzel, to pitch its **Zyrtec** and Zoloft accounts, worth a combined $120 million. "There will be pitches," BBDO's Mr. Robertson said. " Maybe a reduction in...

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476. Nothing to sneeze at Many consumers are paying the price for prescriptions going over the counter
Kansas City Star (MO) Author: KAREN UHLENHUTH; Word Count: 1574 4/7/03 KCSTAR D1 2003 WLNR 14591152

...the price for prescriptions going over the counter KAREN UHLENHUTH Kansas City Star (MO) METROPOLITAN FYI D1 April 7, 2003 **20030407 20030407** English CDGG 0006089 Newspaper US USA MO Missouri NorthAmerica 7869 Word Count: 1574 Last December the huge-selling prescription antihistamine ...

...problem," she said. At the doctor's urging, she opted for the cheaper route: She and her son J.P. would take **Zyrtec**. Jean Prouty says she knew within a few days that it wasn't working for her and bought Claritin and told ...

...progressively worse as the congestion, drainage, pressure and pain kept intensifying. The family's allergy doctor prescribed a different formulation of **Zyrtec**. Matters didn't improve. J.P. took it for another few weeks, "longer than he should have," Jean said. Their doctor next...

477. Yellow dust means spring and allergies On the side
Sarasota Herald Tribune (FL) Author: Mark Zaloudek; Word Count: 759 4/7/03 SARHTRIB E1 2003 WLNR 2740663

...allergies On the side Mark Zaloudek Sarasota Herald Tribune (FL) Sarasota Herald-Tribune All FLORIDA WEST E1 April 7, 2003 **20030407 20030407** Sarasota FL United States HT Newspaper PHOTO English ADPK 0009010 Newspaper US USA FL Florida NorthAmerica 3795 Word Count: 759 ...

...$30, is not covered by many drug plans, Dr. Windom said. Other allergy medications only available by prescription include Allegra, **Zyrtec** and Clarinex, a slightly different version of Claritin. The good news is that pollen counts are on the decline and...

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478. FDA CONSIDERS FORCING Rx-TO-OTC DRUG SWITCHES
FDA WEEK Author: N/A; Word Count: 343 4/4/03 FDAWEEK (No Page) 2003 WLNR 91780

...Wk. (Pg. Unavail. Online) 2003 WLNR 91780 FDA CONSIDERS FORCING Rx-TO-OTC DRUG SWITCHES FDA WEEK April 4, 2003 **20030404 20030404** INSIDE WASHINGTON PUBLISHERS ENGLISH TRADE JOURNAL CAAA 0003985 Trade Journal US USA NorthAmerica 1716 Word Count: 343 The agency is considering forcing companies such as the makers of allergy drugs **Zyrtec** and Allegra to switch their products from prescription to over-the-counter (OTC) status. FDA Associate Deputy Chief Counsel Seth ...

...agency source tells FDA Week that a response to WellPoint's citizen petition calling for the switch of Allegra, Claritin and **Zyrtec** has been drafted. The source would not divulge what was in the response. However, the source says agency officials reconsidered ...

...1998 WellPoint petition calling on the agency to remove the prescription status of Allegra, Allegra D, Claritin, Claritin-D and **Zyrtec**, which are respectively marketed by Aventis, Schering-Plough and Pfizer. On May 11, 2001, an FDA advisory committee voted to...

479. ALLERGY SUFFERERS: NEW WOES ANTIHISTAMINE SCENE CHANGED
Richmond Times Dispatch (VA) Author: Tammie Smith Times-Dispatch Staff Writer Contact Tammie Smith at (804) 649-6572 or tlsmith@timesdispatch.com ; Word Count: 838 4/4/03 RCHMDTD B1 2003 WLNR 2120425

...649-6572 or tlsmith@timesdispatch.com Richmond Times Dispatch (VA) Richmond Times-Dispatch City Area/State B-1 April 4, 2003 **20030404 20030404** Richmond VA United States RI Newspaper English ADLK 0008828 Newspaper US USA VA Virginia NorthAmerica 4188 Word Count: 838 Toni ...

...Kaplan, an allergy sufferer for 25 years and counting, had tried Claritin before. It didn't do a thing for her. **Zyrtec**, another nonsedating antihistamine, worked much better. That didn't matter when Claritin went over the counter in November. Her insurance company moved **Zyrtec** to a higher tier, meaning she would have to shell out a higher co-payment to get it. Even then, she would have to show proof that Claritin didn't work for her to get **Zyrtec** under her health plan. Because she had relocated since she'd last tried Claritin five years ago and didn't have those ...

...when the spring allergy season arrived. "I had to go two weeks on Claritin before the insurance would give me **Zyrtec**," Kaplan said. In that time, she got a sinus infection, and the asthma that generally comes on only when her...

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480. OVER-THE-COUNTER SIDE EFFECTS HEALTH PLANS ARE CHANGING ALLERGY DRUG COVERAGE
Seattle Post-Intelligencer (WA) Author: CANDACE HECKMAN P-I reporter; Word Count: 995 4/4/03 STLPI B3 2003 WLNR 2957859

...DRUG COVERAGE CANDACE HECKMAN P-I reporter Seattle Post-Intelligencer (WA) SEATTLE POST-INTELLIGENCER Final News B3 April 4, 2003 **20030404 20030404** Seattle WA United States SP Newspaper English ADPW 0009105 Newspaper US USA WA Washington NorthAmerica 4975 Word Count: 995 With ...

...prescription drug plans have either removed or reduced their coverage for similar non-sedating antihistamines, such as Allegra, Clarinex and **Zyrtec**. Doctors are also being ordered to tell their patients to first try loratadine, the active ingredient in Claritin and its ...

...$30 more a month. The situation may be worse for people who use stronger antihistamine pills, such as Allegra or **Zyrtec**. They cost up to $70 for a month's supply, require a prescription, and may not be covered by some health...

481. Allergy Drug Wars Prescriptions tougher to get since Claritin went over-the-counter.
Fresno Bee Author: Tracy Correa THE FRESNO BEE; Word Count: 1290 4/3/03 FRESNOBEE C1 2003 WLNR 2851007

...get since Claritin went over-the-counter. Tracy Correa THE FRESNO BEE Fresno Bee FINAL BUSINESS C1 April 3, 2003 **20030403 20030403** Fresno CA US FB Newspaper English CEJD 0004219 Newspaper US USA CA California NorthAmerica 6448 Word Count: 1290 Loretta Hicks ...

...before; it didn't work," said the Clovis woman. More patients are complaining of difficulties getting allergy prescriptions -- from Allegra to **Zyrtec** -- since Claritin became available without a prescription. The drugs are all part of a class of drugs commonly referred to ...

...doctors to document failures to the over-the-counter medication before allowing them to go back on prescription Allegra or **Zyrtec**. Kishiyama said many health plans are also putting up financial barriers for patients who insist on the prescription medications by...

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482. Allergy Drug Wars Prescriptions tougher to get since Claritin went over-the-counter.
Fresno Bee, The (CA) Author: Tracy Correa THE FRESNO BEE; Word Count: 1218 4/3/03 FRESNOBEE C1 2003 WLNR 15975072

...Claritin went over-the-counter. Tracy Correa THE FRESNO BEE Fresno Bee, The (CA) FINAL BUSINESS C1 April 3, 2003 **20030403 20030403** English IHBB 0052475 Newspaper US USA CA California NorthAmerica 6088 Word Count: 1218 Loretta Hicks is miserable, trapped in a ...

...before; it didn't work," said the Clovis woman. More patients are complaining of difficulties getting allergy prescriptions -- from Allegra to **Zyrtec** -- since Claritin became available without a prescription. The drugs are all part of a class of drugs commonly referred to ...

...doctors to document failures to the over-the-counter medication before allowing them to go back on prescription Allegra or **Zyrtec**. Kishiyama said many health plans are also putting up financial barriers for patients who insist on the prescription medications by...

483. ALLERGY SEASON AHEAD
News Journal, The (Wilmington, DE) Author: N/A; Word Count: 683 3/28/03 NEWSJRNL B1 2003 WLNR 18113193

...2003 WLNR 18113193 ALLERGY SEASON AHEAD News Journal, The (Wilmington, DE) The News Journal Local B1 2 March 28, 2003 **20030328 20030328** English KIQU 0145242 Newspaper US USA DE Delaware NorthAmerica 3413 Word Count: 683 March 28, 2003 Long winter may increase ...

...Mid Atlantic Medical Services Inc. , have informed doctors they will not pay for similar non-drowsy antihistamines - like Allegra and **Zyrtec** - until patients have tried Claritin , a non-drowsy antihistamine. Wien said this is a significant problem for his patients and...

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484. CLARITIN USERS NOW PAYING MORE INSURERS PUSHED TO CHANGE ALLERGY DRUG FROM PRESCRIPTION-ONLY
San Francisco Chronicle (CA) Author: Victoria Colliver, Chronicle Staff Writer; Word Count: 1171 3/28/03 SFCHR C1 2003 WLNR 8242944

...PRESCRIPTION-ONLY Victoria Colliver, Chronicle Staff Writer San Francisco Chronicle (CA) San Francisco Chronicle FINAL BUSINESS C1 March 28, 2003 **20030328 20030328** San Francisco CA United States SF Newspaper PHOTO English ADPD 0008996 Newspaper US USA CA California NorthAmerica 5853 Word Count ...

...to pay for Claritin, several plans have also started charging higher co-payments for other nonsedating antihistamines like Allegra and **Zyrtec**, both of which are still on patent protection and available only with a prescription. For example, Blue Shield of California ...

...costs and another $45 million in costs from doctor visits a year from the Claritin switch. He said he hopes **Zyrtec** and Allegra, which will not be available in generic form until 2007 and 2013 respectively, will go over-the-counter...

485. In any season, Claritin sells. (O-T-C Remedies).
MMR Author: N/A; Word Count: 1173 3/24/03 MMRTJ 34 2003 WLNR 11037146

...34 2003 WLNR 11037146 In any season, Claritin sells. (O-T-C Remedies). MMR 20 6 34 March 24, 2003 **20030324 20030324** United States 0743-5258 MMR Journal Ranking Table English AJXW 0006891 Trade Journal US USA NorthAmerica 5864 Word Count: 1173 ...

...Network (formerly Blue Cross of California), which sought the conversion of Claritin and other popular nonsedative antihistamines, including Pfizer Inc.'s **Zyrtec** and Allegra from Aventis Pharmaceuticals. Schering-Plough reversed its initial opposition to the switch after introducing a successor drug, Clarinex...

486. LIFESAVING TECHNOLOGY USE OF BAR CODES TO PREVENT MEDICAL MISTAKES WILL SAVE THOUSANDS OF LIVES
Buffalo News (NY) Author: N/A; Word Count: 449 3/21/03 BUFFALONWS B20 2003 WLNR 2187207

...PREVENT MEDICAL MISTAKES WILL SAVE THOUSANDS OF LIVES Buffalo News (NY) Buffalo News FINAL EDITORIAL PAGE B20 March 21, 2003 **20030321 20030321** Buffalo NY United States BN Newspaper English ACEF 0001373 Newspaper US USA NY New York NorthAmerica 2245 Word Count: 449 ...

...believed to be caused by drug errors. The possibilities for error range from administering wrong drugs -- was it Zantac or **Zyrtec**? -- to giving the wrong amounts. Research into the use of bar codes has suggested it will reduce those prescription errors...

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487. PATIENTS, BEWARE; DRUGS: MAKE CERTAIN YOUR MEDICATION IS THE ONE THE DOCTOR PRESCRIBED.
Long Beach Press-Telegram (CA) Author: N/A; Word Count: 340 3/18/03 LBPRESS A10 2003 WLNR 2307682

...MEDICATION IS THE ONE THE DOCTOR PRESCRIBED. Long Beach Press-Telegram (CA) Press-Telegram AM EDITORIAL A10 March 18, 2003 **20030318 20030318** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 1699 Word Count: 340 Here's ...

...600 either sound alike or have similar spellings. Are you taking Zantac for your ulcers? Let's hope you don't get **Zyrtec**, an antihistamine, instead. So here's what the doctor recommends: Take a good, hard look at your prescription. If you can't...

488. Pfizer drug brands previously handled by Deutsch. (New Pitches).
ADWEEK Author: N/A; Word Count: 168 3/17/03 ADWEEK 21 2003 WLNR 16991964

...2003 WLNR 16991964 Pfizer drug brands previously handled by Deutsch. (New Pitches). ADWEEK 44 11 21(1) March 17, 2003 **20030317 20030317** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 840 Word Count: 168 NEW ...

...drug brands previously handled by Deutsch, the client said. Sources said the RFPs are due back March 21 for the **Zyrtec**, Zoloft and Bextra brands. The forms set a $50-$75 million budget for each brand, sources said. Pfizer and Deutsch ...

...marketing and public relations Business, general Advertising Agencies Advertising Contracts & orders received Contracts & orders let Financial management Agencies Advertising Activity **Zyrtec** (Medication) **Zyrtec** (Medication) - Contracts **Zyrtec** (Medication) - Finance **Zyrtec** (Medication) - Advertising Zoloft (Medication) Zoloft (Medication) - Contracts Zoloft (Medication) - Finance Zoloft (Medication) - Advertising Bextra (Medication) Bextra (Medication) - Contracts Bextra (Medication...

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489. Up close and personal: fee-based systems bring added scrutiny, criteria to compensation talks. (Feature).
ADWEEK Author: O'Leary, Noreen; Word Count: 2089 3/17/03 ADWEEK 26 2003 WLNR 16991974

...based systems bring added scrutiny, criteria to compensation talks. (Feature). O'Leary, Noreen ADWEEK 44 11 26(2) March 17, 2003 **20030317 20030317** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 10443 Word Count: 2089 Requests ...

...We take great pride in our relationship with Pfizer and in the integrated marketing programs we created for Zoloft and **Zyrtec**. We were disappointed that we could not reach a resolution to a number of the contractual terms." Such disagreements are...

490. To Cut Errors, F.D.A. Orders Drug Bar Codes
New York Times (NY) Author: DONALD G. McNEIL Jr.; Word Count: 1100 3/14/03 NYT A1 2003 WLNR 5187679

...DONALD G. McNEIL Jr. New York Times (NY) New York Times Late Edition - Final A 1 01 March 14, 2003 **20030314 20030314** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5498 Word Count: 1100 ...

...mix-ups in drugs with similar names, like the anti-convulsant Lamictal and the anti-fungal Lamisil, or the antihistamine **Zyrtec** and the ulcer drug Zantac. The most common hospital mistakes are doses missed because a patient is out of the...

491. CASES; Do Spelling and Penmanship Count? In Medicine, You Bet
New York Times (NY) Author: RICHARD A. FRIEDMAN, M.D.; Word Count: 1139 3/11/03 NYT F5 2003 WLNR 5194202

...RICHARD A. FRIEDMAN, M.D. New York Times (NY) New York Times Late Edition - Final F 5 02 March 11, 2003 **20030311 20030311** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5697 Word Count: 1139 ...

...Pharmacopeia Medication Errors Reporting Program from 1996 to 2001. Common examples include: Cerebyx (an anticonvulsant) and Celebrex (an anti-inflammatory); **Zyrtec** (an antihistamine) and Zantac (an ulcer drug); Sarafem (an antidepressant) and Serophene (a fertility drug). Because some prescriptions are phoned ...

...Because prescriptions are phoned in and submitted in writing, both spellings and sounds matter. Lamictal and Lamisil and Zantac and **Zyrtec** are among those that are similar. (Nicole Bengiveno/The New York Times) 1016 Medicine and Health Accidents and Safety Handwriting...

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492. ASK THE DOCTOR; Sinus pressure often is not a sinus infection
Patriot Ledger, The; Quincy, Mass. Author: Dr. Jim Mitterando; Word Count: 1032 3/11/03 PAT-LED 21 2003 WLNR 13602305

...Jim Mitterando Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA RUN OF PAPER FEATURES 21 March 11, 2003 **20030311 20030311** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 5162 Word Count: 1032 Dr. Jim Mitterando People often come to ...

...cold medications should also be avoided because they often contain a drying, antihistamine. Newer antihistamines such as Claritin, Allegra and **Zyrtec** are not drying and do not relieve cold symptoms. Antihistamines should only be used for allergy symptoms. Nasal steroid sprays...

493. Late News
ADVERTISING AGE Author: N/A; Word Count: 1060 3/10/03 ADVTGAGE 1 2003 WLNR 2202310

...10/03 Advert. Age 1 2003 WLNR 2202310 Late News ADVERTISING AGE LATE NEW 74 1 10 March 10, 2003 **20030310 20030310** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 5300 Word Count: 1060 $80 mil ...

...situation. The incumbent, WPP Group's J. Walter Thompson Co., New York, is expected to defend. Two other significant Pfizer drugs, **Zyrtec** and Zoloft, are already in review. Kia opens $40 mil push for its Sedona minivan (irvine, calif.) Kia Motors America...

494. Celebrex is fourth drug Pfizer puts into review. (Hotlines).
ADWEEK Author: N/A; Word Count: 116 3/10/03 ADWEEK 6 2003 WLNR 16974541

...2003 WLNR 16974541 Celebrex is fourth drug Pfizer puts into review. (Hotlines). ADWEEK 44 10 6(1) March 10, 2003 **20030310 20030310** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 582 Word Count: 116 NEW ...

...the business. The shop referred calls to the client, which would only confirm reviews for the brands exiting IPG's Deutsch: **Zyrtec**, Zoloft and Bextra. In the first 11 months of 2002, Pfizer spent nearly $75 million on ads for **Zyrtec**, about $50 million on Zoloft and less than $1 million on Bextra, CMR reported. 101 Advertising, marketing and public relations ...

...PHARMIND 1PH13 Pain Management PAINMGMT 1PA72 Analgesics PTASPIR 1AN10 CMR IPG JWT NEW YORK PFIZER PFIZER PUBLICIS LEO BURNETT WPP **ZYRTEC** PFIZER PIGMENTS INC(PFIZER) PFIZER SA DE CV PFIZER INC PFIZER ESPERION THERAPEUTICS INC MINEIRA DE REFRESCOS CATERPILLAR MATC)RIELS ROUTIERS...

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495. Health Tips ... from UPI
UPI Science News Author: ALEX CUKAN, United Press International; Word Count: 730
3/6/03 UPISCINEWS 00:00:00

...Sci. News 00:00:00 Health Tips ... from UPI ALEX CUKAN, United Press International UPI Science News March 6, 2003 **20030306 20030306** English IJEG 0062782 Newswire US USA NorthAmerica 3652 Word Count: 730 Researchers from Case Western Reserve University have found a ...

...commonly prescribed drugs in the pharmaceutical arsenal suggests the extent of the problem: Vioxx/Videx, Clinoril/Clozaril, Serzone/Seroquel, Zantac/**Zyrtec**, Toradol/Torecane, Zoloft/Zocor, Clonidine/Klonopin, Celebrex/Celexa. QUITTING SMOKING BETTER FOR WOMEN Findings from the Lung Health Study indicate...

496. Analysis: Consumers caught in drug fight
UPI Science Report Author: ELLEN BECK, United Press International; Word Count: 1158
3/6/03 UPISCIREP 00:00:00

...00:00:00 Analysis: Consumers caught in drug fight ELLEN BECK, United Press International UPI Science Report March 6, 2003 **20030306 20030306** English IJEH 0062215 Newswire US USA NorthAmerica 5790 Word Count: 1158 A request to switch two prescription allergy drugs to ...

...Administration is reviewing a citizen's petition from WellPoint Health Networks, Inc., of Thousand Oaks, Calif. The company wants Allegra and **Zyrtec**, popular second-generation antihistamines for treatment of allergy symptoms, switched to OTC. FDA said Wednesday it did not know when ...

...some industry watchers expect it in the near future. Allegra is manufactured by Aventis Pharmaceuticals Inc., of Bridgewater, N.J., and **Zyrtec** is by Pfizer Inc., of New York City. The move makes economic sense for the managed care company. It could...

497. Pfizer set to issue RFPs for $125 Mil. worth of drug brands. (Hotlines).
ADWEEK Author: N/A; Word Count: 103 3/3/03 ADWEEK 4 2003 WLNR 16980349

...set to issue RFPs for $125 Mil. worth of drug brands. (Hotlines). ADWEEK 44 9 4(1) March 3, 2003 **20030303 20030303** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 516 Word Count: 103 Pfizer will begin sending out questionnaires this week for its Bextra, Zoloft and **Zyrtec** ad accounts, sources said. The client parted ways three weeks ago with Deutsch, which had handled all three accounts, worth...

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498. Aetna last month announced a program to provide approximately 475,000 of its commercial members with information about over-the-counter. (Supplier...
Drug Store News Author: N/A; Word Count: 156 3/3/03 DSNEWS 31 2003 WLNR 16953545

...its commercial members with information about over-the-counter. (Supplier... Drug Store News 25 3 31(1) March 3, 2003 **20030303 20030303** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 779 Word Count: 156 Aetna last ...

...mailing will reach the majority of Aetna commercial members who have received a prescription for Claritin, Claritin D, Clarinex, yrtec, **Zyrtec** D or Allegra in the past 12 months, the company stated. The mailings will be staggered through April to coincide...

499. EXPERIENCE CAN PREDICT DRUGMAKER, BIOTECH SUCCESS
Food & Drug Letter, The Author: N/A; Word Count: 952 2/26/03 FOODDRUG (No Page) 2003 WLNR 16848662

...16848662 EXPERIENCE CAN PREDICT DRUGMAKER, BIOTECH SUCCESS Food & Drug Letter, The The Food & Drug Letter 1 670 February 26, 2003 **20030226 20030226** web English KCBE 0138770 Trade Journal US USA NorthAmerica 4759 Word Count: 952 Companies able to build a track record ...

...Pfizer's mastery of pharma-pharma alliances is largely responsible for such top-performing products as Lipitor (atorvastatin), Celebrex (celecoxib) and **Zyrtec** (cetirizine). A recent report from Cutting Edge Information pointed to several companies that are investing heavily in new partnerships to...

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500. FEELING PAIN OF DRUG COSTS WITH THE PRICE OF PRESCRIPTION MEDICINE SKYROCKETING IN THE PAST DECADE, PATIENTS ARE BEING TOLD TO USE CERTAIN DRUGS, ASKED TO PAY MORE FOR SOME AND DENIED COVERAGE FOR OTHERS
San Jose Mercury News (CA) Author: JULIE SEVRENS LYONS, Mercury News ; Word Count: 2860 2/25/03 SJMERCN 1A 2003 WLNR 2690017

...SEVRENS LYONS, Mercury News San Jose Mercury News (CA) San Jose Mercury News Morning Final Front 1A February 25, 2003 **20030225 20030225** San Jose CA United States SJ Newspaper PHOTO CHART English CDHE 0008999 Newspaper US USA CA California NorthAmerica 14302 Word ...

...antihistamines, telling allergy patients to buy Claritin instead. That puts some patients for whom other prescription drugs like Allegra or **Zyrtec** work better in a bind. If they want to continue on their medication, they will have to pay for it ...

...RESOURCE CONSULTING PACIFICARE PATIENTS PERMANENTE MEDICAL GROUP PHOTO AMR NABIL PLOUGH PRESCRIPTION SCHERING SCHERING PLOUGH SECURE HORIZONS UNIVERSITY OF CALIFORNIA **ZYRTEC** KAISER PERMANENTE PACIFICARE HEALTH SYSTEMS INC MERCER HUMAN RESOURCES CONSULTING KAISER SCHERING PLOUGH CORP AMGEN INC Andrews Big Blame Clarinex...

501. Late News
ADVERTISING AGE Author: N/A; Word Count: 1218 2/24/03 ADVTGAGE 1 2003 WLNR 2184720

...24/03 Advert. Age 1 2003 WLNR 2184720 Late News ADVERTISING AGE LATE NEW 74 1 8 February 24, 2003 **20030224 20030224** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 6092 Word Count: 1218 Stage set ...

...big Rx brands (new york) Pfizer brand managers will decide within two weeks whether agencies will compete for pharmaceuticals brands **Zyrtec**, Zoloft and Bextra, formerly at Interpublic's Deutsch, New York, or whether the business will be assigned to new shops without a review, said executives close to the situation. **Zyrtec** and Zoloft represent $120-million-plus in spending. See AdAge.com QwikFIND aao46a Nextel picks six shops in its $160 mil...

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502. Drug giant details its revenue producers for 2002
DRUG WEEK Author: N/A; Word Count: 1449 2/21/03 DRUGWEEK (No Page) 2003 WLNR 570277

...Wk. (Pg. Unavail. Online) 2003 WLNR 570277 Drug giant details its revenue producers for 2002 DRUG WEEK February 21, 2003 **20030221 20030221** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 7243 Word Count: 1449 2003 FEB 21 - (NewsRx.com & NewsRx.net) -- Pfizer Inc ...

...promotes achieved sales of over $1 billion. Each of these billion-dollar medicines - Lipitor, Norvasc, Zoloft, Neurontin, Viagra, Zithromax, Celebrex, **Zyrtec**, Diflucan, and Aricept - are among the leaders in their individual therapeutic categories. These products represented 85% of Pfizer's human pharmaceutical ...

...growth of their individual therapeutic categories. For example, in the U.S., new prescriptions for Norvasc, the COX-2 franchise, and **Zyrtec** all grew at rates at least double those of their respective categories. "Our success is due in large part to...

503. Drug giant details its revenue producers for 2002
DRUG WEEK Author: N/A; Word Count: 1440 2/21/03 DRUGWEEK (No Page) 2003 WLNR 353998

...Wk. (Pg. Unavail. Online) 2003 WLNR 353998 Drug giant details its revenue producers for 2002 DRUG WEEK February 21, 2003 **20030221 20030221** NEWSRX ENGLISH NEWSLETTER BFIJ 0003156 Newsletter US USA NorthAmerica 7199 Word Count: 1440 Pfizer Inc. reported (under generally accepted accounting ...

...promotes achieved sales of over $1 billion. Each of these billion-dollar medicines - Lipitor, Norvasc, Zoloft, Neurontin, Viagra, Zithromax, Celebrex, **Zyrtec**, Diflucan, and Aricept - are among the leaders in their individual therapeutic categories. These products represented 85% of Pfizer's human pharmaceutical ...

...growth of their individual therapeutic categories. For example, in the U.S., new prescriptions for Norvasc, the COX-2 franchise, and **Zyrtec** all grew at rates at least double those of their respective categories. "Our success is due in large part to...

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504. THE MEDIA BUSINESS: ADVERTISING; BBDO Worldwide enters the lucrative category of marketing prescription drugs to consumers.
New York Times (NY) Author: Courtney Kane; Word Count: 1093 2/20/03 NYT C4 2003 WLNR 5223027

...to consumers. Courtney Kane New York Times (NY) New York Times Late Edition - Final C 4 01 February 20, 2003 **20030220 20030220** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5467 Word Count: 1093 ...

...compensation agreement. Deutsch had worked for Pfizer since 1999, handling direct-to-consumer advertising for drugs including Bextra, Zoloft, and **Zyrtec**, with total billings estimated at more than $120 million. Maryann Caprino, a spokeswoman at Pfizer, said the company was considering...

505. Pfizer slashes costs, weighs roster
ADVERTISING AGE Author: RICH THOMASELLI and LISA SANDERS; Word Count: 809 2/17/03 ADVTGAGE 4 2003 WLNR 2202883

...2202883 Pfizer slashes costs, weighs roster RICH THOMASELLI and LISA SANDERS ADVERTISING AGE NEWS 74 4 7 February 17, 2003 **20030217 20030217** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 4043 Word Count: 809 Says consolidation ...

...U.S., and Deutsch parted ways last week. Deutsch handled more than $120 million of Pfizer business, including the allergy drug **Zyrtec** and the antidepressant Zoloft. **zyrtec**, zoloft options Ms. Caprino said Pfizer is considering its options with **Zyrtec** and Zoloft, but several executives said Pfizer is already preparing online requests for information. Both Pfizer and Deutsch declined to...

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506. Clients demand more info, but Deutsch won't tell all: Pfizer, N.Y. shop end ties over privacy issues. (National News).
ADWEEK Author: McMains, Andrew, Feuer, Jack; Word Count: 735 2/17/03 ADWEEK 7 2003 WLNR 16938428

...shop end ties over privacy issues. (National News). McMains, Andrew, Feuer, Jack ADWEEK 44 7 7(1) February 17, 2003 **20030217 20030217** The Nielsen Company 1549-9553 Magazine/Journal English KEDS 0000157 Trade Journal US USA NorthAmerica 3674 Word Count: 735 NEW ...

...asked to agree that it would provide, if requested, information such as the salaries of staffers working on Pfizer brands **Zyrtec**, Zoloft and Bextra, and the profit margins on other accounts, sources said. The New York shop was also asked about ...

...came despite what sources described as a solid and successful four-year relationship between agency staffers and client executives. The **Zyrtec** campaign ("Lots of allergies. Just one **Zyrtec**") won a gold Effie last year. "It's just one of those sad stories with an unhappy ending, because we couldn't...

507. THE MEDIA BUSINESS: ADVERTISING -- ADDENDA; Deutsch Loses Pfizer But Gains Big Bank
New York Times (NY) Author: Stuart Elliott; Word Count: 433 2/14/03 NYT C4 2003 WLNR 5231797

...Big Bank Stuart Elliott New York Times (NY) New York Times Late Edition - Final C 4 03 February 14, 2003 **20030214 20030214** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 2165 Word Count: 433 ...

...compensation agreement. Deutsch has worked for Pfizer since 1999, handling direct-to-consumer advertising for drugs like Bextra Zoloft and **Zyrtec** , with total billings estimated at $120 million. A spokeswoman at Deutsch, Vonda LePage, confirmed reports of the move in the ...

...NEWMAN HARTY PARTNERS OMNICOM OMNICOM GROUP PFIZER PFIZER INC PHARMACIA CORP PUBLICIS GROUPE STARCOM MEDIAVEST GROUP STARCOM WORLDWIDE WPP ZOLOFT **ZYRTEC** ESPERION THERAPEUTICS INC PHARMACIA CORP DEUTSCH BANK OF AMERICA (BRAZIL) BANK OF AMERICA COMMUNITY DEVELOPMENT BANK HONGKONG AND SHANGHAI BANKING...

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508. BRIEFLY
Hartford Courant Author: N/A; Word Count: 1140 2/6/03 HARTFORDCRNT E6 2003 WLNR 15370060

...2/6/03 The Hartford Courant (Conn.) E6 2003 WLNR 15370060 BRIEFLY Hartford Courant STATEWIDE BUSINESS E6 February 6, 2003 **20030206 20030206** English JLGQ 0047788 Newspaper US USA CT Connecticut NorthAmerica 5702 Word Count: 1140 Analyst's Call Causes Flap At Citigroup NEW ...

...for Claritin since it went over-the-counter. And Aetna said last November that it would no longer cover Allegra, **Zyrtec** and Clarinex unless doctors make a special request. Even then, patients would be charged the highest co-pay. The new ...

...BARNEY SATELLITE RADIO INC SBA COMMUNICATIONS CORP SCHERING SMITH BARNEY VIASAT INC WYETH WYETH CONSUMER XM SATELLITE RADIO HOLDINGS INC **ZYRTEC** GENERAL DYNAMICS CORP XM SATELLITE RADIO HOLDINGS INC CITIGROUP INC EL PASO CORP PEGASUS COMMUNICATIONS CORP JDS UNIPHASE CORP CITIGROUP...

509. As Loratadine Reaches OTC Market, MediMedia Finds Managed Care Plans Revising their Non-sedating Antihistamine Coverage Strategies
BUSINESS WIRE Author: N/A; Word Count: 523 2/5/03 BWIRE 00:00:00

...Reaches OTC Market, MediMedia Finds Managed Care Plans Revising their Non-sedating Antihistamine Coverage Strategies BUSINESS WIRE February 5, 2003 **20030205 20030205** BUSINESS WIRE ENGLISH NEWSWIRE BGAC 0001493 Newswire US USA NorthAmerica 2615 Word Count: 523 YARDLEY, Pa.--(BUSINESS WIRE)--Feb. 5 ...

...been requested by Schering-Plough in March after Wellpoint Health Networks filed a petition to switch Claritin, Allegra (fenofexadine) and **Zyrtec** (cetirizine) from prescription to OTC status. Schering-Plough initially opposed the idea of switching Claritin to non-prescription status, but...

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510. Free rein for drug ads? (A slowdown in FDA review has left consumers more vulnerable to misleading messages.)
Consumer Reports Author: N/A; Word Count: 5693 2/1/03 CONSUMERAB 33 2003 WLNR 322123

...slowdown in FDA review has left consumers more vulnerable to misleading messages.) Consumer Reports 68 2 33-37 February 2003 **20030200 20030200** English AHFA 0002292 Trade Journal US USA NorthAmerica 28467 Word Count: 5693 I felt better so soon that I didn't ...

...G.D. Searle; (celecoxib) Pharmacia Athritis symptoms 6 Vanceril (beclomethasone) Schering Asthma 6 Xenical (orlistat) Hoffmann-La Roche Weight loss 6 **Zyrtec** (cetirizine) Pfizer Allergies 6 Allegra Hoechst Marion (fexofenadine) Roussel; Aventis Allergies 5 Avandia SmithKline Beecham; (rosiglitazone) GlaxoSmithKline Type 2 diabetes...

511. Chronic hives can be unbearable
Grand Rapids Press, The Author: Paul Donohue / North America Syndicate; Word Count: 385 1/31/03 GRPR C4 2003 WLNR 13851514

...Paul Donohue / North America Syndicate Grand Rapids Press, The The Grand Rapids Press All Editions Flair C4 January 31, 2003 **20030131 20030131** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 1924 Word Count: 385 Dear Dr. Donohue: My wife has been ...

...mount a blind attack on them. Antihistamines, particularly those that don't make a person sleepy, are the first medicines employed. **Zyrtec** and Claritin are two examples. The antidepressant medicine doxepin might do the job. Antihistamines in combination with medicines used to...

512. DR. PAUL DONOHUE GOOD HEALTH
South Florida Sun-Sentinel Author: DR. PAUL DONOHUE GOOD HEALTH Word Count: 514 1/31/03 SFLSUN-SENT 2E 2003 WLNR 15463149

...PAUL DONOHUE GOOD HEALTH DR. PAUL DONOHUE GOOD HEALTH South Florida Sun-Sentinel Broward Metro LIFESTYLE 2E January 31, 2003 **20030131 20030131** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 2572 Word Count: 514 Dear Dr. Donohue: My wife has been ...

...mount a blind attack on them. Antihistamines, particularly those that don't make a person sleepy, are the first medicines employed. **Zyrtec** and Claritin are two examples. The antidepressant medicine doxepin might do the job. Antihistamines in combination with medicines used to...

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513. Canadian lifesaver
Bangor Daily News Author: N/A; Word Count: 103 1/29/03 BANGORDN A8 2003 WLNR 1703814

...29/03 Bangor Daily News (Me.) A8 2003 WLNR 1703814 Canadian lifesaver Bangor Daily News A 8 January 29, 2003 **20030129 20030129** Bangor ME US BN Newspaper English ACCJ 0001015 Newspaper US USA ME Maine NorthAmerica 516 Word Count: 103 I have ...

...I get mine through my doctor and through the mail so I don't have to make a bus trip. My **Zyrtec** prescription is $186 here, but in Canada, where it's generic, it is $10.72. This has been a lifesaver for ...

...1AM92 North America GEONAMR 1NO39 Canada ISOCA 1CA33 BAYERNA Pharmaceuticals Cost-Benefits PHMECON 1PH30 Pharmaceuticals & Biotechnology PHARMIND 1PH13 CARLEEN SIMPSON **ZYRTEC** Lynda Fowlie...

514. Tracking trends in Rx care. (Focus).
Chain Drug Review Author: N/A; Word Count: 643 1/20/03 CHAINDREV 1 2003 WLNR 16856733

...1 2003 WLNR 16856733 Tracking trends in Rx care. (Focus). Chain Drug Review 25 2 RX1(2) January 20, 2003 **20030120 20030120** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 3213 Word Count: 643 ST ...

...must decide whether to cover such other brand name antihistamines as Aventis Pharmaceuticals' Allegra, Schering-Plough's Clarinex and Pfizer Inc.'s **Zyrtec**. WellPoint Health Networks, for example, has announced it will help its managed care customers pay for a nonprescription version of...

515. Pharmaceutical foreground is riddled with generic competition, OTC switches. (Chain Pharmacy).
Drug Store News Author: Johnsen, Michael; Word Count: 1807 1/20/03 DSNEWS 41 2003 WLNR 16907771

...riddled with generic competition, OTC switches. (Chain Pharmacy). Johnsen, Michael Drug Store News 25 1 41(3) January 20, 2003 **20030120 20030120** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 9037 Word Count: 1807 Pharmaceutical manufacturers ...

...it more difficult for patients to treat their allergies with Aventis' Allegra (fexofenadine hydrochloride), Schering-Plough's Clarinex (desloratadine) and Pfizer's **Zyrtec** (cetirizine hydrochloride). In many cases, managed care is requiring pre-approval be fore allowing those drugs to be prescribed. " Clearly...

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516. Redefined Rx-to-OTC switch model may reshape sales landscape. (OTC/Natural Health).
Drug Store News Author: Johnsen, Michael; Word Count: 738 1/20/03 DSNEWS 59 2003 WLNR 16907783

...model may reshape sales landscape. (OTC/Natural Health). Johnsen, Michael Drug Store News 25 1 59(1) January 20, 2003 **20030120 20030120** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 3689 Word Count: 738 For OTC ...

...highest co-pay status of their formularies. The move is expected to drive pennywise consumers from seeking prescriptions for Allegra, **Zyrtec** and Clarinex and self medicating with a loratadine product that's not covered by managed care. " That not only tells you ...

...IMS INFORMATION RESOURCES INC IRI NONPRESCRIPTION DRUGS ADVISORY COMMITTEE OTC PRILOSEC REDEFINED RX RX SCHOOL OF PHARMACY UNIVERSITY OF PITTSBURGH **ZYRTEC** ASTRAZENECA PHARMACEUTICALS LP IMS (LONDON) APTIUM ONCOLOGY INFORMATION RESOURCES INC IRI MICRONETICS INC INFORMATION MANAGEMENT SYSTEMS INFORMATION MANAGEMENT SERVICES IMS...

517. Business Briefs
Corpus Christi Caller-Times Author: N/A; Word Count: 391 1/19/03 BSX-CCCT D1 2003 WLNR 13168323

...Corpus Christi Caller Times (Tex.) D1 2003 WLNR 13168323 Business Briefs Corpus Christi Caller-Times Business D1 January 19, 2003 **20030119 20030119** English IAFA 0053124 Newspaper US USA TX Texas NorthAmerica 1956 Word Count: 391 HOLIDAY IN CYBERSPACE This season, 78 percent ...

...allergy drugs is huge. In the first 11 months of 2002, spending by Americans on antihistamines, including Claritin, Allegra and **Zyrtec**, amounted to more than $4.7 billion. TRAVEL HSPTALTY APPSOFT PTVACAAB PTVACAT PTHOL BADDOCS I.T. ITOVER 1IT96 Sales & Marketing Software...

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518. Air Products sells small plant ; South Carolina factory employs 35, who will transfer to new owner.
Morning Call (Allentown, PA) Author: Christian Berg Of The Morning Call ; Word Count: 631 1/15/03 ALLMC D1 2003 WLNR 3286932

...owner. Christian Berg Of The Morning Call Morning Call (Allentown, PA) Morning Call (Allentown) FIRST BUSINESS D1 January 15, 2003 **20030115 20030115** Allentown PA United States MC Newspaper English ADDS 0007015 Newspaper US USA PA Pennsylvania NorthAmerica 3157 Word Count: 631 Air ...

...packaging. The business had sales of $17 million last year. UCB, of Brussels, is well-known for its allergy drug **Zyrtec**. But the company is also a large chemical-maker and said the acquisition will strengthen its presence in the graphic...

519. Status switch for Claritin is going to help
Philadelphia Inquirer (PA) Author: Jeff Gelles ; Word Count: 901 1/15/03 PHILA-INQ D01 2003 WLNR 3781330

...for Claritin is going to help Jeff Gelles Philadelphia Inquirer (PA) Philadelphia Inquirer CITY-D BUSINESS D01 January 15, 2003 **20030115 20030115** Philadelphia PA United States PI Newspaper English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 4507 Word Count: 901 Last ...

...one insurer active in the Philadelphia market, Aetna, has used the switch as occasion to reclassify three similar drugs: Allegra, **Zyrtec** and Clarinex. All are antihistamines that are much less likely to cause drowsiness than such widely used over-the-counter ...

...Benadryl and Chlortrimeton. Since Jan. 1, Aetna has required a doctor to get prior approval before it will cover Allegra, **Zyrtec** or Clarinex under a prescription-drug plan. Even with that, the prescription will be covered at the highest co-payment...

520. Deutsch dominates
ADVERTISING AGE Author: LISA SANDERS; Word Count: 1801 1/13/03 ADVTGAGE 2 2003 WLNR 2215004

...03 Advert. Age 2 2003 WLNR 2215004 Deutsch dominates LISA SANDERS ADVERTISING AGE SPECIAL 74 2 2 January 13, 2003 **20030113 20030113** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 9006 Word Count: 1801 Agency's ability ...

...about its own growth as well as clients.' After winning the direct-to-consumer advertising business for Pfizer's allergy medication **Zyrtec** in 1999, Deutsch capitalized on being one of the first general agencies in the area. " It is rare that you...

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521. DDMAC letters down 57% from calendar 2001, one-fourth output from 1999.
Warning Letter Bulletin Author: N/A; Word Count: 866 1/13/03 WARNLB 1 2003 WLNR 17206510

...letters down 57% from calendar 2001, one-fourth output from 1999. Warning Letter Bulletin 11 1 1 January 13, 2003 **20030113 20030113** Washington Information Source, Inc. 1069-4218 Newsletter English KEMF 0010311 Newsletter US USA NorthAmerica 4331 Word Count: 866 Dear Reader ...

...patient." Wilkes commented on two drugs that garnered DDMAC letters in 2002: Glaxo Smith Kline's Imitrex (Doc. 11677W) and Pfizer's **Zyrtec** (Doc. 11679W). Wilkes called Imitrex's "total treatment" for migraine claim "counter to research which suggests that other drugs that are more common are equally effective and may have other advantages such as fewer recurrences of headaches." Of **Zyrtec**, Wilkes called the ad "simply wrong" adding that the drug was "no more effective than other drug in the same...

522. Clariton switch may not relieve costs
CENTRAL PENN BUSINESS JOURNAL Author: Olenchek, Christina; Word Count: 800 1/10/03 CPENNBUSJ 3 2003 WLNR 6600050

...WLNR 6600050 Clariton switch may not relieve costs Olenchek, Christina CENTRAL PENN BUSINESS JOURNAL 19 3 2 January 10, 2003 **20030110 20030110** PROQUEST 1058-3599 ENGLISH TRADE JOURNAL AGYB 0001776 Trade Journal US USA PA Pennsylvania NorthAmerica 4001 Word Count: 800 Allergy ...

...Those with co-payments of $10 or $20, however, might switch to other prescription allergy drugs such as Allegra and **Zyrtec**, Akey said. "Whether or not there will be a substitution really depends on the insurance," he said. Insurers eventually might ...

...Assurance. Both insurers have offices in Susquehanna Township, Dauphin County. Giardina said it might not be long before Allegra and **Zyrtec** join Claritin on retailers' shelves. The FDA also has recommended Allegra and **Zyrtec** for over-the-counter sales. If those allergy drugs join Claritin, the competition should drive down the cost of these...

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523. Claritin switch produces broad repercussions. (O-T-C Report).
Chain Drug Review Author: N/A; Word Count: 772 1/6/03 CHAINDREV 48 2003 WLNR 16865327

...16865327 Claritin switch produces broad repercussions. (O-T-C Report). Chain Drug Review 25 1 48(1) January 6, 2003 **20030106 20030106** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 3858 Word Count: 772 NEW ...

...consumers of Allegra (Aventis), Clarinex (Schering-Plough's successor product to Claritin, which went on sale about a year ago) and **Zyrtec** (Pfizer Inc.)--all prescription allergy medications. "Now that Claritin is available over the counter, there's a nonsedating alternative to all ...

...hail of the cost of the product. Aetna US Healthcare has stated it will no longer cover Allegra, Clarinex and **Zyrtec** unless a physician makes a special request--and even in those cases patients will face the highest copayments. Other Claritin...

524. Merck's Asthma Drug Joins Competition
AP ONLINE Author: LINDA A. JOHNSON AP Business Writer; Word Count: 585 1/3/03 ASSOCPR 00:00:00

...Online 00:00:00 Merck's Asthma Drug Joins Competition LINDA A. JOHNSON AP Business Writer AP ONLINE January 3, 2003 **20030103 20030103** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 2923 Word Count: 585 TRENTON, N.J. (AP) -- Merck & Co.'s blockbuster ...

...stiff. While many allergy drugs cause sleepiness, there are three popular once-a-day pills that are nonsedating antihistamines: Allegra, **Zyrtec** and Clarinex, the successor drug to Schering-Plough Corp.'s Claritin. Under pressure from insurers and the FDA, Schering-Plough began ...

...a more expensive drug on a per diem basis," with wholesale prices about 20 percent higher than Allegra, Clarinex and **Zyrtec**, said Sean Brandle, a vice president at health care benefits consultant The Segal Company in New York. With an over...

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525. MERCK SHARES JUMP AS FDA APPROVES ALLERGY REMEDY
New York Daily News Author: NANCY DILLON DAILY NEWS BUSINESS WRITER; Word Count: 485 1/3/03 NYDLYNWS 34 2003 WLNR 16657433

...APPROVES ALLERGY REMEDY NANCY DILLON DAILY NEWS BUSINESS WRITER New York Daily News SPORTS FINAL BUSINESS 34 January 3, 2003 **20030103 20030103** English KAAJ 0122124 Newspaper US USA NY New York NorthAmerica 2424 Word Count: 485 Merck shares swelled yesterday after the ...

...market work by blocking histamine, a chemical released at the start of an allergic reaction. These include Aventis' Allegra, Pfizer's **Zyrtec** and Schering-Plough's Claritin, which went over-the-counter last month. "We believe Singulair's additional claim for [seasonal allergies] will...

526. Merck Asthma Drug Wins U.S. Approval for Allergy Use
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 898 1/3/03 RECNNJ (No Page) 2003 WLNR 12454208

...Drug Wins U.S. Approval for Allergy Use Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J January 3, 2003 **20030103 20030103** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 4489 Word Count: 898 Jan. 3--A popular ...

...that health insurers will raise the price of co-payments for drugs that work similarly to Claritin, such as Allegra, **Zyrtec**, and Clarinex. But several analysts said Thursday that they expect the co-pay for Singulair to remain at lower levels...

527. Merck asthma drug wins U.S. approval for allergy use [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 862 1/3/03 RECNNJ B 2003 WLNR 13293297

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.01 January 3, 2003 **20030103 20030103** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 4311 Word Count: 862 A popular asthma treatment will serve ...

...that health insurers will raise the price of co- payments for drugs that work similarly to Claritin, such as Allegra, **Zyrtec**, and Clarinex. But several analysts said Thursday that they expect the co-pay for Singulair to remain at lower levels...

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528. FDA delays let false drug ads run The agency's own reviews of its warning letters take so long that ads have already run their course.
Portland Press Herald Author: By BART JANSEN Staff Writer; Word Count: 1163 1/2/03 PTLD-PH 1A 2003 WLNR 13498292

...ads have already run their course. By BART JANSEN Staff Writer Portland Press Herald Final FRONT 1A January 2, 2003 **20030102 20030102** English IAFB 0008282 Newspaper US USA ME Maine NorthAmerica 5817 Word Count: 1163 WASHINGTON A new federal policy requiring a ...

...2001, according to the GAO. Advertising does attract customers. The top three oral antihistamines in 2000 were Claritin, Allegra and **Zyrtec**, which together accounted for 86 percent of all sales and were all among the most heavily advertised drugs in the...

529. FDA approves switch to over-the-counter status for Claritin. (Nonsedating Antihistamine).
Skin & Allergy News Author: Franklin, Deeanna; Word Count: 533 1/1/03 SKINALLERGY 4 2003 WLNR 16891214

...over-the-counter status for Claritin. (Nonsedating Antihistamine). Franklin, Deeanna Skin & Allergy News 34 1 4(1) January 1, 2003 **20030101 20030101** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 2664 Word Count: 533 The ...

...petition filed by the insurer. WellPoint Health Networks based in California, to force Claritin, as well as Allegra (fexofenadine) and **Zyrtec** (cetirizine), to be sold OTC, an FDA advisory panel in May 2001 recommended an OTC status switch for these second...

530. Bagger says he will resign from Senate Republican supports Kean Jr. to fill his seat
Star-Ledger, The (Newark, NJ) Author: DAVID KINNEY Word Count: 757 12/31/02 STLGRN 21 2002 WLNR 12936504

...Kean Jr. to fill his seat DAVID KINNEY Star-Ledger, The (Newark, NJ) FINAL NEW JERSEY 21 December 31, 2002 **20021231 20021231** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 3784 Word Count: 757 State Sen. Richard Bagger announced yesterday ...

...the nation, with a concentration on Congress. The New York-based drug giant is the company behind the allergy drug **Zyrtec**, the male potency pill Viagra and the cholesterol-lowering medication Lipitor. "This new job will be a pretty senior position...

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531. Many drugs available to treat sinus congestion
Star-Ledger, The (Newark, NJ) Author: KENDALL SPROTT Word Count: 538 12/31/02 STLGRN 36 2002 WLNR 12936710

...drugs available to treat sinus congestion KENDALL SPROTT Star-Ledger, The (Newark, NJ) FINAL TODAY/BODYSHOP 36 December 31, 2002 **20021231 20021231** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 2692 Word Count: 538 Q. My 12-year-old son ...

...at least a month. If topical steroids alone are not effective, I will try a long-acting antihistamine like Claritin, **Zyrtec** or Allegra. Allegra and Claritin also are made in combination with pseudoephedrine, with the added "D." Recent studies have shown ...

...1HE49 Allergy ALLERGY 1AL79 Respiratory & Pulmonary PULMONRY 1RE29 Cough & Cold Remedies PTCOLDS 1CO34 Prescription Drugs RX 1PR52 CLARITIN FLONASE NASONEX **ZYRTEC** A. Sudafed Allegra Singulair...

532. THE STOCK GAME
Reno Gazette-Journal (Reno, NV) Author: N/A; Word Count: 1966 12/29/02 RENOGAZETTE E4 2002 WLNR 14997807

...E4 2002 WLNR 14997807 THE STOCK GAME Reno Gazette-Journal (Reno, NV) Reno Gazette-Journal Business E4 December 29, 2002 **20021229 20021229** English KITB 0145452 Newspaper US USA NV Nevada NorthAmerica 9832 Word Count: 1966 December 29, 2002 Brokers vs. the S ...

...depressant Zoloft; the antibiotic Zithromax; the cholesterol drug Lipitor; Aricept, used to treat Alzheimer's disease; the antifungal Diflucan; the antihistamine **Zyrtec**); Viagra, the drug used to combat impotence; Celebrex , used to treat rheumatoid arthritis and osteoarthritis. Some of Pfizer 's brands...

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533. WELLPOINT OFFERS COUPONS FOR GENERIC OTC CLARITIN
Drug Industry Daily Author: N/A; Word Count: 285 12/28/02 DRUGINDUDLY (No Page) 2002 WLNR 13995677

...Unavail. Online) 2002 WLNR 13995677 WELLPOINT OFFERS COUPONS FOR GENERIC OTC CLARITIN Drug Industry Daily 1 82 December 28, 2002 **20021228 20021228** web English KCBD 0138769 Trade Journal US USA NorthAmerica 1427 Word Count: 285 A West Coast health insurer that urged ...

...antihistamines could substantially cut into the sales of other brand-name, nonsedating antihistamines, such as Schering's Clarinex (desloratadine) or Pfizer's **Zyrtec** (cetirizine hydrochloride), the analysis said. fda BCBS PHMBIGCO SCHPLOUG PHARMPRD Major Corporations MAJCORP 1MA93 Healthcare Practice Specialties HCPRAC 1HE49 Allergy...

534. More Generics, Over the Counter Loratadine/Claritin Top 2002 Pharmaceutical Developments
BUSINESS WIRE Author: N/A; Word Count: 1067 12/27/02 BWIRE 00:00:00

...Wire 00:00:00 More Generics, Over the Counter Loratadine/Claritin Top 2002 Pharmaceutical Developments BUSINESS WIRE December 27, 2002 **20021227 20021227** BUSINESS WIRE ENGLISH NEWSWIRE BGAC 0001493 Newswire US USA NorthAmerica 5337 Word Count: 1067 ST. LOUIS--(BUSINESS WIRE)--Dec. 27 ...

...if not, whether they will cover any other brand name non-sedating antihistamines, such as Clarinex(r), Allegra(r) or **Zyrtec**(r). Prescription drug plans that drop coverage of this popular class of medications potentially could save a lot, but plan...

535. Allergy drug cost triggers reaction Claritin for sale now over the counter, but some Valley residents end up paying more.
Fresno Bee Author: Barbara Anderson THE FRESNO BEE; Word Count: 891 12/26/02 FRESNOBEE A1 2002 WLNR 2015749

...Valley residents end up paying more. Barbara Anderson THE FRESNO BEE Fresno Bee FINAL MAIN NEWS A1 December 26, 2002 **20021226 20021226** Fresno CA US FB Newspaper English CEJD 0004219 Newspaper US USA CA California NorthAmerica 4453 Word Count: 891 Flashy promotional ...

...Insurance companies are requiring doctors to get preapproval before they can write a prescription for drugs such as Allegra or **Zyrtec**. And patients may be charged more in co-payments for requesting these brand-name alternatives. Insurer Blue Shield of California ...

...Claritin for over-the-counter use. Since Claritin hit stores, Blue Cross of California, a subsidiary of WellPoint, has moved **Zyrtec** to its costliest co-payment schedule. Blue Cross charges an average of $7 as a co-pay for generic drugs...

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536. Allergy drug cost triggers reaction Claritin for sale now over the counter, but some Valley residents end up paying more.
Fresno Bee, The (CA) Author: Barbara Anderson THE FRESNO BEE; Word Count: 878 12/26/02 FRESNOBEE A1 2002 WLNR 13175910

...end up paying more. Barbara Anderson THE FRESNO BEE Fresno Bee, The (CA) FINAL MAIN NEWS A1 December 26, 2002 **20021226 20021226** English IHBB 0052475 Newspaper US USA CA California NorthAmerica 4389 Word Count: 878 Flashy promotional signs direct customers to the ...

...Insurance companies are requiring doctors to get preapproval before they can write a prescription for drugs such as Allegra or **Zyrtec**. And patients may be charged more in co-payments for requesting these brand-name alternatives. Insurer Blue Shield of California ...

...Claritin for over-the-counter use. Since Claritin hit stores, Blue Cross of California, a subsidiary of WellPoint, has moved **Zyrtec** to its costliest co-payment schedule. Blue Cross charges an average of $7 as a co-pay for generic drugs...

537. Healthbriefs Oh Christmas trees, oh Christmas sneeze
New Orleans Times Picayune Author: N/A; Word Count: 680 12/26/02 NOTPCN 3 2002 WLNR 1416128

...3 2002 WLNR 1416128 Healthbriefs Oh Christmas trees, oh Christmas sneeze New Orleans Times Picayune LIVING 03 December 26, 2002 **20021226 20021226** New Orleans LA United States NO Newspaper English CAAB 0007262 Newspaper US USA LA Louisiana NorthAmerica 3398 Word Count: 680 ...

...which are the body's way of ridding itself of the allergens, many allergy sufferers take systemic medications, including Claritin and **Zyrtec** -- made famous through national television advertising campaigns. According to Johnson, however, while these medications can be effective, they don't always...

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538. Blue Cross Pushes Claritin Alternative
Ventura County Star (CA) (KRT) Author: Deborah Crowe; Word Count: 761 12/25/02 VENTURACA (No Page) 2002 WLNR 9043487

...Claritin Alternative Deborah Crowe Ventura County Star (CA) (KRT) Ventura County Star (CA) Ventura County Star, Calif December 25, 2002 **20021225 20021225** US NEWSPAPER English ADVV 0063953 Newspaper US USA CA California NorthAmerica 3804 Word Count: 761 Dec. 25--Thousand Oaks-based ...

...$10 coupons for Alavert to members who have received prescriptions in the last six months for Claritin, Clarinex, Allegra or **Zyrtec**. Alavert is a new nonprescription version of loratadine, the generic ingredient in Claritin, which is the most popular non-sedating ...

...affordability of health benefits." An expert advisory panel of the Food and Drug Administration last year recommended Claritin, Allegra, and **Zyrtec** were safe to be sold over-the-counter. In addition, Claritin was due to lose its patent protection at the...

539. CLARITY ON CLARITIN THE POPULAR ALLERGY DRUG NOW CAN BE PURCHASED OVER THE COUNTER IN THE UNITED STATES AS WELL AS IN CANADA, BUT LOSS OF INSURANCE COVERAGE WILL FORCE MANY USERS TO PAY MORE
Buffalo News (NY) Author: HENRY L. DAVIS - News Medical Reporter; Word Count: 1347 12/24/02 BUFFALONWS B1 2002 WLNR 1503754

...TO PAY MORE HENRY L. DAVIS - News Medical Reporter Buffalo News (NY) Buffalo News FINAL LOCAL B1 December 24, 2002 **20021224 20021224** Buffalo NY United States BN Newspaper English ACEF 0001373 Newspaper US USA NY New York NorthAmerica 6735 Word Count: 1347 ...

...similar drug still covered by insurance. Many insurers also raised their co-payments for the prescription alternatives to Claritin -- Allegra, **Zyrtec** and Clarinex. A few insurers took a completely different approach. Independent Health, for instance, decided to continue coverage of Claritin ...

...to $10. The only catch is members still will need a prescription. Independent Health is keeping similar allergy drugs -- Allegra, **Zyrtec** and Clarinex -- in the group of medications with co-payments of $15 to $20. "It's not common to cover over...

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540. WellPoint to Help Customers Purchase Allergy Medication
New York Times (NY) Author: MILT FREUDENHEIM; Word Count: 678 12/24/02 NYT C2 2002 WLNR 4102677

...Allergy Medication MILT FREUDENHEIM New York Times (NY) New York Times Late Edition - Final C 2 05 December 24, 2002 **20021224 20021224** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 3388 Word Count: 678 ...

...this month. The coupons will go to people who received prescriptions for Claritin and similar allergy medications like Allegra and **Zyrtec** within the last six months. WellPoint, a managed care company based in California, persuaded federal regulators last year to convert ...

...be sold as a heartburn remedy, possibly next summer or fall. Unlike earlier allergy drugs, nonsedating treatments like Claritin, Allegra, **Zyrtec** and Clarinex, a Claritin successor, do not cause drowsiness. An advisory panel of the Food and Drug Administration also recommended approval last year of nonprescription versions of Allegra, made by Aventis, and **Zyrtec**, made by Pfizer. Allegra and **Zyrtec** are still protected by patents. A spokesman for Johnson & Johnson said yesterday that it had dropped plans to market a...

541. Blue Cross of California Offers Members Significant Savings on New Over-the-Counter Antihistamine
BUSINESS WIRE Author: N/A; Word Count: 782 12/23/02 BWIRE 00:00:00

...00 Blue Cross of California Offers Members Significant Savings on New Over-the-Counter Antihistamine BUSINESS WIRE December 23, 2002 **20021223 20021223** BUSINESS WIRE ENGLISH NEWSWIRE BGAC 0001493 Newswire US USA NorthAmerica 3912 Word Count: 782 THOUSAND OAKS, Calif.--(BUSINESS WIRE)--Dec ...

...Blue Cross is sending information about this program to all of its members who have received prescriptions for Claritin, Allegra, **Zyrtec** or Clarinex during the past six months. Included in this mailing are three Alavert coupons with a redemption value of ...

...In May of 2001, an expert advisory panel of the Food and Drug Administration (FDA) recommended that Claritin, Allegra, and **Zyrtec** were safe to be sold over-the-counter without a doctor's prescription. Claritin and Alavert, both containing 10 mg loratadine, are the first of these products to take advantage of OTC status. " Blue Cross is hopeful that Allegra, **Zyrtec** and Clarinex will move to over-the-counter status in the near future, further reducing costs for America's 40 million...

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542. INSURERS PUSH GENERICS AS REMEDY FOR RISING COSTS
St. Louis Post-Dispatch (MO) Author: Judith VandeWater; Author: Of The Post-Dispatch; Word Count: 3944 12/22/02 STLSPD A1 2002 WLNR 1232587

...The Post-Dispatch St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LIFT NEWS A1 December 22, 2002 **20021222 20021222** St Louis MO United States SL Newspaper CHART PHOTO English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 19721 Word ...

...get subsequent coverage for a branded, non-sedating prescription antihistamine. Other Express-Scripts clients will raise co-pays for Allegra, **Zyrtec** and other brand-name products. Some clients may stop paying for any non-sedating antihistamines altogether. WellPoint initiated the change in status for Claritin by petitioning the FDA to make Claritin, Allegra and **Zyrtec** available without prescription. Seidman said the insurer does not plan to file any new petitions for category shifts, but it ...

...MERCK MERCK CO MICHIGAN PHOTO REMEDY SOUTH GRAND BOULEVARD SSRIS ST ST LOUIS LABOR HEALTH INSTITUTE WELLPOINT WELLPOINT HEALTH NETWORKS **ZYRTEC** BLUE CROSS AND BLUE SHIELD OF MISSISSIPPI A MUTUAL INSURANCE CO BCBSD INC HOSPITAL SERVICE ASSOCIATION OF NORTHEASTERN PENNSYLVANIA BLUE...

543. INSURERS PUSH GENERICS AS REMEDY FOR RISING COSTS
St. Louis Post-Dispatch (MO) Author: Judith VandeWater Of The Post-Dispatch; Word Count: 2917 12/22/02 STLSPD A1 2002 WLNR 13354320

...COSTS Judith VandeWater Of The Post-Dispatch St. Louis Post-Dispatch (MO) FIVE STAR LIFT NEWS A1 December 22, 2002 **20021222 20021222** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 14587 Word Count: 2917 * Some say that if spending on medications ...

...get subsequent coverage for a branded, non-sedating prescription antihistamine. Other Express-Scripts clients will raise co-pays for Allegra, **Zyrtec** and other brand-name products. Some clients may stop paying for any non-sedating antihistamines altogether. WellPoint initiated the change in status for Claritin by petitioning the FDA to make Claritin, Allegra and **Zyrtec** available without prescription. Seidman said the insurer does not plan to file any new petitions for category shifts, but it ...

...COLLEGE MERCER HUMAN RESOURCE MERCK MERCK CO MICHIGAN REMEDY SSRIS ST ST LOUIS LABOR HEALTH INSTITUTE WELLPOINT WELLPOINT HEALTH NETWORKS **ZYRTEC** BLUE CROSS AND BLUE SHIELD OF MISSISSIPPI A MUTUAL INSURANCE CO BCBSD INC HOSPITAL SERVICE ASSOCIATION OF NORTHEASTERN PENNSYLVANIA BLUE...

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544. Claritin users lose co-pay advantage
Charleston Gazette (WV) Author: Joy Davia; Word Count: 754 12/20/02 CHLST-GZ 1C 2002 WLNR 1075604

...WLNR 1075604 Claritin users lose co-pay advantage Joy Davia Charleston Gazette (WV) Charleston Gazette News 1C December 20, 2002 **20021220 20021220** Charleston WV US CTG Newspaper English ACFN 0001811 Newspaper US USA WV West Virginia NorthAmerica 3769 Word Count: 754 joydavia ...

...insurers have to pay, the more our premiums become." * People with insurance who take another prescription allergy medicine such as **Zyrtec** or Allegra may see an increase in their co-pay. As of Jan. 1, Aetna - which offers health plans to ...

...Allergy ALLERGY 1AL79 Prescription Drugs RX 1PR52 AETNA ALLERGY ASTHMA ALLERGY CENTER CHARLESTON CENTER CLARITIN FDA RITE AID SCHERING PLOUGH **ZYRTEC** SCHERING PLOUGH CORP RITE AID CORP Chandra Kumar Cherniak Drug Drug Emporium Joy Davia Kumar Paula Butterfield Walt Cherniak...

545. As the dust settles; Will allergy sufferers fare better with over- the-counter Claritin?; Will insurance companies drop allergy medications completely?
LANCASTER NEW ERA (PA) Author: Schweigert, Mary Beth; Word Count: 1463 12/20/02 LANCNE 1 2002 WLNR 5647653

...counter Claritin?; Will insurance companies drop allergy medications completely? Schweigert, Mary Beth LANCASTER NEW ERA (PA) 1 December 20, 2002 **20021220 20021220** PROQUEST ENGLISH NEWSPAPER ACZP 0006228 Newspaper US USA PA Pennsylvania NorthAmerica 7315 Word Count: 1463 FOR ELAINE RUTTER, $15 is ...

...Administration approved Claritin, which now costs $1 or more per pill, for over-the-counter use. Similar drugs, including Allegra, **Zyrtec** and Clarinex, a replacement prescription drug by Claritin's makers, still require a prescription. What it means Doctors, patients and patient ...

...plans are increasing co-payments for Claritin's prescription-drug competitors, or requiring allergy sufferers to get special approval for Allegra, **Zyrtec** or Clarinex. Others might drop coverage for prescription antihistamines altogether. "The dust hasn't quite settled on how this will affect...

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546. CLARITIN APPROVAL MARKS SIGNIFICANT SHIFT IN RX-TO-OTC SWITCHES
Food & Drug Letter, The Author: N/A; Word Count: 5297 12/19/02 FOODDRUG (No Page) 2002 WLNR 13995840

...SIGNIFICANT SHIFT IN RX-TO-OTC SWITCHES Food & Drug Letter, The The Food & Drug Letter 1 666 December 19, 2002 **20021219 20021219** web English KCBE 0138770 Trade Journal US USA NorthAmerica 26487 Word Count: 5297 The switch of Schering-Plough's Claritin to ...

...That figure represented almost one-third of the company's revenue. Other second-generation antihistamines include Aventis' Allegra (fexofenadine) and Pfizer's **Zyrtec** (certirizine). On July 22, 1998, Wellpoint Health Networks petitioned the FDA to switch Claritin, **Zyrtec** and Allegra from prescription to OTC status. Formed in 1992 by Blue Cross of California's managed care business, Wellpoint is ...

...of Asthmatics By a vote of 19 to 4, the committee overwhelmingly recommended the OTC switch of Allegra, Claritin and **Zyrtec**. More than a year later, the FDA, which usually follows the recommendations of its advisory committees, still has not issued...

547. Zyrtec clearance. (RXs).
Chain Drug Review Author: N/A; Word Count: 25 12/16/02 CHAINDREV 11 2002 WLNR 14671627
12/16/02 CHAINDREV 11 12/16/02 Chain Drug Rev. 11 2002 WLNR 14671627 **Zyrtec** clearance. (RXs). Chain Drug Review 24 21 RX11(1) December 16, 2002 **20021216 20021216** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 125 Word Count: 25 **Zyrtec** has received approval for infants as young as six months. The antihistamine is marketed by Pfizer Inc. and UCB Pharma. 21 Business Pharmaceuticals and cosmetics industries Retail industry Antihistamine Preparations Product information **Zyrtec** (Medication) **Zyrtec** (Medication) - Usage Antihistamines Antihistamines - Usage Pharmaceutical industry Pharmaceutical industry - Product information United States Pharmaceuticals 2834 Pharmaceutical Preparation Manufacturing 325412 CTPDWCLS...

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548. FDA paves way for O-T-C Claritin. (Supplier News).
Chain Drug Review Author: N/A; Word Count: 532 12/16/02 CHAINDREV 13 2002 WLNR 14671129

...FDA paves way for O-T-C Claritin. (Supplier News). Chain Drug Review 24 21 13(1) December 16, 2002 **20021216 20021216** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 2660 Word Count: 532 WASHINGTON ...

...has some insurance companies moving to block access to other prescription-only medications, including Aventis Pharmaceutical's Allegra and Pfizer Inc.'s **Zyrtec**. Blue Cross-Blue Shield of Massachusetts has told doctors that patients who want to stay on prescription Allegra will be ...

...its highest copayment. WellPoint Health Networks, which spurred Claritin's switch by petitioning the FDA to make the medications Allegra and **Zyrtec** available without a prescription, has ruled that its customers will need a doctor's special authorization to maintain coverage for a...

549. HEALTH One Nation, Under Pills
Los Angeles Times Author: Greg Critser Word Count: 926 12/15/02 LATIMES 6 2002 WLNR 12456251

...Land: How Americans Became the Fattest People in the World." Los Angeles Times Home Edition Opinion 6 December 15, 2002 **20021215 20021215** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 4628 Word Count: 926 Consider the following bits of recent news ...

...nervous system drugs to children between 1985 and 1999: 327. Percentage of consumers using anti-allergy medications Claritin, Allegra and **Zyrtec** who may not actually have allergies: 65. Number of signs advertising the drug Claritin with the single word, "Anytime," in...

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550. Claritin's New Status Nothing To Sneez At
Newsday (USA) Author: Kathleen Kerr. STAFF WRITER; Word Count: 1398 12/15/02 NWSDAY A16 2002 WLNR 502808

...Status Nothing To Sneez At Kathleen Kerr. STAFF WRITER Newsday (USA) Newsday NASSAU AND SUFFOLK NEWS A16 December 15, 2002 **20021215 20021215** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 6991 Word Count: 1398 Claritin ...

...insurers have begun to weigh in, advising doctors to recommend Claritin before writing prescriptions for antihistamines such as Allegra and **Zyrtec**. It's a move that has physicians asking how much insurers will be allowed to meddle in the practice of medicine ...

...The advisory committee that recommended the Claritin switch also advised the FDA to include two other prescription antihistamines, Allegra and **Zyrtec**, moves also requested by WellPoint. So far there has been no change. WellPoint's Claritin petition marked the first time that...

551. Claritin's switch brings little fanfare
PANTAGRAPH (BLOOMINGTON, IL) Author: Swiech, Paul; Word Count: 634 12/14/02 PNTGPH 1 2002 WLNR 5409839

...Bloomington Ill.) 1 2002 WLNR 5409839 Claritin's switch brings little fanfare Swiech, Paul PANTAGRAPH (BLOOMINGTON, IL) 1 December 14, 2002 **20021214 20021214** PROQUEST ENGLISH NEWSPAPER ADJB 0007965 Newspaper US USA IL Illinois NorthAmerica 3171 Word Count: 634 BLOOMINGTON - Claritin users no longer ...

...Claritin users will switch to Clarinex - its prescription- only cousin - or another prescription-only, nonsedating antihistamine, such as Allegra or **Zyrtec**, Webber said. That's because most Claritin users have insurance coverage for medicine, so they have been paying just $10 to ...

...Claritin and the U.S. Food and Drug Administration decided that it's safe to be sold without a prescription. Allegra and **Zyrtec** remain prescription-only for now. Stores across Central Illinois are now allowed to sell Claritin over the counter. Copyright Pantagraph...

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552. Claritin's price tag nothing to sneeze at
PROVIDENCE JOURNAL BULLETIN (RI) Author: Write, FELICE J FREYER Journal Medical: Word Count: 1004 12/14/02 PROVJ 3 2002 WLNR 5411729

...price tag nothing to sneeze at Write, FELICE J FREYER Journal Medical PROVIDENCE JOURNAL BULLETIN (RI) 03 December 14, 2002 **20021214 20021214** PROQUEST ENGLISH NEWSPAPER ADKU 0008471 Newspaper US USA RI Rhode Island NorthAmerica 5022 Word Count: 1004 * Now as an over ...

...by charging higher co-pays for the other medications in the same class, known as nonsedating antihistamines Allegra, Clarinex, and **Zyrtec**. A lot of the insurance companies are taking this as an excuse to either deny coverage for other nonsedating antihistamines ...

...nation's most popular allergy drug. It was the first medication to relieve nasal congestion without causing drowsiness. Allegra, Clarinex and **Zyrtec** work in a similar way. The U.S. Food and Drug Administration recently allowed Claritin to be sold without a prescription...

553. Tab for allergy pills likely to rise / Insurers reduce coverage as Claritin hits stores
Houston Chronicle Author: LEIGH HOPPER, Houston Chronicle Medical Writer; Word Count: 1174 12/13/02 HSTNCHRON A37 2002 WLNR 13651112

...as Claritin hits stores LEIGH HOPPER, Houston Chronicle Medical Writer Houston Chronicle 3 STAR A 37 MetFront December 13, 2002 **20021213 20021213** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 5869 Word Count: 1174 Over-the-counter Claritin, which hit stores ...

...more costly for consumers with insurance, doctors and pharmacists said. Aetna has told physicians that prescriptions for Allegra, Clarinex or **Zyrtec** will require special approval beginning Jan. 1. Likewise, Wellpoint, known as Unicare in Texas, is raising the co-pays for ...

...allergy sufferers who get no relief on Claritin may be able to function better on a different drug, such as **Zyrtec**. Control of allergies helps prevent ear infections, sinus infections and asthma attacks all of which are more costly to treat...

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554. Tab for Allergy Pills Likely to Rise
Houston Chronicle (KRT) Author: Leigh Hopper; Word Count: 1136 12/13/02 HSTNCHRON (No Page) 2002 WLNR 9041061

...2002 WLNR 9041061 Tab for Allergy Pills Likely to Rise Leigh Hopper Houston Chronicle (KRT) Houston Chronicle December 13, 2002 **20021213 20021213** US NEWSPAPER English EBIF 0063788 Newspaper US USA TX Texas NorthAmerica 5679 Word Count: 1136 Dec. 13--Over-the-counter ...

...more costly for consumers with insurance, doctors and pharmacists said. Aetna has told physicians that prescriptions for Allegra, Clarinex or **Zyrtec** will require special approval beginning Jan. 1. Likewise, Wellpoint, known as Unicare in Texas, is raising the co-pays for ...

...allergy sufferers who get no relief on Claritin may be able to function better on a different drug, such as **Zyrtec**. Control of allergies helps prevent ear infections, sinus infections and asthma attacks all of which are more costly to treat...

555. CLARITIN AVAILABLE WITHOUT PRESCRIPTION BREATH OF FRESH AIR OR FINANCIAL HEADACHE?
Arizona Republic, The (Phoenix, AZ) Author: N/A; Word Count: 566 12/12/02 ARIZREPUB D1 2002 WLNR 14935316

...FRESH AIR OR FINANCIAL HEADACHE? Arizona Republic, The (Phoenix, AZ) The Arizona Republic Final Chaser Business D1 December 12, 2002 **20021212 20021212** English KIQV 0145243 Newspaper US USA AZ Arizona NorthAmerica 2831 Word Count: 566 December 12, 2002 Claritin hit store shelves ...

...worry that insurance companies will force patients to take Claritin instead of competing prescription drugs such as Allegra, Clarinex and **Zyrtec**, saving insurers millions of dollars. Insurance companies have pressed the Food and Drug Administration to make Claritin, with $2.7...

556. Claritin Hits Charleston, S.C., Store Shelves
Post and Courier, The (Charleston, SC) Author: Jonathan Maze; Word Count: 643 12/12/02 POSTCOUR (No Page) 2002 WLNR 9021309

...Post and Courier, The (Charleston, SC) (KRT) Post and Courier (Charleston, SC) Post and Courier, Charleston, S.C December 12, 2002 **20021212 20021212** US NEWSPAPER English ADJZ 0063961 Newspaper US USA SC South Carolina NorthAmerica 3215 Word Count: 643 Dec. 12-Charles Moore ...

...said they believe patients with health insurance will ask their doctor to switch to other prescription allergy medications, like Allegra, **Zyrtec** and Clarinex, Schering-Plough 's successor drug to Claritin. Moore's insurer hasn't yet told him that it wouldn't pay for...

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557. OVER-THE-COUNTER CLARITIN HITS STORES: COST OF OTHER ALLERGY DRUGS MAY INCREASE
Birmingham News (AL) Author: ANNA VELASCO News staff writer; Word Count: 590
12/11/02 BRMINGHAMN 1 2002 WLNR 13168587

...ALLERGY DRUGS MAY INCREASE ANNA VELASCO News staff writer Birmingham News (AL) News 234 115 1-A December 11, 2002 **20021211 20021211** English JDEC 0054018 Newspaper US USA AL Alabama NorthAmerica 2950 Word Count: 590 Over-the-counter Claritin began hitting drug ...

...in Homewood. Clinical trials have shown that Claritin is not as effective as some other antihistamines, such as Allegra and **Zyrtec**, she said. "Claritin is pretty good, but the others are probably better," Smith said. While other insurers in Alabama said ...

...Alabama, the state's largest insurer, isn't making any changes, said Jim Brown, the company's spokesman. Blue Cross covers Allegra and **Zyrtec** as preferred drugs, or less expensive brand-name medications, and Clarinex as a nonpreferred drug. Dr. Jim Bonner, an allergist...

558. Claritin to debut over the counter
Fort Worth Star-Telegram (Fort Worth) Author: CHARLOTTE HUFF Word Count: 1024
12/11/02 FTWTHST 1 2002 WLNR 1543382

...Fort Worth) Fort Worth Star Telegram (TX) Fort Worth Star-Telegram News FINAL 1-SUMMARY- DRUG: Wit December 11, 2002 **20021211 20021211** Fort Worth TX US FW Newspaper ENGLISH CDGE 0064672 Newspaper US USA TX Texas NorthAmerica 5121 Word Count: 1024 When ...

...allergy pills, doctors and pharmacists say. Aetna has told doctors nationwide that prescriptions for the popular antihistamines Allegra, Clarinex or **Zyrtec** will require special approval, beginning Jan. 1. Doctors will be asked to show that a patient didn't get relief with ...

...UNION FOOD AND DRUG ADMINISTRATION GRAPEVINE ITHINK AETNA PACIFICARE SCHERING PLOUGH TEXAS HEALTH SCIENCECENTER UNITED HEALTHCARE UNIVERSITY OF NORTH WALGREENS **ZYRTEC** PACIFICARE HEALTH SYSTEMS INC UNITEDHEALTH GROUP INC CONSUMERS UNION AETNA INC SCHERING PLOUGH CORP Big Blue Blue Shield Claritin Darren...

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559. CLARITIN AVAILABILITY MAY RAISE PRICES FOR OTHERS; DRUGS: IF MEDICINE DOESN'T WORK, PATIENTS COULD PAY MORE FOR ALTERNATIVES, INSURERS SAY.
Long Beach Press-Telegram (CA) Author: Charlotte Huff Word Count: 476 12/11/02 LBPRESS A7 2002 WLNR 1602849

...SAY. Charlotte Huff Knight Ridder Newspapers Long Beach Press-Telegram (CA) Press-Telegram AM MAIN NEWS A7 December 11, 2002 **20021211 20021211** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 2382 Word Count: 476 With ...

...get other prescription allergypills, doctors and pharmacists say. Already, Aetna has told doctors nationwide that prescriptions for Allegra, Clarinex or **Zyrtec**, all popular antihistamines, will require special approval beginning Jan. 1. Doctors will be asked to show that a patient didn't...

560. POPULAR ALLERGY DRUG HITS DRUGSTORE SHELVES
Macon Telegraph (GA) Author: Maggie Large, Telegraph Staff Writer; Word Count: 556 12/11/02 BSX-MACTEL C7 2002 WLNR 1950886

...DRUG HITS DRUGSTORE SHELVES Maggie Large, Telegraph Staff Writer Macon Telegraph (GA) Macon Telegraph HOME C 7 December 11, 2002 **20021211 20021211** Macon GA United States MT Newspaper English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 2779 Word Count: 556 Got ...

...a prescription may drive up costs for consumers as insurers refuse to cover them. Similar allergy medications like Allegra and **Zyrtec** are still prescription-only, and some insurers are moving to remove them from coverage plans. In a statement last month...

561. NEW STATUS OF CLARITIN SIGNALS SHIFT OF COSTS TO CONSUMERS NO PRESCRIPTION NEEDED MEANS NO INSURER PAYING
St. Louis Post-Dispatch (MO) Author: Michael D. Sorkin Of The Post-Dispatch; Word Count: 1038 12/11/02 STLSPD A1 2002 WLNR 13340099

...Michael D. Sorkin Of The Post-Dispatch St. Louis Post-Dispatch (MO) FIVE STAR LIFT NEWS A1 December 11, 2002 **20021211 20021211** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 5188 Word Count: 1038 Eunice Bunnell is one of more than ...

...allergy pills available only by prescription. * Insurers are doing this by increasing the co-pay amounts for Claritin's competitors - Allegra, **Zyrtec** and Clarinex, a replacement prescription drug from Claritin's manufacturer. The co-payments often are more expensive than the cost of...

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562. NEW STATUS OF CLARITIN SIGNALS SHIFT OF COSTS TO CONSUMERS NO PRESCRIPTION NEEDED MEANS NO INSURER PAYING
St. Louis Post-Dispatch (MO) Author: Michael D. Sorkin; Author: Of The Post-Dispatch; Word Count: 1054 12/11/02 STLSPD A1 2002 WLNR 1173961

...The Post-Dispatch St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LIFT NEWS A1 December 11, 2002 **20021211 20021211** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 5270 Word Count: 1054 ...

...allergy pills available only by prescription. * Insurers are doing this by increasing the co-pay amounts for Claritin's competitors - Allegra, **Zyrtec** and Clarinex, a replacement prescription drug from Claritin's manufacturer. The co-payments often are more expensive than the cost of...

563. Allergy drug hits shelves
Star-News (Wilmington, NC) Author: Bonnie Eksten, Business Editor; Word Count: 757 12/11/02 STARNEWS 1B 2002 WLNR 13502309

...13502309 Allergy drug hits shelves Bonnie Eksten, Business Editor Star-News (Wilmington, NC) Local/State 1B, 6B December 11, 2002 **20021211 20021211** English IAEA 0051378 Newspaper US USA NC North Carolina NorthAmerica 3784 Word Count: 757 Claritin goes on sale over the ...

...moves over the counter, insurance companies may be planning to raise the co-payment on other popular prescription antihistamines like **Zyrtec** and Allegra. Michelle Vanstory, spokeswoman for Blue Cross Blue Shield of North Carolina said co-payment amounts are determined by ...

...antihistamines. Ms. Vanstory said she received an e-mail Tuesday changing the status of co-payments for some antihistamines, including **Zyrtec** and Allegra, from Tier Two to Tier Three. Tier Two drugs are widely popular but do not have a generic...

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564. Claritin Becomes Pricey Over-Counter Drug
Star-News (Wilmington, NC) (KRT) Author: Bonnie Eksten; Word Count: 753 12/11/02 STARNEWS (No Page) 2002 WLNR 11985977

...Claritin Becomes Pricey Over-Counter Drug Bonnie Eksten Star-News (Wilmington, NC) (KRT) Morning Star, Wilmington, N.C December 11, 2002 **20021211 20021211** US NEWSPAPER English ADSX 0063834 Newspaper US USA NC North Carolina NorthAmerica 3764 Word Count: 753 Dec. 11--Claritin goes ...

...moves over the counter, insurance companies may be planning to raise the co-payment on other popular prescription antihistamines like **Zyrtec** and Allegra. Michelle Vanstory, spokeswoman for Blue Cross Blue Shield of North Carolina said co-payment amounts are determined by ...

...antihistamines. Ms. Vanstory said she received an e-mail today changing the status of co-payments for some antihistamines, including **Zyrtec** and Allegra, from Tier Two to Tier Three. Tier Two drugs are widely popular but do not have a generic...

565. CLARITIN IS NOW OVER THE COUNTER
Wichita Eagle (KS) Author: Associated Press; Author: Contributing: Knight Ridder Newspapers; Word Count: 308 12/11/02 WCHTEAG 8A 2002 WLNR 1335411

...THE COUNTER Associated Press Contributing: Knight Ridder Newspapers Wichita Eagle (KS) Wichita Eagle main MAIN NEWS 8A December 11, 2002 **20021211 20021211** Wichita KS United States WE Newspaper English CDIA 0010466 Newspaper US USA KS Kansas NorthAmerica 1540 Word Count: 308 KENILWORTH ...

...generic and nonprescription competition, Schering-Plough backed down. Already, Aetna has told doctors nationwide that prescriptions for Allegra, Clarinex or **Zyrtec**, all popular antihistamines, will require special approval, beginning Jan. 1. Doctors will be asked to show that a patient didn't...

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566. Claritin rushed to drugstore shelves
Patriot Ledger, The; Quincy, Mass. Author: Dana Braga; Word Count: 1079 12/10/02 PAT-LED 24 2002 WLNR 11336658

...Dana Braga Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA RUN OF PAPER FEATURES 24 December 10, 2002 **20021210 20021210** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 5393 Word Count: 1079 Claritin, the blockbuster allergy medicine, will hit ...

...Health Networks took an unprecedented step in petitioning the FDA to move Claritin, along with rival allergy drugs Allegra and **Zyrtec**, to over-the-counter status. The petition was aimed at maintaining affordable drug coverage and emphasizing the safety of the ...

...24-day supply. Once Claritin goes over-the- counter, Seidman said, the insurer will elevate prescription-only competitors Allegra and **Zyrtec** to its highest co-pay category in certain drug plans. Other insurers may do the same. " It will make sense...

567. CLARITIN CHANGE MAY AFFECT COVERAGE FOR OTHER DRUGS
Pittsburgh Post-Gazette (PA) Author: VIRGINIA LINN, POST-GAZETTE STAFF WRITER ; Word Count: 530 12/10/02 PITTSPOST E4 2002 WLNR 4128548

...VIRGINIA LINN, POST-GAZETTE STAFF WRITER Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER HEALTH E-4 December 10, 2002 **20021210 20021210** Pittsburgh PA United States PT Newspaper CHART English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 2648 Word Count: 530 ...

...will drop coverage of the drug that has dominated sales of non-sedating antihistamines, which also include Clarinex, Allegra and **Zyrtec**. Highmark will keep co-pays the same, despite announcements by insurance companies in other parts of the country that they...

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568. You can pitch your Claritin prescription But when blockbuster drugs go over the counter, it can be a mixed bag for consumers.
Daily Herald (Arlington Heights, IL) Author: Lorilyn Rackl Daily Herald Health Editor; Word Count: 1360 12/9/02 CHIDLYHRLD 1 2002 WLNR 14635718

...a mixed bag for consumers. Lorilyn Rackl Daily Herald Health Editor Daily Herald (Arlington Heights, IL) 1 December 9, 2002 **20021209 20021209** Paddock Publications Newspaper English KHIM 0002877 Newspaper US USA IL Illinois NorthAmerica 6800 Word Count: 1360 Diane Gray of Streamwood ...

...an option. Aetna Inc., the country's second-largest health insurer, already says it no longer will cover the antihistamines Allegra, **Zyrtec** and Claritin's successor, Clarinex, unless doctors make special requests. Even then, patients will be charged the highest co- payment. "The ...

...counter drugs and decided there was no reason that so-called second-generation allergy medications such as Claritin, Allegra and **Zyrtec** shouldn't be sold alongside first-generation, nonprescription allergy remedies such as Benadryl. Last year, an FDA panel agreed that the...

569. The good news about Claritin. (Merchandising). the nation's best-selling allergy drug will switch to over-the-counter status
MMR Author: N/A; Word Count: 466 12/9/02 MMRTJ 28 2002 WLNR 9159347

...the nation's best-selling allergy drug will switch to over-the-counter status MMR 19 18 28 December 9, 2002 **20021209 20021209** United States 0743-5258 MMR Journal English AJXW 0006891 Trade Journal US USA NorthAmerica 2329 Word Count: 466 Copyright © 2003 ...

...hurt many whose allergies are relieved only by other such prescription-only medications as Aventis Pharmaceutical's Allegra and Pfizer Inc.'s **Zyrtec**. The Claritin switch has spurred some insurance companies to block access to these medications. Blue Cross-Blue Shield of Massachusetts ...

...other hand, WellPoint Health Networks, which spurred the Claritin switch by petitioning the FDA in 1998 to make Allegra and **Zyrtec** available without a prescription, has ruled that its customers will need a doctor's special authorization to maintain coverage for a...

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570. ALLERGY WARNING
Newsweek U.S. Edition Author: ANNE UNDERWOOD; Word Count: 202 12/9/02 NEWSWEEK 88 2002 WLNR 8853355

...88 2002 WLNR 8853355 ALLERGY WARNING ANNE UNDERWOOD Newsweek U.S. Edition NEWSWEEK U.S. EDI TIP SHEE 88 December 9, 2002 **20021209 20021209** NEWSWEEK 0028-9604 ENGLISH MAGAZINE ABJX 0007370 Magazine US USA NorthAmerica 1009 Word Count: 202 When is a bargain not ...

...some insurance providers are threatening to require copays as high as $50 for the remaining prescription antihistamines--Clarinex, Allegra and **Zyrtec**. The goal, of course, is to encourage more patients to switch to Claritin, putting the financial burden on individuals instead...

571. NOTHING TO SNEEZE AT
Palm Beach Post (FL) Author: N/A; Word Count: 543 12/8/02 PALMBCHPST 2E 2002 WLNR 1968241

...2002 WLNR 1968241 NOTHING TO SNEEZE AT Palm Beach Post (FL) Palm Beach Post FINAL OPINION 2E December 8, 2002 **20021208 20021208** Palm Beach FL US PB Newspaper English ADHX 0007802 Newspaper US USA FL Florida NorthAmerica 2715 Word Count: 543 The ...

...allergy medicines are a $4 billion business. If insurers push allergy sufferers to buy Claritin rather than the more expensive **Zyrtec** or Allegra, they will save millions. If that works, the next target may be acid reflux drugs, where the market...

572. Side effect of FDAruling may be costly
News Journal, The (Mansfield, OH) Author: N/A; Word Count: 478 12/7/02 OHNEWSJ A7 2002 WLNR 15034539

...WLNR 15034539 Side effect of FDAruling may be costly News Journal, The (Mansfield, OH) News Journal A7 December 7, 2002 **20021207 20021207** English KIYO 0146426 Newspaper US USA OH Ohio NorthAmerica 2389 Word Count: 478 December 7, 2002 The Issue:The FDA ...

...over more of their own money. The FDA 's move also may force patients using other similar drugs such as **Zyrtec** and Allegra to switch to Claritin. Almost all insurance companies are expected to eliminate coverage for those drugs or make ...

...Cost-Benefits PHMECON 1PH30 Healthcare HOTNEWS 1HE06 Consumer Products & Services BUYBUY 1CO62 CLARITIN FDA FOOD AND DRUG ADMINISTRATION SCHERING PLOUGH **ZYRTEC** SCHERING PLOUGH LTD SCHERING PLOUGH SCHERING PLOUGH CORP Area...

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573. TOP ALLERGY DRUG RUSHED TO SHELVES
Atlanta Journal and Constitution (GA) Author: ANDY MILLER; Staff; Word Count: 1244 12/5/02 ATLNTAJC A1 2002 WLNR 4677747

...RUSHED TO SHELVES ANDY MILLER; Staff Atlanta Journal and Constitution (GA) Atlanta Journal-Constitution Home News A1 December 5, 2002 **20021205 20021205** Atlanta GA United States AJC Newspaper English ACBU 0000873 Newspaper US USA GA Georgia NorthAmerica 6221 Word Count: 1244 Claritin ...

...Health Networks took an unprecedented step in petitioning the FDA to move Claritin, along with rival allergy drugs Allegra and **Zyrtec**, to over-the-counter status. The petition was aimed at maintaining affordable drug coverage and emphasizing the safety of the ...

...24-day supply. Once Claritin goes over-the-counter, Seidman said, the insurer will elevate prescription-only competitors Allegra and **Zyrtec** to its highest co-pay category in certain drug plans. Other insurers may do the same. " It will make sense...

574. DRUG COSTS PUSHED CLARITIN ONTO SHELVES; HEALTH: EXPENSES IN MEDICATION HELPED SPUR OVER-THE-COUNTER DECISION.
Long Beach Press-Telegram (CA) Author: Andy Miller Word Count: 588 12/5/02 LBPRESS A20 2002 WLNR 1599926

...COUNTER DECISION. Andy Miller Cox News Service Long Beach Press-Telegram (CA) Press-Telegram AM BUSINESS A20 December 5, 2002 **20021205 20021205** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 2941 Word Count: 588 ATLANTA ...

...Health Networks took an unprecedented step in petitioning the FDA to move Claritin, along with rival allergy drugs Allegra and **Zyrtec**, to over-thecounter status. The petition was aimed at maintaining affordable drug coverage and emphasizing the safety of the antihistamines...

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575. FDA SEES CLARITY IN CLARITIN CASE IT IS NOT THE REGULATORS' JOB TO PROTECT CONSUMERS' POCKETBOOKS, DOCTORS' INCOMES OR DRUG COMPANY PROFITS.
Wisconsin State Journal Author: N/A; Word Count: 399 12/5/02 BSX-WISTJ A14 2002 WLNR 10468713

...JOB TO PROTECT CONSUMERS' POCKETBOOKS, DOCTORS' INCOMES OR DRUG COMPANY PROFITS. Wisconsin State Journal ALL OPINION A14 December 5, 2002 **20021205 20021205** Madison WI United States Newspaper English FBIF 0010524 Newspaper US USA WI Wisconsin NorthAmerica 1997 Word Count: 399 It's rare ...

...and effective drug easier to get. Canadians have been able to buy Claritin over the counter for years -- along with **Zyrtec**, Allegra and a host of other drugs that still require prescriptions in the United States. But the over-the-counter...

576. INSURERS RESTRICT ACCESS TO PRESCRIPTION ANTIHISTAMINES
Drug Industry Daily Author: N/A; Word Count: 452 12/2/02 DRUGINDUDLY (No Page) 2002 WLNR 13995479

...Pg. Unavail. Online) 2002 WLNR 13995479 INSURERS RESTRICT ACCESS TO PRESCRIPTION ANTIHISTAMINES Drug Industry Daily 1 64 December 2, 2002 **20021202 20021202** web English KCBD 0138769 Trade Journal US USA NorthAmerica 2259 Word Count: 452 The FDA's approval of over-the-counter ...

...Plough's popular nonsedating antihistamine Claritin (loratadine) has prompted some insurance companies to block access to prescription antihistamines Clarinex, Allegra and **Zyrtec**. The FDA's approval of over-the-counter (OTC) sale of Schering-Plough's popular nonsedating antihistamine Claritin (loratadine) has prompted some insurance companies to block access to prescription antihistamines Clarinex, Allegra and **Zyrtec**. Aetna and WellPoint Health Networks will require prior authorization for all prescription antihistamines. Blue Cross and Blue Shield of Massachusetts, which doesn't cover Clarinex (desloratadine) or **Zyrtec** (cetirizine), will increase its copayment for Allegra (fexofenadine) from $25 to $35. Other insurance companies are expected to follow suit...

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577. WEEK IN REVIEW
PROVIDENCE JOURNAL BULLETIN (RI) Author: N/A; Word Count: 1788 12/1/02 PROVJ 2 2002 WLNR 5609375

...02 Providence J.-Bull. (R.I.) 2 2002 WLNR 5609375 WEEK IN REVIEW PROVIDENCE JOURNAL BULLETIN (RI) 02 December 1, 2002 **20021201 20021201** PROQUEST ENGLISH NEWSPAPER ADKU 0008471 Newspaper US USA RI Rhode Island NorthAmerica 8941 Word Count: 1788 United Nations arms inspectors ...

...to swiftly push patients to buy over-the-counter Claritin instead of more expensive prescription drugs such as Allegra and **Zyrtec**. While insurers predicted big cost savings, doctors warned that patient choice would be severely curtailed, and industry watchers said costs...

578. Insurers poised to limit antihistamine coverage. (Push for Over-the-Counter Alternatives).
Skin & Allergy News Author: Silverman, Jennifer; Word Count: 1034 12/1/02 SKINALLERGY 26 2002 WLNR 14682705

...antihistamine coverage. (Push for Over-the-Counter Alternatives). Silverman, Jennifer Skin & Allergy News 33 13 26(2) December 1, 2002 **20021201 20021201** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 5172 Word Count: 1034 Treating ...

...in generic formulations. This comes more than a year after a Food and Drug Administration advisory panel recommended switching Claritin, **Zyrtec** (cetirizine), and Allegra (fexofenadine) from prescription to OTC status. The recommendation supports a 1998 citizens' petition to the FDA from ...

...for the newly approved Clarinex (desloratadine) until the patient tried and failed less expensive alternatives, such as Claritin, Allegra, and **Zyrtec**. " Blue Cross believes that the use of safe and effective generic and OTC drugs, where appropriate, can help keep health...

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579. CLARITIN'S DESIGNATION AS AN OVER-THE-COUNTER MEDICINE WILL HAVE A MAJOR EFFECT ON PATIENTS, ALLERGISTS AND INSURANCE COMPANIES. IT'S . . . NOTHING TO SNEEZE AT
St. Paul Pioneer Press (MN) Author: DAVID SCHWAB, Newhouse News Service; Word Count: 1169 12/1/02 STPLPP A5 2002 WLNR 2530765

...DAVID SCHWAB, Newhouse News Service St. Paul Pioneer Press (MN) St. Paul Pioneer Press City MAIN A5 December 1, 2002 **20021201 20021201** St. Paul MN US ST Newspaper PHOTO English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 5843 Word Count: 1169 ...

...counter status, including treatments for cholesterol and high blood pressure, as well as other allergy medicines, such as Allegra and **Zyrtec**. Supporters say allergists who are complaining are worried about losing business -- a point the doctors deny. In addition, supporters say ...

...Dec. 19. What is less clear is what will happen to the sales of two other leading prescription antihistamines: Pfizer's **Zyrtec** and Aventis' Allegra. Sales of these products probably will drop if many insurance companies follow the lead of Wellpoint, which has said once over-the-counter Claritin is available, it will no longer automatically pay for Allegra or **Zyrtec** or for Clarinex, Schering-Plough's successor to Claritin. Instead, doctors will have to get an approval before writing a prescription...

580. Over-counter Claritin not clearing up the debate
CHICAGO TRIBUNE Author: David Schwab, Newhouse News Service. Word Count: 997 11/29/02 CHICAGOTR 1 2002 WLNR 12674974

...counter Claritin not clearing up the debate David Schwab, Newhouse News Service. CHICAGO TRIBUNE Final Business 1 November 29, 2002 **20021129 20021129** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 4987 Word Count: 997 Since its debut a decade ago, Claritin ...

...counter status, including treatments for cholesterol and high blood pressure, as well as other allergy medicines, such as Allegra and **Zyrtec**. Supporters say allergists who are complaining are worried about losing business--a point the doctors deny. In addition, supporters say ...

...Dec. 19. What is less clear is what will happen to the sales of two other leading prescription antihistamines: Pfizer's **Zyrtec** and Aventis' Allegra. Sales of these products likely will drop if many insurance companies follow the lead of Wellpoint, which has said once over-the-counter Claritin is available it will no longer automatically pay for Allegra or **Zyrtec** or for Clarinex, Schering-Plough's successor to Claritin. Instead, doctors will have to get an approval before writing a prescription...

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581. FDA APPROVES OVER-THE-COUNTER CLARITIN SALES UNINSURED SAVE; THOSE WITH PLANS TO PAY MORE
Akron Beacon Journal (Ohio) (KRT) Author: Lauran Neergaard, Associated Press; Word Count: 752 11/28/02 AKRONBJ D1 2002 WLNR 1784387

...Press Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) Akron Beacon Journal 1 STAR BUSINESS D1 November 28, 2002 **20021128 20021128** Akron OH US AK Newspaper English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 3761 Word Count: 752 WASHINGTON The ...

...to block access to other prescription antihistamines -- Schering's prescription-only successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is nonprescription. Yet there are some patients who respond only to one drug who will be seriously ...

...and say just go buy some Advil." Last year, the FDA's scientific advisers recommended that the agency move Allegra and **Zyrtec** over the counter along with Claritin. Those drugs' manufacturers haven't sought the change, but Blue Cross of California petitioned the...

582. CLARITIN SET TO MOVE OVER THE COUNTER
Albany Times Union (NY) Author: LAURAN NEERGAARD Associated Press; Word Count: 800 11/28/02 TIMESUN A1 2002 WLNR 343988

...OVER THE COUNTER LAURAN NEERGAARD Associated Press Albany Times Union (NY) TIMES UNION THREE STAR MAIN A1 November 28, 2002 **20021128 20021128** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 3998 Word Count: 800 ...

...moving to block access to other prescription-only antihistamines -- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin will be available without prescription. Albany Molecular Research Inc. holds the patents on the active ingredient in ...

...WellPoint Health Networks -- which spurred Claritin's switch by petitioning the FDA to force nonprescription Claritin as well as Allegra and **Zyrtec** -- has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

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583. FDA Sends Claritin Over the Counter
AP ONLINE Author: LAURAN NEERGAARD AP Medical Writer; Word Count: 858 11/28/02 ASSOCPR 00:00:00

...Online 00:00:00 FDA Sends Claritin Over the Counter LAURAN NEERGAARD AP Medical Writer AP ONLINE November 28, 2002 **20021128 20021128** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 4288 Word Count: 858 WASHINGTON (AP) -- The popular allergy remedy ...

...moving to block access to other prescription-only antihistamines -- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec**. Claritin doesn't work for everyone, so such moves could hurt many patients who find their allergies relieved only by one ...

...payment, $35. California-based WellPoint Health Networks, which spurred Claritin's switch by petitioning the FDA to make Claritin, Allegra and **Zyrtec** available without a prescription, has ruled that its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

584. ALLERGY SUFFERERS WON'T NEED DOCTOR TO BUY CLARITIN
Boston Globe (MA) Author: Stephen Smith, Globe Staff ; Word Count: 859 11/28/02 BOSTONG A1 2002 WLNR 2585003

...DOCTOR TO BUY CLARITIN Stephen Smith, Globe Staff Boston Globe (MA) Boston Globe THIRD National/Foreign A1 November 28, 2002 **20021128 20021128** Boston MA United States BG Newspaper English ACDM 0001266 Newspaper US USA MA Massachusetts NorthAmerica 4293 Word Count: 859 Allergy ...

...insurers already have begun to move to restrict access to other allergy medicines that don't cause drowsiness, such as Allegra, **Zyrtec**, and Clarinex. Blue Cross-Blue Shield of Massachusetts this week told doctors that patients who want to stay on prescription...

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585. THE TICKER Claritin decision has cost in flux
Boston Herald (MA) Author: Jennifer Heldt Powell; Word Count: 1037 11/28/02 BOSTONH 35 2002 WLNR 298776

...Claritin decision has cost in flux Jennifer Heldt Powell Boston Herald (MA) Boston Herald All Business 35 November 28, 2002 **20021128 20021128** Boston MA US HE Newspaper English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 5185 Word Count: 1037 Quick hits ...

...drugs, said spokesman Catherine Grant. "Our goal is to keep prescription drug coverage affordable and available," she said. Allegra and **Zyrtec** are on the health plan's third tier, which has an average co-pay of $25. Clarinex, Schering's prescription-only replacement...

586. Loosening restrictions on Claritin could cost the uninsured more
Charleston Daily Mail (WV) Author: THE ASSOCIATED PRESS; Word Count: 395 11/28/02 CHLST-GZ 3A 2002 WLNR 1034609

...could cost the uninsured more THE ASSOCIATED PRESS Charleston Daily Mail (WV) Charleston Daily Mail News 3A November 28, 2002 **20021128 20021128** Charleston WV US CTG Newspaper English ACFP 0001810 Newspaper US USA WV West Virginia NorthAmerica 1973 Word Count: 395 WASHINGTON ...

...moving to block access to other prescription-only antihistamines - Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec**. Claritin doesn't work for everyone, so such moves could hurt many patients who find their allergies relieved only by one...

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587. FDA sends Claritin over the counter
Charleston Gazette (WV) Author: Lauran Neergaard, The Associated Press; Word Count: 907 11/28/02 CHLST-GZ 5A 2002 WLNR 1010427

...sends Claritin over the counter Lauran Neergaard, The Associated Press Charleston Gazette (WV) Charleston Gazette News 5A November 28, 2002 **20021128 20021128** Charleston WV US CTG Newspaper English ACFN 0001811 Newspaper US USA WV West Virginia NorthAmerica 4537 Word Count: 907 WASHINGTON ...

...moving to block access to other prescription-only antihistamine - Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** - now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find ...

...WellPoint Health Networks - which spurred Claritin's switch by petitioning the FDA to force nonprescription Claritin as well as Allegra and **Zyrtec** - has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint spends $40 million a year on Claritin alone, and with prescription...

588. Non-prescription Claritin sales OKd Allergy drug will hit stores quickly
CHICAGO TRIBUNE Author: Vicki Kemper, Tribune Newspapers: Los Angeles Times. Word Count: 640 11/28/02 CHICAGOTR 31 2002 WLNR 12674056

...drug will hit stores quickly Vicki Kemper, Tribune Newspapers: Los Angeles Times. CHICAGO TRIBUNE Final News 31 November 28, 2002 **20021128 20021128** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 3198 Word Count: 640 The Food and Drug Administration on Wednesday ...

...the status of a drug. It asked the agency to make not only Claritin but also the antihistamines Allegra and **Zyrtec** available over the counter. While those so-called second-generation antihistamines account for as much as 7 percent of all ...

...WellPoint that all three drugs met those standards. There is no timetable for the FDA to decide whether Allegra and **Zyrtec** should be made available over the counter, said Dr. Robert Meyer, the agency's director on non-prescription drug evaluations. Copyright...

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589. FDA MAKES CLARITIN EASIER TO GET
COLUMBIAN (VANCOUVER, WA) Author: NEERGAARD, LAURAN; Word Count: 521
11/28/02 COLUMBIAWA 7 2002 WLNR 5583938

...WA) 7 2002 WLNR 5583938 FDA MAKES CLARITIN EASIER TO GET NEERGAARD, LAURAN COLUMBIAN (VANCOUVER, WA) 7 November 28, 2002 **20021128 20021128** PROQUEST 1043-4151 ENGLISH NEWSPAPER ACGX 0002106 Newspaper US USA WA Washington NorthAmerica 2604 Word Count: 521 WASHINGTON Some of ...

...moving to block access to other prescription-only antihistamines Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find...

590. FDA sending Claritin over the counter
Deseret Morning News Author: Lauran Neergaard, AP medical writer; Word Count: 924
11/28/02 DSRTNEWS A02 2002 WLNR 11270137

...FDA sending Claritin over the counter Lauran Neergaard, AP medical writer Deseret Morning News All Wire A02 November 28, 2002 **20021128 20021128** English IGII 0052472 Newspaper US USA UT Utah NorthAmerica 4622 Word Count: 924 WASHINGTON -- Some of the nation's 40 million ...

...moving to block access to other prescription-only antihistamines -- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find ...

...based WellPoint Health Networks -- which spurred Claritin's switch by petitioning FDA to force nonprescription Claritin as well as Allegra and **Zyrtec** -- has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

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591. FDA sends Claritin over the counter
Grand Rapids Press, The Author: Press Wire and Local Reports; Word Count: 432 11/28/02 GRPR A3 2002 WLNR 11906560

...Wire and Local Reports Grand Rapids Press, The The Grand Rapids Press All Editions Nation / World A3 November 28, 2002 **20021128 20021128** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 2159 Word Count: 432 WASHINGTON -- The government approved over-the-counter ...

...to block access to other prescription antihistamines -- Schering's prescription-only successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec**. Some 40 million Americans have allergies, and half of them are estimated to use over-the-counter remedies. Change Drug...

592. Claritin going over the counter Allergy drug's shift to cost the insured [Final Edition]
Journal - Gazette Author: Anonymous; Word Count: 520 11/28/02 JGAZETTE 3 2002 WLNR 11578933

...going over the counter Allergy drug's shift to cost the insured [Final Edition] Anonymous Journal - Gazette 3.A November 28, 2002 **20021128 20021128** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 2602 Word Count: 520 WASHINGTON The government approved over-the-counter ...

...to block access to other prescription antihistamines Schering's prescription- only successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** now that Claritin is non-prescription. Yet there are some patients who respond only to one drug who will be...

593. CLARITIN OK'D FOR SALE OVER THE COUNTER CRITICS: CASE SETS COSTLY PRECEDENT
Lexington Herald-Leader (KY) Author: Shankar Vedantam The Washington Post; Word Count: 557 11/28/02 LEXINGTONHLD A1 2002 WLNR 2077669

...PRECEDENT Shankar Vedantam The Washington Post Lexington Herald-Leader (KY) Lexington Herald-Leader Final Main News A1 November 28, 2002 **20021128 20021128** Lexington KY US LH Newspaper English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 2785 Word Count: 557 WASHINGTON -- Allergy ...

...expected to swiftly push patients to buy over-the-counter Claritin instead of more expensive prescription drugs like Allegra and **Zyrtec**. Insurers predicted big savings, but doctors warned that patient choice would be severely curtailed, and industry watchers said costs to...

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594. CLARITIN OK'D FOR SALE OVER THE COUNTER CRITICS: CASE SETS COSTLY PRECEDENT
Lexington Herald-Leader (KY) Author: Shankar Vedantam The Washington Post: Word Count: 554 11/28/02 LEXINGTONHLD A1 2002 WLNR 13402489

...CASE SETS COSTLY PRECEDENT Shankar Vedantam The Washington Post Lexington Herald-Leader (KY) Final Main News A1 November 28, 2002 **20021128 20021128** English CDGH 0006353 Newspaper US USA KY Kentucky NorthAmerica 2769 Word Count: 554 WASHINGTON WASHINGTON -- Allergy sufferers can soon get ...

...expected to swiftly push patients to buy over-the-counter Claritin instead of more expensive prescription drugs like Allegra and **Zyrtec**. Insurers predicted big savings, but doctors warned that patient choice would be severely curtailed, and industry watchers said costs to...

595. CLARITIN APPROVED FOR OVER-THE-COUNTER SALES; MEDICINE: MAKING ALLERGY REMEDY AVAILABLE TO ALL RAISES INSURANCE COVERAGE QUESTIONS.
Long Beach Press-Telegram (CA) Author: Lauran Neergaard Word Count: 796 11/28/02 LBPRESS A25 2002 WLNR 1591292

...QUESTIONS. Lauran Neergaard AP Medical Writer Long Beach Press-Telegram (CA) Press-Telegram AM MAIN NEWS A25 November 28, 2002 **20021128 20021128** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 3981 Word Count: 796 WASHINGTON ...

...to block access to other prescription antihistamines -- Schering's prescription-only successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is nonprescription. Yet there are some patients who respond only to one drug who will be seriously ...

...go buy some Advil." Blue Cross petition Last year, FDA's scientific ad- visers recommended that the agency move Allegra and **Zyrtec** over the counter along with Claritin. Those drugs' manufacturers haven't sought the change, but Blue Cross of California petitioned the...

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596. Over-the-Counter Sale of Allergy Drug Approved FDA action is expected to cut monthly cost from $60 to under $20.
Los Angeles Times Author: Vicki Kemper Word Count: 891 11/28/02 LATIMES 1 2002 WLNR 12421801

...$60 to under $20. Vicki Kemper Times Staff Writer Los Angeles Times Home Edition Main News 1 November 28, 2002 **20021128 20021128** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 4457 Word Count: 891 WASHINGTON The Food and Drug Administration on ...

...status of a drug. WellPoint also asked the agency to make not only Claritin but also the antihistamines Allegra and **Zyrtec** available over the counter. While those so-called second-generation antihistamines account for as much as 7% of all U.S ...

...The company's patent on Claritin expires Dec. 19. There is no timetable for the FDA to decide whether Allegra and **Zyrtec** should be made available over the counter, Dr. Robert Meyer, the agency's director on nonprescription drug evaluations, said Wednesday. But...

597. FDA CLEARS CLARITIN FOR SALE OVER THE COUNTER
Macon Telegraph (GA) Author: Lauran Neergaard, Associated Press; Word Count: 912 11/28/02 BSX-MACTEL A2 2002 WLNR 1916673

...FOR SALE OVER THE COUNTER Lauran Neergaard, Associated Press Macon Telegraph (GA) Macon Telegraph HOME A 2 November 28, 2002 **20021128 20021128** Macon GA United States MT Newspaper English ADBM 0006468 Newspaper US USA GA Georgia NorthAmerica 4558 Word Count: 912 WASHINGTON ...

...moving to block access to other prescription-only antihistamines --- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** --- now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find ...

...based WellPoint Health Networks --- which spurred Claritin's switch by petitioning FDA to force nonprescription Claritin as well as Allegra and **Zyrtec** --- has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

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598. CLARITIN OVER THE COUNTER GETS NOD - RULING AIDS INSURERS AND THE UNINSURED
Memphis Commercial Appeal (TN) Author: Theresa Agovino The Associated Press; Word Count: 676 11/28/02 COMAPL C1 2002 WLNR 7300884

...AND THE UNINSURED Theresa Agovino The Associated Press Memphis Commercial Appeal (TN) Commercial Appeal Final Business C1 November 28, 2002 **20021128 20021128** Memphis TN US CA Newspaper English ADCE 0006726 Newspaper US USA TN Tennessee NorthAmerica 3381 Word Count: 676 NEW YORK ...

...2004. Schering-Plough is appealing, but Wyeth is introducing its product anyway. Analysts said prescription sales of Clarinex, Allegra and **Zyrtec** are likely to suffer as patients self-medicate, insurers drop coverage and doctors suggest trying the over-the-counter medicines before writing prescriptions. On Wednesday, Aetna Inc., the second-largest health insurer, said it would no longer cover Allegra, **Zyrtec** and Clarinex unless doctors make a special request. Even then, patients would be charged the highest co-payment. WellPoint, which has never covered Clarinex because it is too similar to Claritin, had said it would put Allegra and **Zyrtec** in its most expensive co-payment category. 529 DRUG COST Americas GEOAMER 1AM92 North America GEONAMR 1NO39 USA ISOUS 1US73 ...

...AVENTIS CLARINEX CLARITIN FDA PFIZER PLOUGH PLOUGH CORP SCHERING SCHERING PLOUGH UNINSURED WELLPOINT WELLPOINT HEALTH NETWORK WYETH WYETH JOHNSON JOHNSON **ZYRTEC** AVENTIS SA PFIZER INC WYETH AETNA INC SCHERING PLOUGH CORP WELLPOINT HEALTH NETWORKS INC Allegra Competitive Drug Lehman Brothers Trevor...

599. NEW RX FOR SALE OF CLARITIN - NO RX
Miami Herald (FL) Author: LAURAN NEERGAARD, Associated Press ; Word Count: 827 11/28/02 MIAMIHD 1C 2002 WLNR 4611085

...SALE OF CLARITIN - NO RX LAURAN NEERGAARD, Associated Press Miami Herald (FL) Miami Herald Final Business 1C November 28, 2002 **20021128 20021128** Miami FL United States MH Newspaper CHART PHOTO English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 4136 Word Count ...

...companies are moving to block access to Schering's prescription-only successor to Claritin, called Clarinex, and its competitors, Allegra and **Zyrtec**. Patients who respond only to one drug will be seriously hurt if insurance coverage ends, said Dr. William Berger, president ...

...and say, `Just go buy some Advil.' " Last year, the FDA's scientific advisors recommended that the agency move Allegra and **Zyrtec** over the counter along with Claritin. Those drugs' manufacturers haven't sought the change, but Blue Cross of California petitioned the...

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600. CLARITIN TO BEGIN SELLING OVER COUNTER ALLERGY REMEDY COULD COST MORE FOR THOSE WHO USED INSURANCE
Milwaukee Journal Sentinel (WI) Author: LAURAN NEERGAARD ASSOCIATED PRESS: Word Count: 755 11/28/02 MLWK 11 2002 WLNR 3678478

...USED INSURANCE LAURAN NEERGAARD ASSOCIATED PRESS Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel Final A NEWS 11 November 28, 2002 **20021128 20021128** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 3775 Word Count: 755 Washington -- Some ...

...moving to block access to other prescription-only antihistamines -- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is available non-prescription. Claritin doesn't work for everyone, so such moves could hurt many patients who ...

...Health Networks, which spurred Claritin's switch by petitioning the FDA to force non-prescription Claritin as well as Allegra and **Zyrtec**, has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said Chief Pharmacy Officer Robert Seidman. Schering vehemently fought Claritin's switch for three years, saying the insurance industry...

601. Nothing to sneeze at ruling by FDA Claritin won't need doctor's approval
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, STAFF WRITER; Word Count: 1201 11/28/02 RECNNJ A01 2002 WLNR 14852121

...WRITER New Jersey Record (NJ) Record, The (Hackensack, NJ) All Editions=Late Edition. Early Edition NEWS A01 November 28, 2002 **20021128 20021128** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 6004 Word Count: 1201 The country's more than 40 million ...

...years ago. Wellpoint Health Networks petitioned the FDA to convert Claritin, as well as two other drugs in its class, **Zyrtec** and Allegra. Wellpoint 's petition to switch Allegra and **Zyrtec** remain under review, the FDA 's Meyer said. Schering-Plough vehemently opposed the move at first. But with the company's ...

...coupons. However, the prospect of health insurers denying coverage of other prescription allergy drugs worries some allergists. Patients who take **Zyrtec**, Allegra, or Clarinex might find themselves having to pay more out of pocket. "This is going to create a lot...

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602. Critics sav Claritin status change meant to boost insurance profits
New Orleans Times Picayune Author: David Schwab Newhouse News Service; Word Count: 516 11/28/02 NOTPCN 26 2002 WLNR 1407181

...change meant to boost insurance profits David Schwab Newhouse News Service New Orleans Times Picayune NATIONAL 26 November 28, 2002 **20021128 20021128** New Orleans LA United States NO Newspaper English CAAB 0007262 Newspaper US USA LA Louisiana NorthAmerica 2580 Word Count: 516 ...

...counter status, including treatments for cholesterol and high blood pressure, as well as other allergy medicines, such as Allegra and **Zyrtec**. Supporters say insurance companies must find a way to cut prescription drug costs. Wellpoint Healthcare Networks in California, the nation's...

603. Claritin Over Counter / Sale of allergy medication without prescription approved
Newsday (USA) Author: THE ASSOCIATED PRESS; Word Count: 631 11/28/02 NWSDAY A06 2002 WLNR 520195

...of allergy medication without prescription approved THE ASSOCIATED PRESS Newsday (USA) Newsday NASSAU AND SUFFOLK NEWS A06 November 28, 2002 **20021128 20021128** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 3155 Word Count: 631 Washington ...

...moving to limit access to other prescription-only antihistamines - Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** - now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find ...

...January, Schering changed course earlier this year and asked the FDA to allow nonprescription Claritin. The makers of Allegra and **Zyrtec** haven't made similar requests. FDA advisers ruled last year that those drugs should become nonprescription, but the FDA still is...

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604. CLARITIN TO SELL OVER THE COUNTER
New York Times (NY) Author: MELODY PETERSEN; Word Count: 1283 11/28/02 NYT A1 2002 WLNR 3547269

...THE COUNTER MELODY PETERSEN New York Times (NY) New York Times Late Edition - Final A 1 01 November 28, 2002 **20021128 20021128** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 6416 Word Count: 1283 ...

...insurers say they plan to require co-payments as high as $50 for remaining prescription anti-histamines--Clarinex, Allegra and **Zyrtec**--to prompt patients to take Claritin instead; photo; chart (M) Federal regulators yesterday approved the nation's top-selling allergy drug ...

...some insurers say they plan to require copayments as high as $50 for the remaining prescription antihistamines -- Clarinex, Allegra and **Zyrtec** -- to prompt patients to take Claritin instead. With prescription drug costs rising quickly, one insurer is already pressing regulators to...

605. BREATHE EASY: CLARITIN'S COST TO FALL THE GOVERNMENT ACTION MAY LET ALLERGY SUFFERERS BUY THE DRUG OVER THE COUNTER NEXT MONTH.
Orlando Sentinel Author: Vicki Kemper, Washington Bureau; Word Count: 777 11/28/02 ORLANDOSENT A1 2002 WLNR 12801745

...THE DRUG OVER THE COUNTER NEXT MONTH. Vicki Kemper, Washington Bureau Orlando Sentinel FINAL A SECTION A1 November 28, 2002 **20021128 20021128** English JLGN 0007719 Newspaper US USA FL Florida NorthAmerica 3886 Word Count: 777 WASHINGTON -- The Food and Drug Administration on ...

...the status of a drug. It asked the agency to make not only Claritin but also the antihistamines Allegra and **Zyrtec** available over the counter. Federal regulations require that drugs sold over the counter must treat a condition that patients can ...

...The company's patent on Claritin expires Dec. 19. There is no timetable for the FDA to decide whether Allegra and **Zyrtec** should be made available over the counter, Dr. Robert Meyer, the agency's director on nonprescription-drug evaluations, said Wednesday. MEDICINE...

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606. FDA clears Claritin for over-counter sale The move means the allergy drug won't be covered by insurance, but the uninsured will pay less.
Philadelphia Inquirer (PA) Author: Lauran Neergaard ASSOCIATED PRESS ; Word Count: 438 11/28/02 PHILA-INQ A14 2002 WLNR 2880191

...uninsured will pay less. Lauran Neergaard ASSOCIATED PRESS Philadelphia Inquirer (PA) Philadelphia Inquirer CITY-D NATIONAL A14 November 28, 2002 **20021128 20021128** Philadelphia PA United States PI Newspaper English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 2190 Word Count: 438 WASHINGTON ...

...generic drugs usually are significantly cheaper than their brand-name counterparts. Not clear is how soon Claritin competitors Allegra and **Zyrtec** could sell without a prescription as well. Last year, FDA's advisers recommended the agency take that step, ruling that all ...

...Specialties HCPRAC 1HE49 Allergy ALLERGY 1AL79 Respiratory & Pulmonary PULMONRY 1RE29 Prescription Drugs RX 1PR52 FDA MANUFACTURER SCHERING PLOUGH CORP SCHERING **ZYRTEC** Allegra Claritin Drug...

607. FDA ALLOWS OVER-COUNTER CLARITIN SALES
Pittsburgh Post-Gazette (PA) Author: LAURAN NEERGAARD, THE ASSOCIATED PRESS ; Word Count: 925 11/28/02 PITTSPOST B19 2002 WLNR 4230957

...SALES LAURAN NEERGAARD, THE ASSOCIATED PRESS Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER BUSINESS B-19 November 28, 2002 **20021128 20021128** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 4626 Word Count: 925 WASHINGTON ...

...moving to block access to other prescription-only antihistamines -- Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is available nonprescription. Claritin doesn't work for everyone, so such moves could hurt many patients who find ...

...WellPoint Health Networks -- which spurred Claritin's switch by petitioning the FDA to force nonprescription Claritin as well as Allegra and **Zyrtec** -- has ruled its customers will need a doctor's special authorization to maintain coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

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608. Claritin gets FDA's over-the-counter OK
Pittsburgh Tribune Review Author: Lauran Neergaard; Word Count: 777 11/28/02 BSX-TRBREV (No Page) 2002 WLNR 12023498

...Unavail. Online) 2002 WLNR 12023498 Claritin gets FDA's over-the-counter OK Lauran Neergaard Pittsburgh Tribune Review November 28, 2002 **20021128 20021128** English IJHA 0062690 Newspaper US USA PA Pennsylvania NorthAmerica 3887 Word Count: 777 WASHINGTON -- The government approved over-the-counter ...

...to block access to other prescription antihistamines -- Schering's prescription-only successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** -- now that Claritin is nonprescription. Yet there are some patients who respond only to one drug who will be seriously ...

...Celebrex and say just go buy some Advil." Last year, FDA's scientific advisers recommended that the agency move Allegra and **Zyrtec** over the counter along with Claritin. Those drugs' manufacturers haven't sought the change, but Blue Cross of California petitioned the...

609. CLARITIN GETS OK FOR SALES AT COUNTER
Press of Atlantic City, The Author: Los Angeles Times; Word Count: 762 11/28/02 PRESSATLC A1 2002 WLNR 11752800

...COUNTER Los Angeles Times Press of Atlantic City, The The Press of Atlantic City Atlantic General A1 November 28, 2002 **20021128 20021128** English IGJA 0054365 Newspaper US USA NJ New Jersey NorthAmerica 3809 Word Count: 762 The Food and Drug Administration Wednesday ...

...the status of a drug. It asked the agency to make not only Claritin but also the antihistamines Allegra and **Zyrtec** available over the counter. While those so-called second-generation antihistamines account for as much as 7 percent of all...

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610. FDA Grants Over-the-Counter Status to Allergy Drug Claritin
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 1242 11/28/02 RECNNJ (No Page) 2002 WLNR 10595317

...the-Counter Status to Allergy Drug Claritin Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J November 28, 2002 **20021128 20021128** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 6212 Word Count: 1242 Nov. 28--The country's ...

...years ago. Wellpoint Health Networks petitioned the FDA to convert Claritin, as well as two other drugs in its class, **Zyrtec** and Allegra. Wellpoint's petition to switch Allegra and **Zyrtec** remain under review, the FDA's Meyer said. Schering-Plough vehemently opposed the move at first. But with the company's exclusive ...

...coupons. However, the prospect of health insurers denying coverage of other prescription allergy drugs worries some allergists. Patients who take **Zyrtec**, Allegra, or Clarinex might find themselves having to pay more out of pocket. "This is going to create a lot...

611. FDA Clears Claritin for Over-the-Counter Use
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 1242 11/28/02 RECNNJ (No Page) 2002 WLNR 10593170

...Clears Claritin for Over-the-Counter Use Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J November 28, 2002 **20021128 20021128** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 6212 Word Count: 1242 Nov. 28--The country's ...

...years ago. Wellpoint Health Networks petitioned the FDA to convert Claritin, as well as two other drugs in its class, **Zyrtec** and Allegra. Wellpoint's petition to switch Allegra and **Zyrtec** remain under review, the FDA's Meyer said. Schering-Plough vehemently opposed the move at first. But with the company's exclusive ...

...coupons. However, the prospect of health insurers denying coverage of other prescription allergy drugs worries some allergists. Patients who take **Zyrtec**, Allegra, or Clarinex might find themselves having to pay more out of pocket. "This is going to create a lot...

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612. Nothing to sneeze at ruling by FDA ; Claritin won't need doctor's approval [All Editions.=.Late Edition. Early Edition]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1213
11/28/02 RECNNJ A 2002 WLNR 11591619

...doctor's approval [All Editions.=.Late Edition. Early Edition] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. A.01 November 28, 2002 **20021128 20021128** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 6067 Word Count: 1213 The country's more than 40 million ...

...years ago. Wellpoint Health Networks petitioned the FDA to convert Claritin, as well as two other drugs in its class, **Zyrtec** and Allegra. Wellpoint's petition to switch Allegra and **Zyrtec** remain under review, the FDA's Meyer said. Schering-Plough vehemently opposed the move at first. But with the company's exclusive ...

...coupons. However, the prospect of health insurers denying coverage of other prescription allergy drugs worries some allergists. Patients who take **Zyrtec**, Allegra, or Clarinex might find themselves having to pay more out of pocket. "This is going to create a lot...

613. CLARITIN APPROVED BY FDA FOR SALES OVER THE COUNTER
San Jose Mercury News (CA) Author: PAUL JACOBS, Mercury News ; Word Count: 1016
11/28/02 SJMERCN 1A 2002 WLNR 1878611

...PAUL JACOBS, Mercury News San Jose Mercury News (CA) San Jose Mercury News Morning Final Front 1A November 28, 2002 **20021128 20021128** San Jose CA United States SJ Newspaper CHART English CDHE 0008999 Newspaper US USA CA California NorthAmerica 5079 Word Count ...

...over-the-counter with their own money instead of prescription antihistamines like Schering-Plough's Clarinex, Allegra from Aventis Pharmaceuticals or **Zyrtec** from Pfizer. Some consumer advocates worry the decision could set a precedent that could spur insurers to try to shift ...

...Respiratory & Pulmonary PULMONRY 1RE29 Prescription Drugs RX 1PR52 AVENTIS PHARMACEUTICALS CLARITIN CLARITIN WEB FDA LONGS DRUG PLOUGH SCHERING SCHERING PLOUGH **ZYRTEC** LONGS DRUG STORES CORP AVENTIS SA SCHERING PLOUGH CORP Ad Bill O'Donnell CLARITIN APPROVED Drug James J. Orlowski Kent Linda...

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614. FDA: Claritin safe without prescription
Seattle Times (WA) Author: Shankar Vedantam; The Washington Post; Word Count: 825
11/28/02 STLTI E1 2002 WLNR 1658912

...safe without prescription Shankar Vedantam; The Washington Post Seattle Times (WA) Seattle Times Fourth ROP Business E1 November 28, 2002 **20021128 20021128** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 4127 Word Count: 825 Allergy ...

...expected to swiftly push patients to buy over-the-counter Claritin instead of more expensive prescription drugs like Allegra and **Zyrtec**. Much jousting followed the FDA's decision: While insurers predicted big cost savings, doctors warned that patient choice would be severely ...

...the-counter market, the company hoped to dominate the prescription and nonprescription markets, said spokesman William O'Donnell. Claritin, Allegra and **Zyrtec** are considered superior to conventional antihistamine drugs because they relieve nasal allergies, runny noses, sneezing and itchy or watery eyes...

615. CLARITIN WILL BE AVAILABLE WITHOUT PRESCRIPTION SOON CHANGE COULD RAISE COST FOR THOSE WITH INSURANCE
St. Louis Post-Dispatch (MO) Author: Lauran Neergaard The Associated Press; Word Count: 835 11/28/02 STLSPD A1 2002 WLNR 13381731

...WITH INSURANCE Lauran Neergaard The Associated Press St. Louis Post-Dispatch (MO) FIVE STAR LIFT NEWS A1 November 28, 2002 **20021128 20021128** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 4174 Word Count: 835 WASHINGTON Some of the nation's 40 million ...

...moving to block access to other prescription-only antihistamines - Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** - now that Claritin is available over the counter. Claritin doesn't work for everyone, so such moves could hurt many patients ...

...coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

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616. CLARITIN WILL BE AVAILABLE WITHOUT PRESCRIPTION SOON CHANGE COULD RAISE COST FOR THOSE WITH INSURANCE
St. Louis Post-Dispatch (MO) Author: Lauran Neergaard; Author: The Associated Press; Word Count: 845 11/28/02 STLSPD A1 2002 WLNR 1206015

...The Associated Press St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LIFT NEWS A1 November 28, 2002 **20021128 20021128** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 4226 Word Count: 845 ...

...moving to block access to other prescription-only antihistamines - Schering's successor to Claritin called Clarinex and the competitors Allegra and **Zyrtec** - now that Claritin is available over the counter. Claritin doesn't work for everyone, so such moves could hurt many patients ...

...coverage for a prescription antihistamine. Those with certain plans will be charged a $20 to $40 co-payment for Allegra, **Zyrtec** or Clarinex, said chief pharmacy officer Robert Seidman. WellPoint currently spends $40 million a year on Claritin alone, and with...

617. CLARITIN TO BE SOLD OVER THE COUNTER MONTH'S SUPPLY OF ALLERGY MEDICATION MAY COST LESS THAN $20, EXPERTS SAY
St. Paul Pioneer Press (MN) Author: VICKI KEMPER, Los Angeles Times; Word Count: 512 11/28/02 STPLPP A2 2002 WLNR 2518733

...VICKI KEMPER, Los Angeles Times St. Paul Pioneer Press (MN) St. Paul Pioneer Press Minnesota Main A2 November 28, 2002 **20021128 20021128** St. Paul MN US ST Newspaper English CDHF 0009447 Newspaper US USA MN Minnesota NorthAmerica 2562 Word Count: 512 WASHINGTON ...

...became the company's top-selling drug. In 1998, WellPoint petitioned the FDA to make Claritin and the antihistamines Allegra and **Zyrtec** available over the counter, saying the drugs clearly met FDA standards for such sales. The FDA requires that over-the...

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618. ALLERGIES CAN MAKE LIFE MISERABLE
Sun Herald (Biloxi, MS) Author: DR. GREGORY MEEKIN and DR. BHARAT SAGANI; Word Count: 828 11/28/02 SHRLD B2 2002 WLNR 3547410

...MISERABLE DR. GREGORY MEEKIN and DR. BHARAT SAGANI Sun Herald (Biloxi, MS) Sun Herald TSH LIVING B2 November 28, 2002 **20021128 20021128** Biloxi MS United States SH Newspaper PHOTO English CDHG 0009585 Newspaper US USA MS Mississippi NorthAmerica 4140 Word Count: 828 ...

...needed. Q: Let's talk of the antihistamines. What are the usual medicines used? A: People are familiar with many: Claritin, **Zyrtec**, Allegra, Clarinex are newer ones. I believe in December, Claritin plans to go over-the-counter. That would be the ...

...DISURESP 1UP05 Respiratory & Pulmonary PULMONRY 1RE29 Allergy ALLERGY 1AL79 ALLEGRA CAT CLARINEX CLARITIN GPS SOUND BLUFF ROAD OCEAN SPRINGS MS **ZYRTEC** Benadryl Bharat Sangani Eventually Gregory Meekin Meekin Photo Submit...

619. FDA EASES ACCESS TO CLARITIN -- THE ALLERGY MEDICATION'S OVER-THE-COUNTER DEBUT WILL PROMPT ECONOMIC COUNTERMEASURES BY INSURANCE AND DRUG COMPANIES.
Wichita Eagle (KS) Author: MELODY PETERSEN, New York Times; Author: Contributing: Washington Post; Word Count: 733 11/28/02 WCHTEAG 1A 2002 WLNR 1344160

...MELODY PETERSEN, New York Times Contributing: Washington Post Wichita Eagle (KS) Wichita Eagle main MAIN NEWS 1A November 28, 2002 **20021128 20021128** Wichita KS United States WE Newspaper English CDIA 0010466 Newspaper US USA KS Kansas NorthAmerica 3667 Word Count: 733 Federal ...

...say they plan to require co-payments as high as $50 for the remaining prescription allergy drugs - Clarinex, Allegra and **Zyrtec** - to encourage patients to take Claritin instead. With prescription drug costs rising quickly, one insurer is already pressing regulators to ...

...drugs available over the counter, he said, rather than paying the higher co-payments that may be required on Allegra, **Zyrtec** and Clarinex. But the insurers said they were only trying to keep drug coverage affordable. "We have prescription drug costs...

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620. Claritin Transition to Have Major Impact
AP ONLINE Author: THERESA AGOVINO AP Business Writer; Word Count: 843 11/27/02 ASSOCPR 00:00:00

...Online 00:00:00 Claritin Transition to Have Major Impact THERESA AGOVINO AP Business Writer AP ONLINE November 27, 2002 **20021127 20021127** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 4215 Word Count: 843 NEW YORK (AP) -- The wildly popular ...

...2004. Schering-Plough is appealing, but Wyeth is introducing its product anyway. Analysts said prescription sales of Clarinex, Allegra and **Zyrtec** are likely to suffer as patients self-medicate, insurers drop coverage and doctors suggest trying the over-the-counter medicines before writing prescriptions. On Wednesday, Aetna Inc., the second-largest health insurer, said it would no longer cover Allegra, **Zyrtec** and Clarinex unless doctors make a special request. Even then, patients would be charged the highest copayment. WellPoint, which has never covered Clarinex because it is too similar to Claritin, had already said it would put Allegra and **Zyrtec** in its most expensive co-payment category. "This was bound to happen. These drugs are used interchangeably and insurers want ...

...WellPoint said its move won't cost consumers more than $30 a month, and if a doctor says a patient needs **Zyrtec** or Allegra, the charge will be less. Still, some WellPoint patients are angry. Natalie Henricksen, 37, of Trabuco Canyon, Calif...

621. Schering-Plough gets FDA approval Allergy drug Claritin can be sold without prescription
Marketwatch Author: Deborah Adamson; Word Count: 453 11/27/02 MKTWATCH 22:51:08

...Plough gets FDA approval Allergy drug Claritin can be sold without prescription Deborah Adamson Marketwatch CBS MarketWatch November 27, 2002 **20021127 20021127** English DIIG 0062090 Newswire US USA NorthAmerica 2264 Word Count: 453 KENILWORTH, N.J. (CBS.MW) -- The U.S. Food and Drug Administration ...

...opportunity in the Claritin market," he added. Other allergy drugs that still need prescriptions -- Allegra by Aventis AVE, Pfizer's PFE **Zyrtec** and Schering-Plough's successor to Claritin called Clarinex -- could see cannibalization, the analyst said. For Schering-Plough, "Clarinex sales could...

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622. Analysis: Food and Drug Administration says that the allergy drug Claritin may be sold without a prescription
NPR All Things Considered Author: N/A; Word Count: 560 11/27/02 ATCON (No Page) 2002 WLNR 13878192

...the allergy drug Claritin may be sold without a prescription NPR All Things Considered All Things Considered November 27, 2002 **20021127 20021127** English KAVJ 0126857 Broadcast US USA NorthAmerica 2800 Word Count: 560 JACKI LYDEN, host: From NPR News, this is ALL ...

...sellers because millions of Americans suffer from seasonal allergies. With this new generation of drugs--Seldane, then Claritin, Allegra and **Zyrtec**--Americans didn't have to choose between drying their runny noses and teary eyes and staying awake. Four years ago, insurance ...

...it was sick of paying for the party. It asked the FDA to approve the sale of Claritin, Allegra and **Zyrtec** without a prescription. Insurers don't normally pay for over-the-counter drugs. WellPoint said that by the drugmakers' own accounts...

623. Allergic reaction Claritin will soon be sold without a prescription, and that is making critics break out in hives
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 1323 11/27/02 STLGRN 21 2002 WLNR 12936588

...is making critics break out in hives DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 21 November 27, 2002 **20021127 20021127** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 6614 Word Count: 1323 Since its debut a decade ago ...

...counter status, including treatments for cholesterol and high blood pressure, as well as other allergy medicines, such as Allegra and **Zyrtec**. "We view this as a trial balloon," said Bob Lanier, an allergist in Fort Worth, Texas, who just finished his ...

...the market. What is less clear is what will happen to the sales of two other leading prescription antihistamines: Pfizer's **Zyrtec** and Aventis' Allegra. Sales of these products likely will drop if many insurance companies follow the lead of Wellpoint, which has said once over-the-counter Claritin is available, it will no longer automatically pay for Allegra or **Zyrtec** or for Clarinex, Schering-Plough's successor to Claritin. Instead, doctors will have to get an approval before writing a prescription...

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624. Pediatric okay. (RXs).
Chain Drug Review Author: N/A; Word Count: 67 11/25/02 CHAINDREV 5 2002 WLNR 14667177

...Chain Drug Rev. 5 2002 WLNR 14667177 Pediatric okay. (RXs). Chain Drug Review 24 20 RX5(1) November 25, 2002 **20021125 20021125** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 336 Word Count: 67 Pfizer Inc. has received FDA approvals to market Lipitor, its cholesterol-lowering medicine for use in children and **Zyrtec**, its allergy product, for use in infants. Bristol-Myers Squibb Co. has been given clearance of a new indication for...

625. OTC Claritin given $40 million backing
ADVERTISING AGE Author: DAVID GOETZL and JACK NEFF; Word Count: 533 11/18/02 ADVTGAGE 3 2002 WLNR 1480127

...OTC Claritin given $40 million backing DAVID GOETZL and JACK NEFF ADVERTISING AGE NEWS 73 3 46 November 18, 2002 **20021118 20021118** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 2665 Word Count: 533 Schering-Plough ...

...company will essentially compete against itself by continuing to aggressively plug prescription product Clarinex against competitors Aventis' Allegra and Pfizer's **Zyrtec**. Clarinex, which was launched in early 2002, is the successor drug to Claritin and was supported by $105 million from ...

...year. Still, according to figures from NDCHealth, even though advertising was focused on Clarinex, Claritin continued to lead Allegra and **Zyrtec** handily in U.S. sales the first nine months of this year. Clarinex trailed all three considerably. Americas GEOAMER 1AM92 North...

626. Fight against hives goes below surface
Grand Rapids Press, The Author: Paul Donohue / North America Syndicate; Word Count: 412 11/13/02 GRPR B4 2002 WLNR 11901505

...Paul Donohue / North America Syndicate Grand Rapids Press, The The Grand Rapids Press All Editions Flair B4 November 13, 2002 **20021113 20021113** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 2059 Word Count: 412 Dear Dr. Donohue: I am going to ...

...and so is thyroid disease. If the cause escapes detection, then begin using a nonsedating antihistamine such as Claritin or **Zyrtec**. No luck? Add Zantac or Tagamet to the antihistamines. These drugs are used for heartburn, but they also have antihistamine...

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627. GOOD HEALTH
South Florida Sun-Sentinel Author: DR. PAUL DONOHUE Word Count: 431 11/13/02 SFLSUN-SENT 2E 2002 WLNR 12738467

...2E 2002 WLNR 12738467 GOOD HEALTH DR. PAUL DONOHUE South Florida Sun-Sentinel Broward Metro LIFESTYLE 2E November 13, 2002 **20021113 20021113** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 2156 Word Count: 431 Dear Dr. Donohue: Tell me about hives ...

...and so is thyroid disease. If the cause escapes detection, then begin using a nonsedating antihistamine such as Claritin or **Zyrtec**. No luck? Add Zantac or Tagamet to the antihistamines. Allergists are the hive detectives, and that is where your journey...

628. Possible change in HMO policies under fire. (Seniors Report).
Chain Drug Review Author: N/A; Word Count: 770 11/11/02 CHAINDREV 34 2002 WLNR 14604482

...14604482 Possible change in HMO policies under fire. (Seniors Report). Chain Drug Review 24 19 34(1) November 11, 2002 **20021111 20021111** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 3849 Word Count: 770 NEW ...

...a prescription. Among the prescription drugs that could be affected by the HMOs' plan to drop coverage are Pfizer Inc.'s **Zyrtec**, Aventis SA's Allegra and Schering-Plough's Clarinex. The HMOs say that because the other drugs work in a similar fashion...

629. FDA CLEARS LIPITOR USE IN CHILDREN
Drug Industry Daily Author: N/A; Word Count: 97 11/8/02 DRUGINDUDLY (No Page) 2002 WLNR 13995335

...Pg. Unavail. Online) 2002 WLNR 13995335 FDA CLEARS LIPITOR USE IN CHILDREN Drug Industry Daily 1 49 November 8, 2002 **20021108 20021108** web English KCBD 0138769 Trade Journal US USA NorthAmerica 484 Word Count: 97 Pfizer received FDA approval to market Lipitor ...

...20-mg doses administered to children ages 10 to 17 in clinical studies. In October, Pfizer announced that allergy medication **Zyrtec** (cetirizine HCl) had been approved for an expanded patient population that includes infants ages 6 months to 2 years old...

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630. TELECOM GEAR Furukawa to cut 1,000 U.
Investor's Business Daily Author: Investor's Business Daily; Word Count: 299 11/8/02 INVBUSD A02 2002 WLNR 13985757

...GEAR Furukawa to cut 1,000 U. Investor's Business Daily Investor's Business Daily NATIONAL TO THE POINT A02 November 8, 2002 **20021108 20021108** English KBJB 0041830 Newspaper US USA NorthAmerica 1495 Word Count: 299 TELECOM GEAR Furukawa to cut 1,000 U.S. jobs The ...

...a year earlier. ** Pfizer won FDA approval for its cholesterol-fighter Lipitor to be used for children and allergy drug **Zyrtec** for infants over 6 months. MEDIA Noncore ops drag Cablevision Q3 The cash-poor cable firm lost 26 cents a...

631. BUSINESS BRIEFS.
Investor's Business Daily Author: N/A; Word Count: 297 11/8/02 INVBUSD A02 2002 WLNR 14733413

...A02 11/8/02 Inv. Bus. Daily A02 2002 WLNR 14733413 BUSINESS BRIEFS. Investor's Business Daily A02 November 8, 2002 **20021108 20021108** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 1484 Word Count: 297 TELECOM ...

...a year earlier. ** Pfizer won FDA approval for its cholesterol-fighter Lipitor to be used for children and allergy drug **Zyrtec** for infants over 6 months. MEDIA Noncore ops drag Cablevision Q3 The cash-poor cable firm lost 26 cents a...

632. Cheap drugs to deliver big profits Survey adds to evidence in support of generic makers
Marketwatch Author: Thom Calandra; Word Count: 805 11/4/02 MKTWATCH 15:38:38

...deliver big profits Survey adds to evidence in support of generic makers Thom Calandra Marketwatch CBS MarketWatch November 4, 2002 **20021104 20021104** English DIIG 0062090 Newswire US USA NorthAmerica 4023 Word Count: 805 SAN FRANCISCO (CBS.MW) - Generic drug makers and distributors, now ...

...response, 80 percent of health-care professionals polled by ChangeWave said the entire class of expensive antihistamines -- Clarinex, Allegra and **Zyrtec** - would suffer falling sales in coming weeks and months. Half of the respondents in the survey said the makers of those drugs would lose out "significantly." Shulman at ChangeWave said sales of Claritin, Allegra and **Zyrtec** "are going to get clobbered in the next few weeks as the Claritin patent expires." Schering-Plough Corp.'s SGP blockbuster...

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633. Drug discount cards might stick around
Indianapolis Star, The (Indianapolis, IN) Author: N/A; Word Count: 1710 10/28/02 INDSTR C1 2002 WLNR 15061965

...might stick around Indianapolis Star, The (Indianapolis, IN) The Indianapolis Star CITY FINAL BUSINESS - INDIANAPOLIS, INC. C1 October 28, 2002 **20021028 20021028** English KIRC 0063751 Newspaper US USA IN Indiana NorthAmerica 8548 Word Count: 1710 October 28, 2002 If you have a ...

...$15 fee for one-month supply of each Pfizer drug. Key drugs covered: Lipitor (cholesterol); Norvasc (high blood pressure, angina); **Zyrtec** (antihistamine); Aricept (Alzheimer's); Zoloft (depression); Neurontin (epilepsy). To apply: Call 1-800-717-6005 or log on to www.pfizerforliving.com. Sources...

634. THE PEOPLE'S PHARMACY / Peppermint May Interact With Other Medications
Newsday (USA) Author: Joseph & Teresa Graedon. Joseph Graedon is a pharmacologist. Teresa Graedon has a doctorate in medical anthropology and is a nutrition expert; Word Count: 497 10/28/02 NWSDAY A42 2002 WLNR 520931

...in medical anthropology and is a nutrition expert Newsday (USA) Newsday NASSAU AND SUFFOLK HEALTH & DISCOVERY A42 October 28, 2002 **20021028 20021028** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 2486 Word Count: 497 Q ...

...with peppermint. Q. I am one of those who have sneeze allergies all autumn long. My allergist has prescribed Allegra, **Zyrtec**, Nasonex and others, but none really worked. A friend suggested using Vaseline in each nostril, and it suppresses the sneezing...

635. ZYRTEC OK'D FOR YOUNGER PATIENT POPULATION
Drug Industry Daily Author: N/A; Word Count: 76 10/23/02 DRUGINDUDLY (No Page) 2002 WLNR 13995194
10/23/02 DRUGINDUDLY (No Page) 10/23/02 Drug Indus. Daily (Pg. Unavail. Online) 2002 WLNR 13995194 **ZYRTEC** OK'D FOR YOUNGER PATIENT POPULATION Drug Industry Daily 1 37 October 23, 2002 **20021023 20021023** web English KCBD 0138769 Trade Journal US USA NorthAmerica 379 Word Count: 76 The FDA granted Pfizer approval to expand its patient population for **Zyrtec** (cetirizine HCl) tablets and syrup to include children six months of age and older. The FDA granted Pfizer approval to expand its patient population for **Zyrtec** (cetirizine HCl) tablets and syrup to include children six months of age and older. The drug was previously cleared to...

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636. Peppermint oil might help with abdominal pain and bloating
Seattle Times (WA) Author: Joe Graedon and Teresa Graedon, Ph.D.; Syndicated columnists; Word Count: 604 10/20/02 STLTI L6 2002 WLNR 1653089

...Graedon and Teresa Graedon, Ph.D.; Syndicated columnists Seattle Times (WA) Seattle Times Fourth ROP Northwest Life L6 October 20, 2002 **20021020 20021020** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 3021 Word Count: 604 b ...

...peppermint. Q: I am one of those who have sneeze allergies all autumn long. My allergist has prescribed Allegra, **Zyrtec**, Nasonex and others, but none really worked. A friend suggested using Vaseline in each nostril, and it suppresses...

637. Pfizer Inc. - Chmn. & CEO, CNNfn
Money Gang Author: Christine Romans; Author: Pat Kiernan; Word Count: 1213 10/16/02 MONEYGANG (No Page) 2002 WLNR 3190173

...WLNR 3190173 Pfizer Inc. - Chmn. & CEO, CNNfn Christine Romans Pat Kiernan Money Gang THE MONEY GANG Business October 16, 2002 **20021016 20021016 20021016** United States Interview English ATRJ 0006944 Broadcast US USA NorthAmerica 6065 Word Count: 1213 PAT KIERNAN, CNNfn ANCHOR, THE MONEY ...

...in the third quarter profit and revenue. Revenue from Pfizer's A-to-Z drugs like Aricept, Lipitor, Viagra and **Zyrtec** grew 17 percent. Well revenue overall grew about 12 percent. CHRISTINE ROMANS, CNNfn ANCHOR, THE MONEY GANG: Meanwhile, the company ...

...PHARMIND 1PH13 Manufacturing MANFFP 1MA74 Pharmaceutical Patents DRUGPAT 1PH40 ARICEPT END FDA LIPITOR MCKINNELL NEURONTIN PFIZER PFIZER INC PHARMACIA VIAGRA **ZYRTEC** PHARMACIA CORP PFIZER INC Hank McKinnell Joining McKinnell...

638. Va. manhunt; Cops probe sniper link to fatal shooter Ex-wife, not info, led to trde
Boston Herald (MA) Author: Andrew Miga and Kevin Rothstein; Author: Cosmo Macero Jr.; Word Count: 1703 10/15/02 BOSTONH 1 2002 WLNR 292294

...trde Andrew Miga and Kevin Rothstein Cosmo Macero Jr. Boston Herald (MA) Boston Herald Second News 1 October 15, 2002 **20021015 20021015** Boston MA US HE Newspaper English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 8516 Word Count: 1703 FALLS CHURCH ...

...analysts were projecting $1 billion a year in sales, as Sepracor planned to take on allergy-relief market leaders Claritin, **Zyrtec** and Allegra. But the FDA found that Soltara may cause the same heart problems in users as an older drug...

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639. Peppermint may interact with medicines PEOPLE'S PHARMACY
Star-Ledger, The (Newark, NJ) Author: JOE GRAEDON AND TERESA GRAEDON Word Count: 778 10/15/02 STLGRN 60 2002 WLNR 12918420

...with medicines PEOPLE'S PHARMACY JOE GRAEDON AND TERESA GRAEDON Star-Ledger, The (Newark, NJ) FINAL TODAY 60 October 15, 2002 **20021015 20021015** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 3890 Word Count: 778 Q. Periodic bouts with irritable bowel ...

...with peppermint. Q. I am one of those who have sneeze allergies all autumn long. My allergist has prescribed Allegra, **Zyrtec**, Nasonex and others, but none really worked. A friend suggested using Vaseline in each nostril, and it suppresses the sneezing...

640. SPECIAL REPORT / NOT WHAT THE DOCTOR ORDERED / TOO FEW PHARMACISTS. TOO MANY DRUGS THAT SOUND AND LOOK ALIKE. THE RESULT CAN BE FATAL.
Press of Atlantic City, The Author: By MICHAEL DIAMOND Special Reports Unit, (609) 272-7227; Word Count: 2915 10/13/02 PRESSATLC A1 2002 WLNR 11750935

...Unit, (609) 272-7227 Press of Atlantic City, The The Press of Atlantic City All Region A1 October 13, 2002 **20021013 20021013** English IGJA 0054365 Newspaper US USA NJ New Jersey NorthAmerica 14575 Word Count: 2915 Catherine George of Ocean City couldn't ...

...The Pill Book, written by Harold Silverman. A pharmacist at an independent pharmacy in Little Silver put the right drug (**Zyrtec** for allergies) into a vial but then mislabeled it Zyprexa, which is for schizophrenia. So when Grimm had the prescription ...

...blood pressure) Aricept (Alzheimer's disease) Premarin (menopause) Prednisone (inflammation) Doxycyline (antibiotic) Doxepin (depression) Navane (psychotic disorder) Norvasc (high blood pressure) **Zyrtec** (allergies) Zyprexa (schizophrenia) Zocor (high cholesterol) Vasotec (high blood pressure) Clonidine (high blood pressure) Benztropine (Parkinson's disease) Ditropan (incontinence) DiaBeta...

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641. Wellpoint Health Networks. (Supplier News).
Drug Store News Author: N/A; Word Count: 181 10/7/02 DSNEWS 27 2002 WLNR 14546781

...News 27 2002 WLNR 14546781 Wellpoint Health Networks. (Supplier News). Drug Store News 24 13 27(1) October 7, 2002 **20021007 20021007** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 904 Word Count: 181 Wellpoint Health ...

...131 Business Pharmaceuticals and cosmetics industries Retail industry Health Maintenance Organizations Pharmaceutical Preparations Product standards, safety, & recalls Company Planning/Goals **Zyrtec** (Medication) **Zyrtec** (Medication) - Standards Allegra (Medication) Allegra (Medication) - Standards Clarinex (Medication) Clarinex (Medication) - Standards Standards Health maintenance organizations Health maintenance organizations - Standards...

642. The Leadership Journey
HARVARD BUSINESS REVIEW Author: Schaeffer, Leonard D. Word Count: 4647 10/1/02 HARVBUSR 42 2002 WLNR 118128

...Rev. 42 2002 WLNR 118128 The Leadership Journey Schaeffer, Leonard D. WellPoint Health Networks HARVARD BUSINESS REVIEW 42 October 2002 **20021000 20021000** 0017-8012 HBR Article English CEIC 0100096 Trade Journal US USA MA Massachusetts NorthAmerica 23237 Word Count: 4647 It isn't ...

...one of the most commonly prescribed categories of drugs among our subscribers was allergy medicines such as Claritin, Allegra, and **Zyrtec**. These medicines are sold over the counter in most countries and, when taken at the recommended dosage, can have fewer ...

...used without a doctor's supervision, does not require a prescription. Accordingly, we submitted a petition to remove Claritin, Allegra, and **Zyrtec** from the prescription list, and an FDA panel approved it. Once an FDA commissioner approves the panel's recommendation, the drugs...

643. O-T-C Prilosec clears hurdle. (Focus).
Chain Drug Review Author: N/A; Word Count: 1116 9/30/02 CHAINDREV RX 2002 WLNR 14524813

...WLNR 14524813 O-T-C Prilosec clears hurdle. (Focus). Chain Drug Review 24 16 RX 15(2) September 30, 2002 **20020930 20020930** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 5579 Word Count: 1116 WASHINGTON ...

...recommended by two of its advisory panels. WellPoint says it will require prior authorization before paying for such products as **Zyrtec** (Pfizer Inc.), Allegra (Aventis SA) and Clarinex (also Schering-Plough). Claritin is expected to become available as a nonprescription by...

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644. What price pills? State struggles to control cost of prescription drugs
Worcester Telegram & Gazette (MA) Author: Lisa Eckelbecker Word Count: 2050 9/29/02 TGMGZTWM E1 2002 WLNR 13460295

...State struggles to control cost of prescription drugs Lisa Eckelbecker Worcester Telegram & Gazette (MA) ALL BUSINESS E1 September 29, 2002 **20020929 20020929** English IBCH 0052470 Newspaper US USA MA Massachusetts NorthAmerica 10251 Word Count: 2050 WORCESTER -- It's not unusual for Daniel J ...

...to antihistamines. Mr. Jeffrey said the state will allow doctors to freely prescribe Clarinex, a Schering-Plough Corp. drug, and **Zyrtec**, a Pfizer Inc. product. But Schering-Plough's Claritin and Allegra from Aventis Pharmaceuticals Inc. will be nonpreferred drugs. ``Those drugs are all clinically effective drugs," said Mr. Jeffrey. ``The **Zyrtec** and Clarinex are lower cost." Other drugs in Medicaid's sights include statins, which are prescribed to lower cholesterol, triptans for...

645. Survey methods help to clear up legal questions
MARKETING NEWS Author: Green, Paul E; Word Count: 3703 9/16/02 MKTNEWS 34 2002 WLNR 5481568

...5481568 Survey methods help to clear up legal questions Green, Paul E MARKETING NEWS 36 34 19 September 16, 2002 **20020916 20020916** PROQUEST 0025-3790 ENGLISH NEWSPAPER ADBZ 0013761 Newspaper US USA NorthAmerica 18515 Word Count: 3703 RESEARCH * Due process Few articles ...

...allergic reaction to pollen, dust mites and related irritants. Antihistamines come in two main classes: prescription products (such as Claritin, **Zyrtec** and Allegra) and non-prescription (OTC) products (including Benadryl, Chlor-Trimetron, Drixoral, Tavist). One of the primary, and clearly undesirable ...

...Allegra are the best products available with respect to low levels of drowsiness (essentially equal to that of a placebo). **Zyrtec's** drowsiness level is statistically higher than the placebo. For example, clinical trials have shown that Clarion's drowsiness level affects only 8% of adults, compared with 6% for a placebo-- essentially no drowsiness at all. On the other hand, **Zyrtec's** drowsiness level affects 14% of adults compared with 8% for Clarion. These levels mean that Claritin (but not **Zyrtec**) can be promoted as non-sedating. Schering's argument (in the marketplace and in the courts) is that all antihistamines are...

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646. Insurers may limit allergy drug coverage
CHICAGO TRIBUNE Author: Reuters. Word Count: 242 9/12/02 CHICAGOTR 2 2002 WLNR 12619753

...2002 WLNR 12619753 Insurers may limit allergy drug coverage Reuters. CHICAGO TRIBUNE North Sports Final Business 2 September 12, 2002 **20020912 20020912** English JLGH 0014769 Newspaper US USA IL Illinois NorthAmerica 1211 Word Count: 242 Health insurers including UnitedHealth Group Inc. and ...

...rival drugs in the same class of antihistamines. That would almost surely eat at sales of those drugs--Pfizer Inc.'s **Zyrtec**, Aventis SA's Allegra, and Schering-Plough Corp.'s Clarinex. "These are clearly interchangeable products," said William Fleming, chief pharmacy officer at...

647. The SNEEZIN' SEASON
Lincoln Journal Star Author: EMMA DAWSON; Knight Ridder Newspapers; Word Count: 766 9/10/02 BSX-LINCJS C1 2002 WLNR 15249200

...2002 WLNR 15249200 The SNEEZIN' SEASON EMMA DAWSON; Knight Ridder Newspapers Lincoln Journal Star City C 01 September 10, 2002 **20020910 20020910** English GAED 0006392 Newspaper US USA NE Nebraska NorthAmerica 4669 Word Count: 766 USA When the pollen kick in and ...

...into the back yard, Rothman suggests visiting your family doctor. He recommends trying one of three antihistamines - Allegra, Clarinex or **Zyrtec** - to clear up your head. "These are nonsedating medications," he says. " We're not recommending over-the-counter products because most...

648. WORLD AND NATION / WorldCom Chief to Step Down
Newsday (USA) Author: Bloomberg News; Chicago Tribune; The Associated Press; Reuters; Word Count: 1019 9/10/02 NWSDAY A52 2002 WLNR 548879

...Down Bloomberg News; Chicago Tribune; The Associated Press; Reuters Newsday (USA) Newsday ALL EDITIONS BUSINESS & TECHNOLOGY A52 September 10, 2002 **20020910 20020910** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 5094 Word Count: 1019 WorldCom ...

...same class of antihistamines that don't cause sleepiness. That would almost surely eat at sales of those drugs - Pfizer Inc.'s **Zyrtec**, Aventis SA's Allegra, and Schering-Plough Corp.'s Clarinex. " These are clearly interchangeable products," said William Fleming, chief pharmacy officer at...

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649. Drugs make fall bearable for allergy sufferers
Star-Ledger, The (Newark, NJ) Author: EMMA DAWSON Word Count: 467 9/10/02 STLGRN 41 2002 WLNR 12915046

...make fall bearable for allergy sufferers EMMA DAWSON Star-Ledger, The (Newark, NJ) FINAL TODAY/BODYSHOP 41 September 10, 2002 **20020910 20020910** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 2336 Word Count: 467 Ever try eating a hot dog ...

...the grill next weekend, Rothman suggests visiting your family doctor. He recommends trying one of three antihistamines - Allegra, Clarinex or **Zyrtec** - to clear up your head. "These are non-sedating medications," he says. " We're not recommending over-the-counter products, because...

650. The Motley Fool: Foolish trivia
Grand Rapids Press, The Author: The Motley Fool; Word Count: 209 8/31/02 GRPR D4 2002 WLNR 11936699

...Foolish trivia The Motley Fool Grand Rapids Press, The The Grand Rapids Press All Editions Business D4 August 31, 2002 **20020831 20020831** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 1043 Word Count: 209 I was founded in 1866 when a ...

...was soon the world's largest producer of it. My portfolio, including Lipitor, Norvasc, Zithromax, Diflucan, Viracept, Zoloft, Aricept, Celebrex and **Zyrtec**, features many of the world's top-selling medicines. To help low-income Americans, I introduced my Share Card program in...

651. Two sides to selling drugs OTC
Star-Ledger, The (Newark, NJ) Author: RANDOLPH E. SCHMID Word Count: 760 8/30/02 STLGRN 51 2002 WLNR 12903040

...Two sides to selling drugs OTC RANDOLPH E. SCHMID Star-Ledger, The (Newark, NJ) FINAL BUSINESS 51 August 30, 2002 **20020830 20020830** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 3801 Word Count: 760 Dropping the prescription requirement for a ...

...the drug." Plus, some insurance companies may make it harder for consumers to get competing prescription medicines, such as Pfizer's **Zyrtec**, once Claritin is available over-the-counter. And the use of such drugs without a doctor's oversight can mask medical...

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652. MAJOR TECHNOLOGICAL FACTORS CHANGING PHARMA LANDSCAPE
Food & Drug Letter, The Author: N/A; Word Count: 2311 8/28/02 FOODDRUG (No Page) 2002 WLNR 13995737

...13995737 MAJOR TECHNOLOGICAL FACTORS CHANGING PHARMA LANDSCAPE Food & Drug Letter, The The Food & Drug Letter 1 658 August 28, 2002 **20020828 20020828** web English KCBE 0138770 Trade Journal US USA NorthAmerica 11554 Word Count: 2311 A host of new technologies and changing ...

...largest publicly held managed care companies - petitioned the FDA for OTC status for leading prescription nonsedating antihistamines Allegra, Claritin and **Zyrtec**. McNeil and Wyeth also filed for applications to market generic forms of Claritin as a nonprescription drugs. Subsequently, Schering-Plough...

653. Stifling the sniffles There are many non-labor-intensive ways to take care of your allergies.
Fort Wayne News Sentinel (IN) Author: Emma Dawson, edawson@news-sentinel.com; Word Count: 858 8/26/02 NEWSSENT 1F 2002 WLNR 2188296

...your allergies. Emma Dawson, edawson@news-sentinel.com Fort Wayne News Sentinel (IN) News-Sentinel FINAL FEATURES 1F August 26, 2002 **20020826 20020826** Fort Wayne IN US NS Newspaper CHART English ACRE 0004189 Newspaper US USA IN Indiana NorthAmerica 4289 Word Count: 858 ...

...the grill next weekend, Rothman suggests visiting your family doctor. He recommends trying one of three antihistamines - Allegra, Clarinex or **Zyrtec** - to clear up your head. "These are non-sedating medications," he says. " We're not recommending over-the-counter products because...

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654. Drug giants fight states' generic initiative [Final Edition]
Journal - Gazette Author: Connolly, Ceci; Word Count: 700 8/26/02 JGAZETTE 2 2002 WLNR 11550833

...2 2002 WLNR 11550833 Drug giants fight states' generic initiative [Final Edition] Connolly, Ceci Journal - Gazette 2.A August 26, 2002 **20020826 20020826** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 3500 Word Count: 700 In their latest and perhaps most aggressive ...

...lists, or formularies to convince doctors and patients to be smarter shoppers. Doctors have several choices for treating allergies, including **Zyrtec**, Claritin and Allegra, though the prices of the three can vary dramatically. District of Columbia USADC 1DI60 USA ISOUS 1US73 ...

...Research & Development PHARMRES 1PH57 Prescription Drugs RX 1PR52 CLARITIN IMS MEDICAID NATIONAL LEGISLATIVE ASSOCIATION PHARMACEUTICAL RESEARCHERS US DISTRICT COURT VETERANS **ZYRTEC** INTERACTIVE MEDIA SYSTEMS GROUP Allegra Bush Cheryl Rivers Drug Prices Howard Dean Jan Faiks Kenneth LaPensee PhRMA Vermont Gov...

655. Claritin switch to have profound impact. (Cough/Cold)
MMR Author: N/A; Word Count: 573 8/26/02 MMRTJ 55 2002 WLNR 9159131

...55 2002 WLNR 9159131 Claritin switch to have profound impact. (Cough/Cold) MMR 19 11 55(1) August 26, 2002 **20020826 20020826** United States 0743-5258 MMR Journal English AJXW 0006891 Trade Journal US USA NorthAmerica 2863 Word Count: 573 Copyright © 2003 ...

...Health Network (formerly Blue Cross of California) petitioned the agency to switch such popular nonsedative antihistamines as Claritin, Pfizer Inc.'s **Zyrtec** and Aventis Pharmaceuticals' Allegra to nonprescription status. Last winter Schering reversed its initial opposition to the move after bringing out...

656. Name that company The Motley Fool: Foolish trivia
Grand Rapids Press, The Author: The Motley Fool; Word Count: 207 8/24/02 GRPR D4 2002 WLNR 11936076

...Foolish trivia The Motley Fool Grand Rapids Press, The The Grand Rapids Press All Editions Business D4 August 24, 2002 **20020824 20020824** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 1033 Word Count: 207 Founded in 1849 in Brooklyn, my first ...

...it. My animal products division began in 1952. My portfolio, including Lipitor, Norvasc, Zithromax, Diflucan, Viracept, Zoloft, Aricept, Celebrex and **Zyrtec**, features many of the world's top-selling medicines. Eight generate more than $1 billion in sales annually each. I introduced...

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657. BUSINESS BRIEFS.
Investor's Business Daily Author: N/A; Word Count: 398 8/21/02 INVBUSD A02 2002 WLNR 14765079

...A02 8/21/02 Inv. Bus. Daily A02 2002 WLNR 14765079 BUSINESS BRIEFS. Investor's Business Daily A02 August 21, 2002 **20020821 20020821** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 1990 Word Count: 398 MEDIA ...

...use Claritin rivals after the allergy drug becomes available in nonprescription form. WellPoint will require prior authorization before covering rivals **Zyrtec**, Allegra and Clarinex. The FDA is set to decide in Nov. if Claritin goes over the counter. Paxil can't say...

658. MEDIA Vivendi mulling Universal spin-off The
Investor's Business Daily Author: Investor's Business Daily; Word Count: 401 8/21/02 INVBUSD (No Page) 2002 WLNR 13984651

...MEDIA Vivendi mulling Universal spin-off The Investor's Business Daily Investor's Business Daily NATIONAL TO THE POINT August 21, 2002 **20020821 20020821** English KBJB 0041830 Newspaper US USA NorthAmerica 2003 Word Count: 401 MEDIA Vivendi mulling Universal spin-off The debt-ridden ...

...use Claritin rivals after the allergy drug becomes available in nonprescription form. WellPoint will require prior authorization before covering rivals **Zyrtec**, Allegra and Clarinex. The FDA is set to decide in Nov. if Claritin goes over the counter. Paxil can't say...

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659. Crossing over Selling allergy medicine Claritin over-the-counter may benefit consumers, if not Schering-Plough
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 1206 8/14/02 STLGRN 51 2002 WLNR 12927011

...may benefit consumers, if not Schering-Plough DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 51 August 14, 2002 **20020814 20020814** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 6030 Word Count: 1206 Steve Francesco is an expert on ...

...care firms or health insurance companies may not be as likely to reimburse consumers for more expensive alternates, such as **Zyrtec** and Allegra, which require a prescription. "Up until now, managed care focused on doctor costs, hospitals and other things," said ...

...about competitors? A. This is where it can hurt consumers. On the prescription side, you will have Clarinex, Allegra and **Zyrtec**. All three of those have patents right now. Will managed care say, "Don't prescribe these products, Mr. Physician, because we are not going to reimburse"? Will they tell consumers to go out and buy Claritin? It turns out **Zyrtec** is a very good drug. Is someone who is used to **Zyrtec** going to be forced to take Claritin? Maybe they won't get the same benefit they used to. Q. What does...

660. Pfizer acquires Pharmacia. (Focus).
Chain Drug Review Author: N/A; Word Count: 874 8/5/02 CHAINDREV 1 2002 WLNR 14425346

...Drug Rev. 1 2002 WLNR 14425346 Pfizer acquires Pharmacia. (Focus). Chain Drug Review 24 13 RX1(2) August 5, 2002 **20020805 20020805** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 4369 Word Count: 874 NEW ...

...$4.80 billion $2.30 billion Employees 90,000 59,600 Major products Lipitor, Norvasc, Celebrex, Xalatan, Zoloft, Viracept, Detrol, Bextra Viagra, **Zyrtec** Sources: Pfizer Inc.; Pharmacia Corp. 653 Business Pharmaceuticals and cosmetics industries Retail industry Pharmaceutical Preparations Asset sales & divestitures Acquisitions & mergers...

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661. Individual health insurance getting more costly Insurers also making it harder for people to qualify
Charleston Daily Mail (WV) Author: LOS ANGELES TIMES; Word Count: 1006 8/5/02 CHLST-GZ 2D 2002 WLNR 1042764

...harder for people to qualify LOS ANGELES TIMES Charleston Daily Mail (WV) Charleston Daily Mail News 2D August 5, 2002 **20020805 20020805** Charleston WV US CTG Newspaper English ACFP 0001810 Newspaper US USA WV West Virginia NorthAmerica 5029 Word Count: 1006 At ...

...health history, cited the following reasons in a letter: She had received treatment for back pain and medication for allergies (**Zyrtec**) and high cholesterol (Lescol). "I was pretty shocked when they rejected me," said Lee, 39. " Everybody takes allergy medicine. And...

662. THE NATION On Their Own and Uninsured
Los Angeles Times Author: DON LEE Word Count: 2013 7/31/02 LATIMES 1 2002 WLNR 12460664

...Their Own and Uninsured DON LEE TIMES STAFF WRITER Los Angeles Times Home Edition Main News 1 July 31, 2002 **20020731 20020731** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 10063 Word Count: 2013 At a time when the soft economy ...

...health history, cited the following reasons in a letter: She had received treatment for back pain and medication for allergies (**Zyrtec**) and high cholesterol (Lescol). "I was pretty shocked when they rejected me," said Lee, 39. " Everybody takes allergy medicine. And...

663. TAP Pharmaceutical dangles $100 mil. Prevacid prize: drugmaker triples spending, asks holding cos. to pick contenders.
ADWEEK Eastern Edition Author: Panczyk, Tania D., McMains, Andrew; Word Count: 434 7/29/02 ADWKEST 3 2002 WLNR 14391018

...holding cos. to pick contenders. Panczyk, Tania D., McMains, Andrew ADWEEK Eastern Edition 43 31 3(1) July 29, 2002 **20020729 20020729** The Nielsen Company 0199-2864 Magazine/Journal English KEVA 0000161 Magazine US USA NY New York NorthAmerica 2169 Word Count ...

...sources said. Some agencies were chosen for their category experience. Merkley handles Pfizer's Lipitor, an anticholesterol drug. Deutsch handles Pfizer's **Zyrtec** allergy medicine and anti-depressant Zoloft. McCann handles GlaxoSmithKline's Paxil, a social-anxiety drug, and Aventis Pharmaceuticals' Allegra, an allergy...

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664. THE WAY WE LIVE NOW: 7-28-02; Estrogen, After a Fashion
New York Times (NY) Author: Ann Patchett; Word Count: 1294 7/28/02 NYT 611 2002 WLNR 4065736

...a Fashion Ann Patchett New York Times (NY) New York Times Late Edition - Final 6 11 03 July 28, 2002 **20020728 20020728** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 6469 Word Count: 1294 ...

...in which the Z and X would be the most useful letters in the Scrabble box: Vioxx, Celebrex, Zoloft, Zestril, **Zyrtec**, Aciphex, Tiazac, Zithromax, Zyprexa, Xanax, Xalatan. The names read like a list of unvisited galaxies for a "Star Trek" quest...

665. The Week
ADVERTISING AGE Author: N/A; Word Count: 1038 7/22/02 ADVTGAGE 12 2002 WLNR 1499328

...7/22/02 Advert. Age 12 2002 WLNR 1499328 The Week ADVERTISING AGE BRIEFS 73 12 29 July 22, 2002 **20020722 20020722** CRAIN COMMUNICATIONS 0001-8899 ENGLISH TRADE JOURNAL AGBG 0000149 Trade Journal US USA NorthAmerica 5189 Word Count: 1038 Pfizer/Pharmacia ...

...marketed by Pfizer and Pharmacia); Interpublic Group of Cos.' Deutsch, New York (Bextra, co-marketed by Pfizer and Pharmacia; Pfizer's **Zyrtec** and Zoloft), and Pace, Randolph, N.J. (Pharmacia's Xalatan); Publicis Groupe's Saatchi & Saatchi Healthcare, New York (Pharmacia's Detrol); Omnicom Group's Merkley...

666. Stock Watch: Pfizer's other strategy
CRAIN'S NEW YORK BUSINESS Author: judith messina; Word Count: 653 7/22/02 CRNYBUS 31 2002 WLNR 1493737

...WLNR 1493737 Stock Watch: Pfizer's other strategy judith messina CRAIN'S NEW YORK BUSINESS STOCKS 18 31 29 July 22, 2002 **20020722 20020722** CRAIN COMMUNICATIONS 8756-789X ENGLISH TRADE JOURNAL BBFF 0100075 Trade Journal US USA NY New York NorthAmerica 3266 Word Count ...

...prescribed drug for reducing cholesterol levels, Lipitor produced more than $6 billion in sales for Pfizer last year. Another powerhouse, **Zyrtec**, is an antihistamine developed by a Belgian company. It posted $990 million in sales for Pfizer last year. Zithromax, an...

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667. ADS MAY STRETCH THE TRUTH ON COSMETIC CELLULITE SOLUTIONS
Milwaukee Journal Sentinel (WI) Author: BECKY WANG-CHENG MEDICAL COLLEGE OF WISCONSIN; Word Count: 964 7/22/02 MLWK 4 2002 WLNR 3588977

...MEDICAL COLLEGE OF WISCONSIN Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel All G HEALTH AND SCIENCE 04 July 22, 2002 **20020722 20020722** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 4819 Word Count: 964 Dear Doctor ...

...don't think you can just attribute this to arthritis. Q. I have two children, both with allergies. One is taking **Zyrtec** and also Concerta for attention deficit disorder (ADD); the other takes Claritin and Advair for asthma. They are in their ...

...their meds. I want to share this with them so they don't make choices that could really hurt them. A. **Zyrtec** and Claritin are both antihistamines, which, when mixed with alcohol, can depress the brain and cause severe drowsiness. Concerta (methylphenidate...

668. MOST WANTED: DRILLING DOWN/ADVERTISING; Marketing Medicine
New York Times (NY) Author: ALLISON FASS; Word Count: 397 7/22/02 NYT C8 2002 WLNR 4080525

...Marketing Medicine ALLISON FASS New York Times (NY) New York Times Late Edition - Final C 8 01 July 22, 2002 **20020722 20020722** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 1987 Word Count: 397 ...

...skates RECALL INDEX: 177 BRAND: Lipitor AGENCY: Merkley Newman Harty DESCRIPTION: Woman trips on red carpet RECALL INDEX: 171 BRAND: **Zyrtec** AGENCY: Deutsch DESCRIPTION: Two women with cat, birdhouses RECALL INDEX: 164 BRAND: Lipitor AGENCY: Merkley Newman Harty DESCRIPTION: Man dives ...

...LIPITOR AGENCY MARK MARTIN MCCANN ERICKSON MERKLEY NEWMAN HARTY NEXIUM AGENCY PAXIL AGENCY PROCRIT AGENCY TV VIAGRA AGENCY VIOXX AGENCY **ZYRTEC** AGENCY WPP GROUP PLC J WALTER THOMPSON MCCANN ERICKSON JWT INDIA CLINE DAVIS AND MANN CHARTER COMMUNICATIONS INC INTERMEDIA MCCANN...

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669. AN R&D EMPIRE DEAL WOULD GIVE PFIZER'S CAMPUS IN STATE MORE CLOUT
Hartford Courant Author: STACY WONGCourant Staff Writer Word Count: 901 7/16/02 HARTFORDCRNT E1 2002 WLNR 12499270

...CAMPUS IN STATE MORE CLOUT STACY WONGCourant Staff Writer Courant Staff Writer Hartford Courant STATEWIDE BUSINESS E1 July 16, 2002 **20020716 20020716** English JLGQ 0047788 Newspaper US USA CT Connecticut NorthAmerica 4505 Word Count: 901 Pfizer Inc.'s acquisition of Pharmacia Corp. could ...

...prescription drugs and conditions they treat: Aricept: Alzheimer's Diflucan: yeast infection Celebrex: arthritis Lipitor: cholesterol Viagra: impotence Zoloft: depression, anxiety **Zyrtec**: allergies Over the counter brands Best-known consumer brands: Benadryl Bengay Cortizone Halls Listerine Lubriderm Neosporin Rolaids Sinutab Sudafed Visine...

670. A $60B blockbuster Pfizer to acquire Pharmacia
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, STAFF WRITER; Word Count: 1400 7/16/02 RECNNJ L06 2002 WLNR 14846850

...Record, The (Hackensack, NJ) All Editions.=.Two Star B. Two Star P. One Star B BUSINESS L06 July 16, 2002 **20020716 20020716** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 6999 Word Count: 1400 Insatiable Pfizer Inc. , already the world's ...

...their competitors in the dust," said Lehman Bros .' Polischuk. Pfizer Inc. Headquarters: New York Employees: 90,000 Products: Viagra, Lipitor, Norvasc, **Zyrtec** Pharmacia Corp. Headquarters: Peapack Employees: 59,000 Products: Celebrex, Detrol, Nicorette, Rogaine 1136 DRUG BUSINESS ACQUISITION New York USANY 1NE72 Americas ...

...ECONOMIC DEVELOPMENT AUTHORITY NJEDA NORVASC PFIZER PFIZER PHARMACIA PFIZER INC PHARMACIA PHARMACIA PFIZER PHARMACIA CORP SCHERING PLOUGH CORP STATE VIAGRA **ZYRTEC** PFIZER SA DE CV PFIZER INC PFIZER CORDIS CORP HEALTH SCHERING PLOUGH CORP DRESDNER KLEINWORT WASSERSTEIN JOHNSON AND JOHNSON LTD...

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671. MEDICINE MERGER: THE OVERVIEW; Wall St. Is Wary of Pfizer but Embraces the Target
New York Times (NY) Author: MELODY PETERSEN; Word Count: 1958 7/16/02 NYT C1 2002 WLNR 4007290

...the Target MELODY PETERSEN New York Times (NY) New York Times Late Edition - Final C 1 03 July 16, 2002 **20020716 20020716** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 9791 Word Count: 1958 ...

...IN BILLIONS, LATEST 12 MONTHS: 1.85 DRUG: Zithromax* antibiotic U.S. SALES, IN BILLIONS, LATEST 12 MONTHS: 1.31 DRUG: **Zyrtec** allergies U.S. SALES, IN BILLIONS, LATEST 12 MONTHS: 1.16 DRUG: Viagra erectile dysfunction U.S. SALES, IN BILLIONS, LATEST 12...

672. Pfizer ups its dose - Merger with Pharmacia adds cancer drugs to product line
PROVIDENCE JOURNAL BULLETIN (RI) Author: AGOVINO, THERESA; Word Count: 1327 7/16/02 PROVJ 1 2002 WLNR 5588693

...dose - Merger with Pharmacia adds cancer drugs to product line AGOVINO, THERESA PROVIDENCE JOURNAL BULLETIN (RI) 01 July 16, 2002 **20020716 20020716** PROQUEST ENGLISH NEWSPAPER ADKU 0008471 Newspaper US USA RI Rhode Island NorthAmerica 6636 Word Count: 1327 NEW YORK - Pfizer Inc ...

...analyst at Victory Capital Management. Major products PFIZER Lipitor (Cholesterol) Norvasc (Hypertension) Zoloft (Depression) Viracept (HIV/AIDS) Viagra (Sexual dysfunction) **Zyrtec** (Allergy) PHARMACIA Celebrex (Arthritis) Xalatan (Glaucoma) Detrol (Urinary incontinence) Bextra (Arthritis) DRUG PRODUCTION: Above, hundreds of Viagra packets roll off ...

...NICORETTE NORVASC NOVARTIS PFIZER PHARMACIA PHARMACIA CORP PRN PRUDENTIAL SECURITIES SCHERING PLOUGH CORP SEARLE VIAGRA VICTORY CAPITAL MANAGEMENT VIOXX XALATAN **ZYRTEC** PHARMACIA CORP NOVARTIS AG AVENTIS SA PFIZER INC PRUDENTIAL FINANCIAL INC BRISTOL MYERS SQUIBB CO SANOFI AVENTIS MERCK AND CO...

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673. A $60B blockbuster ; Pfizer to acquire Pharmacia [All Editions.=.Two Star B. Two Star P. One Star B]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1506 7/16/02 RECNNJ L 2002 WLNR 11651018

...Star B. Two Star P. One Star B] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. L.06 July 16, 2002 **20020716 20020716** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 7532 Word Count: 1506 Insatiable Pfizer Inc., already the world's ...

...their competitors in the dust," said Lehman Bros.' Polischuk. Pfizer Inc. Headquarters: New York Employees: 90,000 Products: Viagra, Lipitor, Norvasc, **Zyrtec** Pharmacia Corp. Headquarters: Peapack Employees: 59,000 Products: Celebrex, Detrol, Nicorette, Rogaine Charles Stile of The Record's Trenton Bureau contributed to ...

...EXCHANGE NJEDA NORVASC PFIZER PFIZER PHARMACIA PFIZER INC PHARMACIA PHARMACIA PFIZER PHARMACIA CORP SCHERING PLOUGH CORP STATE TRENTON BUREAU VIAGRA **ZYRTEC** PHARMACIA CORP LEHMAN BROTHERS HOLDINGS INC GLAXOSMITHKLINE PLC PFIZER INC BRISTOL MYERS SQUIBB CO MERCK AND CO INC DRESDNER KLEINWORT...

674. NEW DOSE OF DRUG MERGERS IS EXPECTED PFIZER-PHARMACIA DEAL PUTS MORE PRESSURE ON THE SAGGING SECTOR
St. Louis Post-Dispatch (MO) Author: Theresa Agovino; Author: The Associated Press; Word Count: 1360 7/16/02 STLSPD C1 2002 WLNR 1226459

...The Associated Press St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LIFT BUSINESS C1 July 16, 2002 **20020716 20020716** St Louis MO United States SL Newspaper CHART PHOTO English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 6800 Word ...

...World's best-selling cholesterol drug Norvasc: World's top-selling blood-pressure and hypertension medication Zithromax: Antibiotic used for respiratory infections **Zyrtec**: Allergy medicine Viagra: Impotence treatment Major Pharmacia brands: Celebrex: No. 1 painkiller in the United States last year Ambien: Sleeping...

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675. NEW DOSE OF DRUG MERGERS IS EXPECTED PFIZER-PHARMACIA DEAL PUTS MORE PRESSURE ON THE SAGGING SECTOR
St. Louis Post-Dispatch (MO) Author: Theresa Agovino The Associated Press; Word Count: 1080 7/16/02 STLSPD C1 2002 WLNR 13384052

...SAGGING SECTOR Theresa Agovino The Associated Press St. Louis Post-Dispatch (MO) FIVE STAR LIFT BUSINESS C1 July 16, 2002 **20020716 20020716** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 5399 Word Count: 1080 NEW YORK Pfizer Inc. on Monday added ...

...World's best-selling cholesterol drug Norvasc: World's top-selling blood-pressure and hypertension medication Zithromax: Antibiotic used for respiratory infections **Zyrtec**: Allergy medicine Viagra: Impotence treatment Major Pharmacia brands: Celebrex: No. 1 painkiller in the United States last year Ambien: Sleeping...

676. Pfizer Deal May Spur Other Drugmaker Merger
Newsday (USA) Author: Randi F. Marshall. STAFF WRITER; Word Count: 889 7/15/02 NWSDAY A41 2002 WLNR 511219

...Spur Other Drugmaker Merger Randi F. Marshall. STAFF WRITER Newsday (USA) Newsday ALL EDITIONS BUSINESS & TECHNOLOGY A41 July 15, 2002 **20020715 20020715** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 4443 Word Count: 889 In ...

...merger partners. Manhattan-based Pfizer, which already makes top-selling drugs such as the cholesterol-lowering Lipitor and allergy-fighting **Zyrtec**, will now control Pharmacia's top sellers, including arthritis drug Celebrex. Pfizer also gains a new foothold in oncology and ophthalmology...

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677. Drug store chains get into marketing mix Pharmaceutical makers giving cash incentives to push their pills
Crain's Cleveland Business Author: SHANNON MORTLAND; Word Count: 1169 7/8/02 CRCLEVBUS 29 2002 WLNR 11873224

...cash incentives to push their pills SHANNON MORTLAND Crain's Cleveland Business News 23 Publication number: 27 29 July 8, 2002 **20020708 20020708** English BJED 0002740 Trade Journal US USA OH Ohio NorthAmerica 5846 Word Count: 1169 Pharmaceutical companies in the last few ...

...paid Discount Drug Mart to send letters to 1,900 Drug Mart pharmacy patients, urging them to renew their prescriptions for **Zyrtec** allergy medication. Discount Drug Mart used its own letterhead and signed the letters, ``Your Discount Drug Mart Pharmacist." The chain ...

...ASSOCIATION PFIZER PFIZER INC RITE AID RITE AID CORP SCHOOL OF MEDICINE UNIVERSITY HOSPITALS WALGREEN WALGREEN CO WESTERN RESERVE UNIVERSITY **ZYRTEC** WALGREEN CO DISCOUNT DRUG MART INC PFIZER INC RITE AID CORP Boyd Carol Hively Cook Crystal Wright Darrell Hulisz Ernest...

678. Allergy drug's access to ease: But selling Claritin over the counter is expected to bring mixed results.
Sacramento Bee, The (CA) Author: Dorsey Griffith; Author: Bee Medical Writer; Word Count: 1668 7/8/02 SACRAMENTOBEE A1 2002 WLNR 13145362

...bring mixed results. Dorsey Griffith Bee Medical Writer Sacramento Bee, The (CA) METRO FINAL MAIN NEWS A1 July 8, 2002 **20020708 20020708** English IHAI 0053129 Newspaper US USA CA California NorthAmerica 8339 Word Count: 1668 Most people with allergies don't need a ...

...a prescription. An FDA advisory panel in May of last year determined Claritin, as well as rival antihistamines Allegra and **Zyrtec**, had been proven safe over years of use; the panel recommended all three be made available over the counter. The ...

...of Allegra from her doctor. Wellpoint Health Networks has taken a different tact. The company now includes Claritin, Allegra and **Zyrtec** on its drug list but has declined to add Clarinex. "It makes no sense for us to whittle away at...

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679. Seniors' Options for Lowering the Cost of Prescription Medications
La Prensa; San Antonio Author: Jones, Ruth; Word Count: 423 6/30/02 LPSA 6A 2002 WLNR 11571836

...Options for Lowering the Cost of Prescription Medications Jones, Ruth La Prensa; San Antonio XIII 52 6A June 30, 2002 **20020630 20020630** English GACD 0006192 Newspaper US USA TX Texas NorthAmerica 2115 Word Count: 423 I recently became aware of three programs ...

...medicines. The Pfizer Pharmaceutical company, which manufactures a broad range of drugs including, Lipitor(R), Zoloft(R), Viagra(R), and **Zyrtec**(R), has a program called the Pfizer for Living Share Card. Essentially, seniors enrolled in Medicare, who have no prescription...

680. CAN YOUR MEDICINE GIVE YOU A SUNBURN?
Newsweek U.S. Edition Author: N/A; Word Count: 673 6/26/02 NEWSWEEK (No Page) 2002 WLNR 8854695

...2002 WLNR 8854695 CAN YOUR MEDICINE GIVE YOU A SUNBURN? Newsweek U.S. Edition NEWSWEEK NEWSWEEK SCIENCE 0 June 26, 2002 **20020626 20020626** NEWSWEEK 0028-9604 ENGLISH MAGAZINE ABJX 0007370 Magazine US USA NorthAmerica 3364 Word Count: 673 Now that summer has finally ...

...any antihistamines that you might be taking to relieve itching or other allergic symptoms. These products include Benadryl, Claritin, and **Zyrtec**. Simple over-the-counter anti-inflammatories like ibuprofen-containing drugs such as Motrin or other anti-inflammatories such as Anaprox...

681. Trends converge to bolster the role of O-T-Cs. (Marketplace 2002/Corporate Profiles).
Chain Drug Review Author: N/A; Word Count: 1438 6/24/02 CHAINDREV 44 2002 WLNR 14320696

...the role of O-T-Cs. (Marketplace 2002/Corporate Profiles). Chain Drug Review 24 11 44(1) June 24, 2002 **20020624 20020624** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 7189 Word Count: 1438 NEW ...

...allergy product marketed by Schering-Plough Corp. as well as those of two competing brands, Aventis' Allegra and Pfizer Inc.'s **Zyrtec**. Similarly, AstraZeneca's Prilosec may also be proposed again as an O-T-C product. Such a change was rejected by...

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682. Sweet deal Pfizer is getting ready to sell some of its most familiar brands - including such consumer staples as Trident and Certs - as it gets back to the business of drugs
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 1535 6/23/02 STLGRN 1 2002 WLNR 12909909

...gets back to the business of drugs DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 1 June 23, 2002 **20020623 20020623** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 7675 Word Count: 1535 Just past the entrance to Pfizer's ...

...and Sudafed. Both were once prescription medicines and other medicines are expected to make that transition, including Pfizer's allergy medicine **Zyrtec**. Pfizer won't say precisely how many employees work for the individual units. Several hundred work at the Adams division corporate...

683. THROUGH DIRECT-TO-CONSUMER DRUG ADS NEVER WERE EXPLICITLY PROHIBITED
Food & Drug Letter, The Author: N/A; Word Count: 5968 6/21/02 FOODDRUG (No Page) 2002 WLNR 13995455

...CONSUMER DRUG ADS NEVER WERE EXPLICITLY PROHIBITED Food & Drug Letter, The The Food & Drug Letter 1 629 June 21, 2002 **20020621 20020621** web English KCBE 0138770 Trade Journal US USA NorthAmerica 29842 Word Count: 5968 The past decade has seen an explosion ...

...consistently has remained the number-one seller. The $1.1 billion it grossed in 1998 far outstripped competing allergy drugs **Zyrtec** (Pfizer), which brought in $355 million that year, and Allegra (Aventis), which had sales of $324 million. And despite having...

684. Detroit Free Press Tom Walsh Column
Detroit Free Press (KRT) Author: Tom Walsh; Word Count: 1213 6/20/02 DTRTFP (No Page) 2002 WLNR 12203932

...WLNR 12203932 Detroit Free Press Tom Walsh Column Tom Walsh Detroit Free Press (KRT) Detroit Free Press June 20, 2002 **20020620 20020620** US NEWSPAPER English JBBA 0063876 Newspaper US USA MI Michigan NorthAmerica 6065 Word Count: 1213 Jun. 20--For a guy ...

...saving taxpayers about $2 million per month so far. One example of change resulting from the new program is that **Zyrtec**, a popular but pricey Pfizer allergy drug excluded from the state's preferred list, saw its Michigan Medicaid market share plunge...

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685. Hay fever advice hits it on the nose
Anchorage Daily News (AK) Author: Jay Caldwell Author: Freelance Word Count: 652 6/18/02 KRT-ANCHDN D3 2002 WLNR 13200105

...fever advice hits it on the nose Jay Caldwell Freelance Anchorage Daily News (AK) Final Lifestyles D3 June 18, 2002 **20020618 20020618** English IHAH 0051665 Newspaper US USA AK Alaska NorthAmerica 3259 Word Count: 652 The response to last week's column about ...

...25-$1.50 65 cents Oral antihistamines Allegra 2 $3 Claritin 1 $3.50 Claritin (OTC, soon) 1 $1.50 **Zyrtec** 1 $2.75 Cost per spray, per dose, per day varies depending on pharmacy cost and individual prescription and response...

686. Shoppers bows larger, suburban prototype. (Cover Story).
Drug Store News Author: Johnsen, Michael; Word Count: 1578 6/17/02 DSNEWS 35 2002 WLNR 14312751

...14312751 Shoppers bows larger, suburban prototype. (Cover Story). Johnsen, Michael Drug Store News 24 8 35(1) June 17, 2002 **20020617 20020617** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 7891 Word Count: 1578 BRAMPTON, Ontario ...

...provide U.S. retailers a glimpse into the future of merchandising with second generation antihistamines Claritin (Schering-Plough), Allegra (Aventis) and **Zyrtec** (Pfizer), all of which are available OTC in Canada. Claritin, Allegra and Pfizer's Reactine (the OTC brand name for **Zyrtec**) share about the same amount of shelf presence as Benadryl and Sudafed (both Pfizer) do in U.S. allergy sets. In...

687. MISSISSIPPI MEDICAID'S TOP PRESCRIPTION EXPENSES
Memphis Commercial Appeal (TN) Author: The Associated Press; Word Count: 328 6/17/02 COMAPL 2 2002 WLNR 7302355

...MEDICAID'S TOP PRESCRIPTION EXPENSES The Associated Press Memphis Commercial Appeal (TN) Commercial Appeal Final DeSoto Appeal DS2 June 17, 2002 **20020617 20020617** Memphis TN US CA Newspaper English ADCE 0006726 Newspaper US USA TN Tennessee NorthAmerica 1640 Word Count: 328 The top ...

...$3.2 million. -- Lipitor, 10 milligram tablets, for cholesterol: $3 million. -- Paxil, 20 milligram tablets, anti-depressant: $2.8 million. -- **Zyrtec**, 10 milligram tablets, for allergies: $2.7 million. -- Humulin, 70-30 vial, for diabetes: $2.5 million. -- Zoloft, 50 milligram...

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688. Fighting the Drug (Ad) Wars : AS CORPORATIONS PUSH NEW MEDICINES, SOUND AND AFFORDABLE HEALTHCARE SUFFERS.
Nation Author: Siegel, Marc; Word Count: 1900 6/17/02 NATION 21 2002 WLNR 14230933

...CORPORATIONS PUSH NEW MEDICINES, SOUND AND AFFORDABLE HEALTHCARE SUFFERS. Siegel, Marc Nation The Nation 274 23 21 June 17, 2002 **20020617 20020617** The Nation Company L.P. 0027-8378 Magazine/Journal English KEBL 0007099 Magazine US USA NorthAmerica 9501 Word Count: 1900 Back ...

...Schering--desperately attempting to hold on to its customers--has just entered Clarinex into a multimedia advertising face-off with **Zyrtec** (Pfizer) and Allegra (Aventis), a several-hundred-million-dollar exchange the likes of which may never before have graced the ...

...HEALTH CARE MANAGEMENT NEW YORK UNIVERSITY PFIZER RUSK INSTITUTE OF REHABILITATION RX INSIGHT SCHERING SCHERING PLOUGH SUPER BOWL TV UCLA **ZYRTEC** UCLA PFIZER BRISTOL MYERS SQUIBB SARL CORDIS CORP ASTRAZENECA PHARMACEUTICALS LP APTIUM ONCOLOGY SCHERING PLOUGH CORP JOHNSON AND JOHNSON LTD...

689. NAME-BRAND DRUGS A DRAIN PATIENTS WANT THEM, BUT THEY COST MEDICAID
Sun Herald (Biloxi, MS) Author: EMILY WAGSTER, THE ASSOCIATED PRESS; Word Count: 1060 6/17/02 SHRLD A6 2002 WLNR 3561895

...COST MEDICAID EMILY WAGSTER, THE ASSOCIATED PRESS Sun Herald (Biloxi, MS) Sun Herald TSH LOCAL-FRONT A6 June 17, 2002 **20020617 20020617** Biloxi MS United States SH Newspaper PHOTO English CDHG 0009585 Newspaper US USA MS Mississippi NorthAmerica 5298 Word Count: 1060 ...

...$3.2 million. Lipitor, 10 milligram tablets, for cholesterol: $3 million. Paxil, 20 milligram tablets, anti-depressant: $2.8 million. **Zyrtec**, 10 milligram tablets, for allergies: $2.7 million. Humulin, 70-30 vial, for diabetes: $2.5 million. Zoloft, 50 milligram...

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690. DDMAC UNTITLED LETTERS.
Warning Letter Bulletin Author: N/A; Word Count: 446 6/17/02 WARNLB 2 2002 WLNR 14345149

...02 Warning Letter Bull. 2 2002 WLNR 14345149 DDMAC UNTITLED LETTERS. Warning Letter Bulletin 10 12 2 June 17, 2002 **20020617 20020617** Washington Information Source, Inc. 1069-4218 Newsletter English KEMF 0010311 Newsletter US USA NorthAmerica 2231 Word Count: 446 The following ...

...New York, NY, April 30 (DDMAC). The agency objected to Pfizer's "The Weather Channel Pollen Count Report" TV ad for **Zyrtec** (cetirizine HCl) tablets, calling it "lacking in fair balance." The ad, presented as a banner embedded in the Weather Channel graphic, displayed pollen levels for various seasonal allergens in specific cities. The agency noted these uses of the **Zyrtec** logo "clearly represent or suggest that **Zyrtec** is used to treat seasonal allergies" and that "the ad does not disclose any risk information" about the drug. ID ...

...FLU 1IN29 ADDITIONALLY DRUG MARKETING FDA GLAXOSMITHKLINE HOFFMAN HOFFMAN LA ROCHE MACMIS PFIZER PFIZER INC RESEARCH TRIANGLE PARK NC TV **ZYRTEC** PFIZER INC PFIZER SA DE CV PFIZER GLAXOSMITHKLINE (MOROCCO) GLAXOSMITHKLINE PLC ADR HOFFMANN LA ROCHE INC GLAXOSMITHKLINE PAKISTAN LTD PFIZER...

691. SNEEZES, SNIFFLES HERALD SEASON
Albany Times Union (NY) Author: CLAIRE HUGHES Staff writer; Word Count: 917 6/12/02 TIMESUN A1 2002 WLNR 353998

...SNIFFLES HERALD SEASON CLAIRE HUGHES Staff writer Albany Times Union (NY) TIMES UNION THREE STAR MAIN A1 June 12, 2002 **20020612 20020612** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 4587 Word Count: 917 ...

...doctors said. For short-term relief, local doctors most regularly prescribe antihistamines sold under the brand names of Allegra and **Zyrtec**. One newer drug on the market is Clarinex, which is similar to Claritin and made by the same manufacturer. But several area health insurers don't cover the drugs unless patients try the older Allegra and **Zyrtec** first. ``Newer drugs absolutely tend to be costlier, and it's important to note that they're not necessarily better," Tim Riley...

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692. Hay fever is a pain in the nose
Anchorage Daily News (AK) Author: Jay Caldwell Author: Freelance Word Count: 437 6/11/02 KRT-ANCHDN D3 2002 WLNR 13204858

...fever is a pain in the nose Jay Caldwell Freelance Anchorage Daily News (AK) Final Lifestyles D3 June 11, 2002 **20020611 20020611** English IHAH 0051665 Newspaper US USA AK Alaska NorthAmerica 2184 Word Count: 437 This Wonderful Time Of Year -- green trees ...

...more expensive, are Allegra (fexofenadine), which has to be taken twice daily and will cost about $90 a month, and **Zyrtec** (cetirizine), which is taken once daily at about $80 monthly. The third nonsedating antihistamine is loratadine. This is now available...

693. BRIEFS
Washington Drug Letter Author: N/A; Word Count: 893 6/10/02 WASHDRUG (No Page) 2002 WLNR 13997785

...10/02 Wash. Drug Letter (Pg. Unavail. Online) 2002 WLNR 13997785 BRIEFS Washington Drug Letter 33 32 June 10, 2002 **20020610 20020610** web English KCBK 0138776 Newsletter US USA NorthAmerica 4467 Word Count: 893 Pfizer filed suit against Barr Aug. 9, alleging ...

...a synthetic form of a human hormone dilates veins and arteries. Other approvals were: Pfizer's allergy treatment and nasal decongestant **Zyrtec**-D 12-Hour (cetirizine HCl/pseudoephedrine HCl). GlaxoSmithKline's Epivir-HBV, a daily treatment for hepatitis B in children ages 2...

694. THIRD-PARTY SWITCH REQUESTS TO CONTINUE, LAWYER SAYS
Washington Drug Letter Author: N/A; Word Count: 255 6/3/02 WASHDRUG (No Page) 2002 WLNR 13997560

...Online) 2002 WLNR 13997560 THIRD-PARTY SWITCH REQUESTS TO CONTINUE, LAWYER SAYS Washington Drug Letter 33 19 June 3, 2002 **20020603 20020603** web English KCBK 0138776 Newsletter US USA NorthAmerica 1275 Word Count: 255 FDA likely will face more Rx-to-OTC ...

...Pharmacy had asked that the agency switch Aventis' Allegra and Allegra-D, Schering-Plough's Claritin and Claritin-D, and Pfizer's **Zyrtec** to OTC status (WDL, 4/2). At least one firm - Schering-Plough - has indicated it opposes a switch: the other...

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695. OBSERVERS QUESTION FDA AUTHORITY; ALLERGY SWITCH TO BE CHALLENGED
Washington Drug Letter Author: N/A; Word Count: 804 6/3/02 WASHDRUG (No Page) 2002 WLNR 13997578

...2002 WLNR 13997578 OBSERVERS QUESTION FDA AUTHORITY; ALLERGY SWITCH TO BE CHALLENGED Washington Drug Letter 33 20 June 3, 2002 **20020603 20020603** web English KCBK 0138776 Newsletter US USA NorthAmerica 4018 Word Count: 804 Advisory committee recommendations aside, FDA may not have ...

...legal proceeding." Agency advisors recommended May 11 that the agency approve a switch from Rx to OTC status for Pfizer's **Zyrtec**, Schering-Plough's Claritin and Aventis' Allegra. The hearing came in response to a WellPoint Health Networks petition, first submitted nearly ...

...would affect Schering-Plough more than Pfizer and Aventis. Claritin accounts for about 32 percent of Schering-Plough's revenue, while **Zyrtec** represents 1.6 percent of Pfizer's revenue and Allegra, 5.2 percent of Aventis', said Tony Butler, managing director at...

696. "UNPRECEDENTED" OTC SWITCH REQUEST TO GET HEARING BY ADVISORY PANEL
Washington Drug Letter Author: N/A; Word Count: 635 6/2/02 WASHDRUG 1 2002 WLNR 13997407

...13997407 "UNPRECEDENTED" OTC SWITCH REQUEST TO GET HEARING BY ADVISORY PANEL Washington Drug Letter 33 13 1 June 2, 2002 **20020602 20020602** web English KCBK 0138776 Newsletter US USA NorthAmerica 3177 Word Count: 635 If FDA grants an insurance company's request to ...

...Blue Cross wants several Rx allergy treatments - Aventis' Allegra and Allegra-D; Schering-Plough's Claritin and Claritin-D; and Pfizer's **Zyrtec** - available as OTCs. And FDA is willing to listen. "Maintaining [these products] as prescription drugs only, while their more dangerous...

697. PATENT ISSUES IMPORTANT TO DRUG SWITCH DECISION
Washington Drug Letter Author: N/A; Word Count: 357 6/2/02 WASHDRUG (No Page) 2002 WLNR 13997480

...Unavail. Online) 2002 WLNR 13997480 PATENT ISSUES IMPORTANT TO DRUG SWITCH DECISION Washington Drug Letter 33 14 June 2, 2002 **20020602 20020602** web English KCBK 0138776 Newsletter US USA NorthAmerica 1787 Word Count: 357 A clash between patent law protecting NDA holders ...

...least one of the Rx makers, concerns Aventis' Allegra and Allegra-D, Schering-Plough's Claritin and Claritin-D and Pfizer's **Zyrtec**. Hutt speculated that, by holding such a meeting, "perhaps [FDA] believes [it] can convince the manufacturers to switch." Vodra, a...

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698. SCHERING: NO COMMENT ON OTC STATUS FOR CLARITIN
Washington Drug Letter Author: N/A; Word Count: 114 6/2/02 WASHDRUG (No Page) 2002 WLNR 13997529

...Online) 2002 WLNR 13997529 SCHERING: NO COMMENT ON OTC STATUS FOR CLARITIN Washington Drug Letter 33 17 June 2, 2002 **20020602 20020602** web English KCBK 0138776 Newsletter US USA NorthAmerica 568 Word Count: 114 Schering-Plough will not say whether it plans ...

...WDL, 4/2). The hearing comes in response to the WellPoint petition. Other affected drugs are Aventis' Allegra and Pfizer's **Zyrtec**. Officials from those companies were not available for comment. comment fda PHMBIGCO SCHPLOUG PHARMPRD CTPDWPHM Major Corporations MAJCORP 1MA93 Healthcare...

699. THIRD-PARTY OTC SWITCH REQUEST IS NOT RADICAL, FDA'S TEMPLE SAYS
Washington Drug Letter Author: N/A; Word Count: 988 6/2/02 WASHDRUG (No Page) 2002 WLNR 13997554

...13997554 THIRD-PARTY OTC SWITCH REQUEST IS NOT RADICAL, FDA'S TEMPLE SAYS Washington Drug Letter 33 18 June 2, 2002 **20020602 20020602** web English KCBK 0138776 Newsletter US USA NorthAmerica 4939 Word Count: 988 The upcoming FDA advisory committee hearing on whether ...

...at least one firm is opposed to it (WDL, 4/2). Affected drugs are Aventis' Allegra and Allegra-D, Pfizer's **Zyrtec** and Schering-Plough's Claritin and Claritin-D. Temple was skeptical of some manufacturers' concerns about hypothetically being liable for any...

700. Beat the bonk: learn how to fight the hidden causes of fatigue. (Energy).
Men's Fitness Author: Gordon, Dan; Word Count: 2220 6/1/02 MENSFIT 46 2002 WLNR 14259251

...how to fight the hidden causes of fatigue. (Energy). Gordon, Dan Men's Fitness 18 6 46(3) June 1, 2002 **20020601 20020601** Weider Publications LLC 0893-4460 Magazine/Journal English KDRR 0006728 Magazine US USA NorthAmerica 11102 Word Count: 2220 Jim Durante ...

...now obtain non-sedating antihistamines that won't leave them drowsy. The prescription antihistamines--the big three are Allegra, Claritin and **Zyrtec**--are recommended when itching is among the list of symptoms. * Otherwise, a prescription nasal steroid spray, such as Flonase or...

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701. FDA panel recommends Claritin as OTC drug. (Urticaria Indication Debated).
Skin & Allergy News Author: Franklin, Deeanna; Word Count: 848 6/1/02 SKINALLERGY 30 2002 WLNR 14315577

...recommends Claritin as OTC drug. (Urticaria Indication Debated). Franklin, Deeanna Skin & Allergy News 33 6 30(1) June 1, 2002 **20020601 20020601** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 4242 Word Count: 848 BETHESDA ...

...FDA expert panel reviewed a citizens petition filed by WellPoint Health Networks to force Claritin and other second-generation antihistamines--**Zyrtec** (cetirizine) and Allegra (fexofenadine)--to be sold over the counter. At that time, the majority of presenters were against a...

702. WARNING LETTERS
Washington Drug Letter Author: N/A; Word Count: 327 5/28/02 WASHDRUG 4 2002 WLNR 13997434

...28/02 Wash. Drug Letter 4 2002 WLNR 13997434 WARNING LETTERS Washington Drug Letter 34 21 4 May 28, 2002 **20020528 20020528** web English KCBK 0138776 Newsletter US USA NorthAmerica 1636 Word Count: 327 RECENTLY PUBLISHED FDA WARNING LETTERS RECENTLY PUBLISHED FDA ...

...unapproved new drugs and contain an ingredient not permitted in compounded drugs, nicotine salicylate. Company: Pfizer Date: April 2002 Product: **Zyrtec** (cetirizine HCl) tablets Description: **Zyrtec** is mentioned during Weather Channel Pollen Count. The report suggests **Zyrtec** is used to treat seasonal allergies, but the ad does not disclose any risk information about the prescription drug as...

703. DRUG INDUSTRY COSTS DOCTOR TOP FDA POST
Boston Globe (MA) Author: Michael Kranish, Globe Staff; Word Count: 2046 5/27/02 BOSTONG A1 2002 WLNR 2596241

...DOCTOR TOP FDA POST Michael Kranish, Globe Staff Boston Globe (MA) Boston Globe THIRD Metro/Region A1 May 27, 2002 **20020527 20020527** Boston MA United States BG Newspaper PHOTO English ACDM 0001266 Newspaper US USA MA Massachusetts NorthAmerica 10228 Word Count: 2046 ...

...an FDA advisory committee that was considering whether to make three allergy prescription drugs into over-the-counter products: Pfizer's **Zyrtec**, Schering-Plough's Claritin, and Aventis's Allegra. Wood favored the measure, but it was opposed by the drug makers. In some...

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704. Counter move Shifting drugs off prescription list takes time, planning
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, Staff Writer; Word Count: 1843 5/26/02 RECNNJ B01 2002 WLNR 14842154

...LEWIS KRAUSKOPF, Staff Writer New Jersey Record (NJ) Record, The (Hackensack, NJ) All Editions.=.Sunday BUSINESS B01 May 26, 2002 **20020526 20020526** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 9214 Word Count: 1843 As allergy sufferers sniffle, scratch, and ...

...objected when California health insurer Wellpoint Health Networks asked the FDA to force Claritin and two similar drugs, Allegra and **Zyrtec**, to nonprescription status - an unprecedented request by a third party. But with generics looming, moving Claritin to OTC may be...

705. Counter move ; Shifting drugs off prescription list takes time, planning [All Editions.=.Sunday]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1934 5/26/02 RECNNJ B 2002 WLNR 11657737

...prescription list takes time, planning [All Editions.=.Sunday] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.01 May 26, 2002 **20020526 20020526** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 9668 Word Count: 1934 As allergy sufferers sniffle, scratch, and ...

...objected when California health insurer Wellpoint Health Networks asked the FDA to force Claritin and two similar drugs, Allegra and **Zyrtec**, to nonprescription status - an unprecedented request by a third party. But with generics looming, moving Claritin to OTC may be...

706. CARILION'S QUEST FOR AN UNEVEN PLAYING FIELD HEALTH CARE TOO MUCH MARKET POWER?
Roanoke Times (VA) Author: MARK T. MICHIE; Word Count: 1402 5/26/02 RNKETWN 3 2002 WLNR 1565227

...CARE TOO MUCH MARKET POWER? MARK T. MICHIE Roanoke Times (VA) Roanoke Times METRO HORIZON EDITORIAL 3 May 26, 2002 **20020526 20020526** Roanoke VA United States RO Newspaper GRAPHIC English ADLN 0008893 Newspaper US USA VA Virginia NorthAmerica 7009 Word Count: 1402 ...

...without regard for accountability. Last year, two panels advising the Food and Drug Administration voted overwhelmingly that the drugs Claritin, **Zyrtec**, and Allegra were safe enough to be sold without a prescription. The drugmakers themselves boast that their products are as...

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707. Shifting Drugs Off Prescription List Takes Time, Planning
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 1746 5/25/02 RECNNJ (No Page) 2002 WLNR 10618616

...Drugs Off Prescription List Takes Time, Planning Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J May 25, 2002 **20020525 20020525** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 8730 Word Count: 1746 May 25--As allergy ...

...objected when California health insurer Wellpoint Health Networks asked the FDA to force Claritin and two similar drugs, Allegra and **Zyrtec**, to nonprescription status -- an unprecedented request by a third party. But with generics looming, moving Claritin to OTC may be...

708. Bad case of hay fever best treated by doctor
Grand Rapids Press, The Author: Paul Donohue / North America Syndicate; Word Count: 600 5/23/02 GRPR A33 2002 WLNR 11888832

...Paul Donohue / North America Syndicate Grand Rapids Press, The The Grand Rapids Press All Editions Flair A33 May 23, 2002 **20020523 20020523** English JAAC 0062561 Newspaper US USA MI Michigan NorthAmerica 2998 Word Count: 600 Dear Dr. Donohue: Spring would be my ...

...have limited many other effective remedies. Newer antihistamines require a prescription but are less likely to make you sleepy. Claritin, **Zyrtec** and Allegra are examples. Astelin nasal spray, another prescription item, is quite useful for controlling nasal symptoms and sneezing. If...

709. To Your Good Health: Spring hay fever something to sneeze at
Tulsa World Author: PAUL DONOHUE, M.D.; Word Count: 340 5/23/02 TULSAWORLD d2 2002 WLNR 13757880

...Spring hay fever something to sneeze at PAUL DONOHUE, M.D. Tulsa World Final Home Syndicated, Living d2 May 23, 2002 **20020523 20020523** English JLNO 0054388 Newspaper US USA OK Oklahoma NorthAmerica 1698 Word Count: 340 Q: Spring would be my most favorite ...

...many other effective remedies. The newer antihistamines require a prescription, but they are less likely to make you sleepy. Claritin, **Zyrtec** and Allegra are examples. Astelin nasal spray, another prescription item, is useful for controlling nasal symptoms and sneezing. If antihistamines...

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710. FDA panel supports O-T-C Claritin. (Marketplace).
Chain Drug Review Author: N/A; Word Count: 205 5/20/02 CHAINDREV 7 2002 WLNR 14261471

...WLNR 14261471 FDA panel supports O-T-C Claritin. (Marketplace). Chain Drug Review 24 9 RX7(1) May 20, 2002 **20020520 20020520** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 1026 Word Count: 205 WASHINGTON ...

...for nasal allergies. Last year the advisory group suggested that Claritin and two competing products, Aventis' Allegra and Pfizer Inc.'s **Zyrtec**, were sufficiently safe to move to nonprescription status for treating allergies. Although all three pharmaceutical firms initially opposed such a...

711. Shift away from chain drug stores continues. (O-T-C Health Care).
Chain Drug Review Author: N/A; Word Count: 5083 5/20/02 CHAINDREV 27 2002 WLNR 14261423

...from chain drug stores continues. (O-T-C Health Care). Chain Drug Review 24 9 27(3) May 20, 2002 **20020520 20020520** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 25415 Word Count: 5083 NEW ...

...companies began pressuring the Food and Drug Administration to move Aventis Pharmaceuticals' Allegra, Schering-Plough Corp.'s Clantin and Pfizer Inc.'s **Zyrtec** -- three of the best-selling prescription medications--to O-T-C status. While the FDA has yet to rule on ...

...for Schering-Plough to have Claritin approved as an O-T-C allergy medication as well. If Claritin, Allegra and **Zyrtec** do eventually gain O-T-C status -- and some industry observers expect that they will in 2003--it will have...

712. Clariatin heading over the counter this year
PANTAGRAPH (BLOOMINGTON, IL) Author: Swiech, Paul; Word Count: 689 5/20/02 PNTGPH 1 2002 WLNR 5246124

...1 2002 WLNR 5246124 Clariatin heading over the counter this year Swiech, Paul PANTAGRAPH (BLOOMINGTON, IL) 1 May 20, 2002 **20020520 20020520** PROQUEST ENGLISH NEWSPAPER ADJB 0007965 Newspaper US USA IL Illinois NorthAmerica 3445 Word Count: 689 BLOOMINGTON - The most popular non ...

...Drug Administration has decided that it's safe enough to be sold without a prescription. Two other popular antihistamines - Allegra and **Zyrtec** - remain prescription only for now. The makers of Claritin - Schering-Plough Corp. - are losing patent protection of Claritin this year...

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713. Allergies in the air ; Harsh season still hasn't peaked
PANTAGRAPH (BLOOMINGTON, IL) Author: Swiech, Paul; Word Count: 1435 5/20/02 PNTGPH 1 2002 WLNR 5250356

...WLNR 5250356 Allergies in the air ; Harsh season still hasn't peaked Swiech, Paul PANTAGRAPH (BLOOMINGTON, IL) 1 May 20, 2002 **20020520 20020520** PROQUEST ENGLISH NEWSPAPER ADJB 0007965 Newspaper US USA IL Illinois NorthAmerica 7176 Word Count: 1435 BLOOMINGTON - Spring allergy season has ...

...deal with the side effects of drowsiness turn to one of three medicines available only by prescription - Claritin, Allegra and **Zyrtec**. The first two are non-sedating and **Zyrtec** is mildly sedating, allergists said. When prescriptions don't work, primary-care doctors refer patients to allergists. Allergists test patients to...

714. FDA ACCEPTS BARR'S ALLEGRA ANDA; AVENTIS PROMISES FIGHT
Generic Line Author: N/A; Word Count: 480 5/19/02 GENERICLINE (No Page) 2002 WLNR 13994026

...Unavail. Online) 2002 WLNR 13994026 FDA ACCEPTS BARR'S ALLEGRA ANDA; AVENTIS PROMISES FIGHT Generic Line 18 14 May 19, 2002 **20020519 20020519** web English KCBG 0138772 Trade Journal US USA NorthAmerica 2399 Word Count: 480 Barr filed an application with FDA to ...

...leader with $2.7 billion in annual sales, GlaxoSmithKline's Flonase rang up $890 million in sales last year, and Pfizer's **Zyrtec** brought in $551 million. Barr's filing is not a surprise, Aventis spokesperson Lise Geduldig told Generic Line. But in the...

715. OTC ALLERGY SWITCH COULD HINDER GENERIC CLARITIN
Generic Line Author: N/A; Word Count: 725 5/18/02 GENERICLINE (No Page) 2002 WLNR 13993962

...Pg. Unavail. Online) 2002 WLNR 13993962 OTC ALLERGY SWITCH COULD HINDER GENERIC CLARITIN Generic Line 18 10 May 18, 2002 **20020518 20020518** web English KCBG 0138772 Trade Journal US USA NorthAmerica 3625 Word Count: 725 If FDA does switch three allergy drugs ...

...Aventis, said Tony Butler, managing director at Lehman Brothers. Claritin accounts for about 32 percent of Schering-Plough's revenue, while **Zyrtec** represents 1.6 percent of Pfizer's revenue and Allegra, 5.2 percent of Aventis'. The longer a drug company can ...

...take years. Agency advisors recommended May 11 that the agency approve a switch from Rx to OTC status for Pfizer's **Zyrtec**, Schering-Plough's Claritin and Aventis' Allegra. The hearing came in response to a WellPoint Health Networks petition, first submitted nearly...

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716. Pollen callin': You may think your hay fever is worse than ever but the truth is more complicated
Boston Herald (MA) Author: Stephanie Schorow; Word Count: 1322 5/15/02 BOSTONH 51 2002 WLNR 287010

...but the truth is more complicated Stephanie Schorow Boston Herald (MA) Boston Herald All Arts & Lifestyle 51 May 15, 2002 **20020515 20020515** Boston MA US HE Newspaper English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 6608 Word Count: 1322 It's a ...

...meantime, allergy sufferers have seen a surge of direct-to-consumer advertising for prescription drugs such as Claritin, Allegra and **Zyrtec**. " It's a very effective strategy to increase drug sales," Long said. Such non-sedating antihistamines have proven popular. Schering-Plough...

717. RXPERIMENTS FIGHTING ALLERGIES CAN TAKE A LOT OF HIT-AND-MISS
Denver Rocky Mountain News (CO) Author: Debra Melani News Staff Writer; Word Count: 2049 5/7/02 RKYMN 3D 2002 WLNR 1088242

...Debra Melani News Staff Writer Denver Rocky Mountain News (CO) Rocky Mountain News Final Lifestyles/Spotlight 3D May 7, 2002 **20020507 20020507** Denver CO United States RM Newspaper PHOTO English ACKB 0003002 Newspaper US USA CO Colorado NorthAmerica 10245 Word Count: 2049 ...

...say, they have less chance of causing side effects. Most other allergy drugs, whether over-the-counter Benadryl or prescription **Zyrtec**, contain antihistamines. They block the effect of histamine, the chemical released by the body in response to an allergen. Too...

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718. Drugs & Herbs; How to choose an allergy drug.
Consumer Reports Author: N/A; Word Count: 1264 5/1/02 CONSUMERAB 10 2002 WLNR 226745

...226745 Drugs & Herbs; How to choose an allergy drug. Consumer Reports Consumer Reports on Health 14 5 10 May 2002 **20020500 20020500** English AHFA 0002292 Trade Journal US USA NorthAmerica 6318 Word Count: 1264 Trying to pick from among the numerous products ...

...spray azelastine (Astelin) - by themselves appear to significantly ease nasal congestion. Several other prescription antihistamines-Allegra-D, Claritin-D, and **Zyrtec**-D - have an added decongestant. But that can cause significant side effects, such as agitation, racing heart rate, and higher ...

...Sedative effect High Oral drying effect High Other side effects Same as or risks above. PRESCRIPTION DRUGS ANTIHISTAMINES CERTIZINE FE XOFENADINE (**ZYRTEC**, DESLORATADINE (ALLEGRA, **ZYRTEC**-D) (CLARINEX) ALLEGRA-D) Starts acting in <1 hour 1-2 hours 1 hour Take once every 24 hours 24...

719. GENERIC DRUG SAMPLING IS FAST BECOMING A COST-CUTTING TOOL FOR HMOs
Generic Line Author: N/A; Word Count: 586 4/28/02 GENERICLINE (No Page) 2002 WLNR 13993821

...13993821 GENERIC DRUG SAMPLING IS FAST BECOMING A COST-CUTTING TOOL FOR HMOs Generic Line 18 2 April 28, 2002 **20020428 20020428** web English KCBG 0138772 Trade Journal US USA NorthAmerica 2930 Word Count: 586 Generic makers are taking a page right ...

...Plough's antihistamine Claritin, 36 million; Pharmacia's anti-inflammatory Celebrex, 19 million; SmithKline Beecham's antibiotic Augmentin, 18 million; and Pfizer's antihistamine **Zyrtec**, 17 million. generic hmo medicare pricing markets PHARMPRD CTPTPTZD Healthcare Services HLTHSERV 1HE13 Pharmacy DRUGDELI 1PH23 Pharmaceuticals Cost-Benefits PHMECON...

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720. FDA ADVISERS BACK CLARITIN SALES FOR HIVES
Milwaukee Journal Sentinel (WI) Author: FROM JOURNAL SENTINEL WIRE REPORTS; Word Count: 106 4/23/02 MLWK 5 2002 WLNR 3606652

...HIVES FROM JOURNAL SENTINEL WIRE REPORTS Milwaukee Journal Sentinel (WI) Milwaukee Journal Sentinel Final A NEWS 05 April 23, 2002 **20020423 20020423** Milwaukee WI US MJ Newspaper English ADCV 0006853 Newspaper US USA WI Wisconsin NorthAmerica 531 Word Count: 106 Washington -- If ...

...can treat chronic hives without a sufferer needing a prescription. Advisers last year ruled that Claritin and two competing products, **Zyrtec** and Allegra, should be sold as over-the-counter allergy relievers. The FDA has said it agrees with that advice...

721. Panel Endorses Use of Claritin Over Counter For Some Hives
New York Times (NY) Author: MILT FREUDENHEIM; Word Count: 817 4/23/02 NYT C1 2002 WLNR 4038816

...Some Hives MILT FREUDENHEIM New York Times (NY) New York Times Late Edition - Final C 1 05 April 23, 2002 **20020423 20020423** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 4084 Word Count: 817 ...

...by an advisory panel last May that Claritin and two other strong-selling prescription drugs, Allegra, made by Aventis, and **Zyrtec**, from Pfizer, be made available without a doctor's order for nasal allergies. As for Clarinex, Dr. Robert C. Seidman, chief...

722. CLARITIN MAKER SAYS DRUG IS SAFE FOR CHRONIC HIVES ; OVER-THE-COUNTER AVAILABILITY SOUGHT [All Editions: Two Star B, Two Star P, One Star B]
Record, The; Bergen County, N.J. Author: DOOLEY, KERRY; Word Count: 392 4/23/02 RECNNJ L 2002 WLNR 11545964

...Star B, Two Star P, One Star B] DOOLEY, KERRY Record, The; Bergen County, N.J. L.10 April 23, 2002 **20020423 20020423** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 1959 Word Count: 392 Schering-Plough Corp. told a U.S ...

...for allergies. WellPoint Health Networks . submitted a petition asking the agency to switch prescription medicines Claritin, Aventis SA's Allegra, and **Zyrtec**, a UCB SA drug that Pfizer markets, to OTC sales. A panel of advisers recommended in May 2001 that Claritin, Allegra, and **Zyrtec** be sold without prescription. Pfizer and Aventis remain opposed to such a plan. Schering-Plough said March 8 that it...

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723. CLARITIN MAY BE USED TO TREAT HIVES
San Jose Mercury News (CA) Author: From the Associated Press ; Word Count: 114 4/23/02 SJMERCN 2C 2002 WLNR 1868406

...From the Associated Press San Jose Mercury News (CA) San Jose Mercury News Morning Final Business 2C April 23, 2002 **20020423 20020423** San Jose CA United States SJ Newspaper English CDHE 0008999 Newspaper US USA CA California NorthAmerica 568 Word Count: 114 ...

...chronic hives without a sufferer needing a prescription. FDA's advisers last year ruled that Claritin and two competing products -- Pfizer's **Zyrtec** and Aventis' Allegra -- should be sold as over-the-counter allergy relievers. The FDA has said it agrees with that...

724. GARDEN STATE COMPANIES
Star-Ledger, The (Newark, NJ) Author: N/A; Word Count: 1074 4/23/02 STLGRN 16 2002 WLNR 12867271

...Newark N.J.) 16 2002 WLNR 12867271 GARDEN STATE COMPANIES Star-Ledger, The (Newark, NJ) FINAL BUSINESS 16 April 23, 2002 **20020423 20020423** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 5370 Word Count: 1074 Claritin moves toward nonprescription status Schering ...

...Claritin as a non-prescription treatment for hives. A similar panel last year supported using Claritin - and competing allergy medicines **Zyrtec** from Pfizer and Allegra from Aventis - for nasal allergies. A decision on whether to allow Claritin to be sold without...

725. [I was not feeling the love. It was a take-it-or-leave-it...]
TOPEKA CAPITAL JOURNAL (KS) Author: Anonymous; Word Count: 1376 4/23/02 BSX-TCJ 2 2002 WLNR 5063611

...feeling the love. It was a take-it-or-leave-it...] Anonymous TOPEKA CAPITAL JOURNAL (KS) 2 April 23, 2002 **20020423 20020423** PROQUEST 1067-1994 ENGLISH TRADE JOURNAL ANRX 0009940 Newspaper US USA KS Kansas NorthAmerica 6879 Word Count: 1376 "I was ...

...chronic hives without a sufferer needing a prescription. FDA's advisers last year ruled that Claritin and two competing products --- Pfizer's **Zyrtec** and Aventis' Allegra --- should be sold as over-the-counter allergy relievers. The FDA has said it agrees with that...

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726. Possible FDA okay of switches on horizon. (Merchandising) allergy drugs
MMR Author: N/A; Word Count: 651 4/22/02 MMRTJ 31 2002 WLNR 9199561

...WLNR 9199561 Possible FDA okay of switches on horizon. (Merchandising) allergy drugs MMR 19 6 31(1) April 22, 2002 **20020422 20020422** United States 0743-5258 MMR Journal English AJXW 0006891 Trade Journal US USA NorthAmerica 3254 Word Count: 651 Copyright © 2003 ...

...petitioned the FDA in 2001 to switch three allergy medications--Schering-Plough Corp.'s Claritin, Aventis Pharmaceuticals' Allegra and Pfizer Inc.'s **Zyrtec**--to nonprescription status. All three manufacturers initially opposed the move. Recently, though, Schering asked the FDA to switch all indications...

727. Insurer's success evolves from 'WellPoint Way' Health care: The insurer that wants to buy CareFirst is praised for its acumen by business analysts but not by doctors.
Baltimore Sun (MD) Author: SUN STAFF M. William Salganik; Word Count: 3605 4/21/02 BALTSUN 1C 2002 WLNR 1360567

...but not by doctors. SUN STAFF M. William Salganik Baltimore Sun (MD) BALTIMORE SUN FINAL BUSINESS 1C April 21, 2002 **20020421 20020421** Baltimore MD US BS Newspaper GRAPH PHOTO CHART English ACCG 0001009 Newspaper US USA MD Maryland NorthAmerica 18027 Word Count ...

...first insurer to petition the federal Food and Drug Administration to have the popular non-sedating antihistamines Claritin, Allegra and **Zyrtec** converted to over-the-counter status. Not only do over-the-counter drugs carry much lower price tags, they aren't...

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728. FAMILY CIRCLE HIGH FIVE
Columbia State (SC) Author: RON AIKEN, Staff Writer ; Word Count: 327 4/21/02 THESTATE C3 2002 WLNR 1769860

...1769860 FAMILY CIRCLE HIGH FIVE RON AIKEN, Staff Writer Columbia State (SC) State (Columbia) FINAL SPORTS C3 April 21, 2002 **20020421 20020421** Columbia SC United States CS Newspaper English ACGT 0002105 Newspaper US USA SC South Carolina NorthAmerica 1635 Word Count: 327 ...

...each spectator for the Jennifer Capriati-Patty Schnyder match? White baseball caps lined in a gaudy lime green, courtesy of **Zyrtec**, an allergy medication. With spring having arrived early in South Carolina, the timing for the promotion couldn't have been better ...

...organizers hoped for to ensure high television ratings. 275 CAPRIATI CBS JENNIFER CAPRIATI PATTY SCHNYDER SCHNYDER SELES SERENA WILLIAMS WTA **ZYRTEC** CBS CORP AL MASRAF AL TIJAAREE AL SOOREE SHI JI GUANG HUA KE JI GU FEN YOU XIAN GONG SI...

729. Editorial An earlier start for the allergy battles
Advocate Author: N/A; Word Count: 530 4/19/02 ADVOCATE-CT A18 2002 WLNR 13920016

...2002 WLNR 13920016 Editorial An earlier start for the allergy battles The Advocate Advocate ST VIEWPOINT A18 April 19, 2002 **20020419 20020419** English JLGP 0040377 Newspaper US USA CT Connecticut NorthAmerica 2648 Word Count: 530 Editorial An earlier start for the allergy ...

...counter medications designed to relieve respiratory problems can help people to deal with milder allergies. Prescription medications, among them Claritin, **Zyrtec** and Allegra, are available for those who suffer more severe distress. In extreme cases, Dr. Litchman told Staff Writer Vesna ...

...INTMED 1IN54 Upper Respiratory Disease DISURESP 1UP05 Healthcare Practice Specialties HCPRAC 1HE49 Allergy ALLERGY 1AL79 Respiratory & Pulmonary PULMONRY 1RE29 CLARITIN **ZYRTEC** Allegra Editorial Litchman Mark Litchman Prescription Vesna Jaksic...

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730. Experts are predicting a strong allergy season March's cold blast followed by April's heat wave is producing a high-pollen front that is expected to send many sneezing their way to the doctor.
Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) Author: Jill Burcum; Staff Writer; Word Count: 1182 4/17/02 STTRMSP 01A 2002 WLNR 12171116

...the doctor. Jill Burcum; Staff Writer Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) NEWS 01A April 17, 2002 **20020417 20020417** English IHAJ 0053126 Newspaper US USA MN Minnesota NorthAmerica 5909 Word Count: 1182 Blame Minnesota's weird weather if the spring ...

...can keep you from sneezing, but they're not as effective for a clogged nose. Prescription antihistamines such as Allegra (fexofenadine), **Zyrtec** (cetirizine) and Claritin (loratadine) won't make you sleepy or dry your mouth the way over-the-counter versions can. Claritin...

731. Experts are predicting a strong allergy season March's cold blast followed by April's heat wave is producing a high-pollen front that is expected to send many sneezing their way to the doctor.
Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) Author: Jill Burcum; Staff Writer; Word Count: 1174 4/17/02 STTRMSP 01A 2002 WLNR 12197107

...doctor. Jill Burcum; Staff Writer Star Tribune: Newspaper of the Twin Cities (Minneapolis, MN) METRO NEWS 01A April 17, 2002 **20020417 20020417** English IHAJ 0053126 Newspaper US USA MN Minnesota NorthAmerica 5872 Word Count: 1174 RSEC: Blame Minnesota's weird weather if the ...

...can keep you from sneezing, but they're not as effective for a clogged nose. Prescription antihistamines such as Allegra (fexofenadine), **Zyrtec** (cetirizine) and Claritin (loratadine) won't make you sleepy or dry your mouth the way over-the-counter versions can. Claritin...

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732. Ad blitz on for Claritin alternative
St Petersburg Times Author: WES ALLISON Word Count: 1949 4/17/02 STPTFTI 1A 2002 WLNR 12972771

...for Claritin alternative WES ALLISON St Petersburg Times St. Petersburg Times (FL) 0 SOUTH PINELLAS NATIONAL 1A April 17, 2002 **20020417 20020417** English CEFJ 0009436 Newspaper US USA FL Florida NorthAmerica 9745 Word Count: 1949 In the past 10 years, Schering-Plough ...

...bag, so to speak, for treating allergic patients." Weiss typically gives patients samples of the leading allergy drugs, including Allegra, **Zyrtec** and, now, Clarinex. Then they can determine which works best for them, he said. " If a patient tries Clarinex and ...

...FOUNDATION MORNINGSTAR INC PRILOSEC RAYMOND JAMES ASSOCIATES SCHERING SCHERING PLOUGH SCHERING PLOUGH CORP TV US FOOD AND DRUG ADMINISTRATION UNIVERSITY **ZYRTEC** GLAXOSMITHKLINE PLC ELI LILLY AND CO ASTRAZENECA PLC MORNINGSTAR INC SCHERING PLOUGH CORP RAYMOND JAMES FINANCIAL INC Amy Arnott Arnott...

733. Some drug earnings under the weather
USA Today (USA) Author: Julie Appleby; Word Count: 1569 4/16/02 USATD 03B 2002 WLNR 4508214

...4508214 Some drug earnings under the weather Julie Appleby USA Today (USA) USA TODAY FINAL MONEY 03B April 16, 2002 **20020416 20020416** VA United States US Newspaper English ADVP 0010173 Newspaper US USA NorthAmerica 7847 Word Count: 1569 Stricken by patent expirations ...

...20% for the first quarter. * Current products: Viagra, Lipitor, calcium channel blocker Norvasc, anti-depressant Zoloft, antibiotic Zithromax, allergy drug **Zyrtec**. * In the pipeline: Painkiller Pregablin, Spirva for smokers' cough and a combination of Lipitor and Norvasc for high cholesterol and...

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734. OTC CLARITIN WILL HURT SALES OF GENERICS, ANALYSTS SAY
Generic Line Author: N/A; Word Count: 657 4/14/02 GENERICLINE 1 2002 WLNR 13994377

...2002 WLNR 13994377 OTC CLARITIN WILL HURT SALES OF GENERICS, ANALYSTS SAY Generic Line 19 6 1 April 14, 2002 **20020414 20020414** web English KCBG 0138772 Trade Journal US USA NorthAmerica 3287 Word Count: 657 Schering-Plough does not anticipate receiving three ...

...does not cause drowsiness. Rob Seidman, chief pharmacy officer of WellPoint, hailed Schering's decision and predicted Aventis' Allegra and Pfizer's **Zyrtec**, Claritin's two top competitors, will have to go OTC as well. " There will be a domino effect here because there ...

...a forced switch by the FDA, but neither firm has commented on a possible voluntary switch. The main patent for **Zyrtec** does not expire until 2007. Although Allegra already is facing legal challenges from Barr, analysts do not expect generic copies...

735. INDUSTRY NOTES
Generic Line Author: N/A; Word Count: 728 4/14/02 GENERICLINE 1 2002 WLNR 13994397

...1 4/14/02 Generic Line 1 2002 WLNR 13994397 INDUSTRY NOTES Generic Line 19 7 1 April 14, 2002 **20020414 20020414** web English KCBG 0138772 Trade Journal US USA NorthAmerica 3639 Word Count: 728 UCB Will Co-Market Frova With Elan ...

...than six hours. The U.S. market for triptan class drugs was $1.4 billion in 2001. UCB also co-markets **Zyrtec** with Pfizer and Ditropan with Alza. Pharmacists Offered Generic Plan McKesson introduced its OneStop Generics April 1, a program the...

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736. PhRMA LAWYERS TAKE AIM AT STATE DRUG PROGRAMS
Food & Drug Letter, The Author: N/A; Word Count: 3472 4/13/02 FOODDRUG 2 2002 WLNR 13995878

...TAKE AIM AT STATE DRUG PROGRAMS Food & Drug Letter, The The Food & Drug Letter 1 648 2 April 13, 2002 **20020413 20020413** web English KCBE 0138770 Trade Journal US USA NorthAmerica 17361 Word Count: 3472 The Pharmaceutical Research and Manufacturers of America ...

...over a two-year period to the state Medicaid program. In return for the additional rebate, 23 Pfizer products, including **Zyrtec**, Lipitor and Zoloft, will be included on the Medicaid pre-approved drug list. Bristol-Myers' Plan Bush announced that Bristol ...

...STATE MEDICAID SUPREMACY CLAUSE US CONSTITUTION US COURT OF APPEALS US DISTRICT COURT US SUPREME COURT VERMONT VERMONT PHARMACY DISCOUNT **ZYRTEC** PFIZER INC PFIZER BRISTOL MYERS SQUIBB BRISTOL MYERS SQUIBB SARL NATIONAL GOVERNORS ASSOCIATION DEPARTMENT OF HUMAN SERVICES STATE AND LOCAL...

737. FOR ALLERGY SUFFERERS IT'S AGONIZING TIME OF THE YEAR
Greenwich Time (Greenwich, CT) Author: Vesna Jaksic Word Count: 503 4/13/02 GREENWICH-CT A 2002 WLNR 13918293

...TIME OF THE YEAR Vesna Jaksic Staff Writer Greenwich Time (Greenwich, CT) Greenwich Time NEWS A 1 April 13, 2002 **20020413 20020413** English KAAB 0122109 Newspaper US USA CT Connecticut NorthAmerica 2514 Word Count: 503 By Vesna Jaksic Staff Writer While blooming ...

...by the nose, eyes and lungs during an allergic reaction, Litchman said. Prescription nasal sprays, along with Allegra, Claritin and **Zyrtec** are the most commonly prescribed medications, he said. Most serious allergy cases are treated with immunotherapy, which includes administration of...

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738. ELAN, UCB ENTER FROVA MARKETING PACT
Washington Drug Letter Author: N/A; Word Count: 176 4/13/02 WASHDRUG 2 2002 WLNR 13994887

...Letter 2 2002 WLNR 13994887 ELAN, UCB ENTER FROVA MARKETING PACT Washington Drug Letter 34 13 2 April 13, 2002 **20020413 20020413** web English KCBK 0138776 Newsletter US USA NorthAmerica 878 Word Count: 176 UCB Pharma will team up with Elan to ...

...than six hours. The U.S. market for triptan class drugs was $1.4 billion in 2001. UCB also co-markets **Zyrtec** with Pfizer and Ditropan with Alza. fda markets PHARMPRD PHARMMKT CTPDWCLS CTPDWPHM HLTHJV Joint Ventures PTJVNT 1JO05 Sales & Marketing MKTFRONT...

739. Pills vs. sprays: How do they work?
Patriot Ledger, The; Quincy, Mass. Author: Living Well; Word Count: 270 4/10/02 PAT-LED 10 2002 WLNR 11314985

...they work? Living Well Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA LIVING WELL 10 April 10, 2002 **20020410 20020410** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 1350 Word Count: 270 Pills vs. sprays: How do they work? - Claritin, Allegra, **Zyrtec** ("new generation" antihistamines): These prescription drugs do not cross the blood-brain barrier and cause minimal sedation; considered interchangeable, have ...

...at suppressing the body's release of histamines, which causes runny noses, itchy eyes and bronchial constriction. - Claritin-D, Allegra-D, **Zyrtec**-D (new generation antihistamines with decongestant): These have all the action of the new antihistamines, plus decongestants. Considered less safe ...

...heart arrhythmias and cross- reactions with some heart and high blood pressure medications. Living Well 286 allergy medication claritin allegra **zyrtec** benadryl sudafed PHARMPRD FAMPHARM Health & Family FAMHLTH 1HE30 Drugs DRUGS 1DR89 Healthcare HOTNEWS 1HE06 Respiratory Drugs PTRSPDRG 1RE83 Allergy & Immunology...

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740. ALLERGY ALERT
Patriot Ledger, The; Quincy, Mass. Author: Joan Wilder; Word Count: 546 4/10/02 PAT-LED 10 2002 WLNR 11315246

...ALLERGY ALERT Joan Wilder Patriot Ledger, The; Quincy, Mass. The Patriot Ledger Quincy, MA LIVING WELL 10 April 10, 2002 **20020410 20020410** English FDID 0007997 Newspaper US USA MA Massachusetts NorthAmerica 2730 Word Count: 546 ALLERGY ALERT Medications don't have to knock ...

...do block allergic reactions - but also incapacitate people with drowsiness. A new generation of prescription antihistamines, including Claritin, Allegra and **Zyrtec**, offers relief without sedation. Doctors also say steroid nasal sprays are very effective. According to experts, avoiding allergens while finding...

741. Spring means more sneezing for people with allergies.
New Orleans CityBusiness Author: Kaija Wilkinson; Word Count: 1143 4/8/02 NORCITYBUS (No Page) 2002 WLNR 14770191

...Online) 2002 WLNR 14770191 Spring means more sneezing for people with allergies. Kaija Wilkinson New Orleans CityBusiness April 8, 2002 **20020408 20020408** Dolan Media Company 0279-4527 Magazine/Journal English KHGD 0007260 Trade Journal US USA LA Louisiana NorthAmerica 5716 Word Count ...

...it's all over," Wilson says. He says his patients have found relief with several prescription antihistamines, including Allegra, Claritin and **Zyrtec**. Wilson says it's important to get a prescription rather than rely on over-the-counter remedies like decongestants that depress...

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742. ACHOO! Warm weather and spring blooms means pollen and dust particles wreaking havoc on sinus cavities.
Star-News (Wilmington, NC) Author: Amy Hotz, Staff Writer; Word Count: 925 4/2/02 STARNEWS 1D 2002 WLNR 13492666

...particles wreaking havoc on sinus cavities. Amy Hotz, Staff Writer Star-News (Wilmington, NC) Lifestyle 1D, 5D April 2, 2002 **20020402 20020402** English IAEA 0051378 Newspaper US USA NC North Carolina NorthAmerica 4625 Word Count: 925 Ah. Azalea Festival time. Time to ...

...want to think about wearing masks with at least a .05 micron rating while being active outside. Medications such as **Zyrtec**, Allegra, Claritin or nasal steroids also help, said Dr. Samuel Armitage, a family physician with Pelican Family Medicine. In January ...

...Pulmonary PULMONRY 1RE29 Allergy ALLERGY 1AL79 ACHOO ALLEGRA CLARITIN CROSS GARDEN CENTER FOOD AND DRUG ADMINISTRATION HEPA SCHERING PLOUGH UV **ZYRTEC** SCHERING PLOUGH CORP Armitage Azalea Festival Benadryl Bill O'Donnell Clarinex Dry Grasses Inside Kill Mary Jo Holt Poor Samuel Armitage...

743. Maker wants Claritin to be sold OTC. (Generics Due Soon).
Skin & Allergy News Author: Franklin, Deeanna; Word Count: 526 4/1/02 SKINALLERGY 11 2002 WLNR 14207227

...Claritin to be sold OTC. (Generics Due Soon). Franklin, Deeanna Skin & Allergy News 33 4 11(1) April 1, 2002 **20020401 20020401** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 2630 Word Count: 526 Schering ...

...the FDA to market generic versions of the drug. Claritin, along with the other second-generation antihistamines Allegra (fexofenadine) and **Zyrtec** (cetirizine), was the subject of a precedent-setting petition for a switch to over-the-counter (OTC) status filed with ...

...really nothing in the clinical literature that differentiates it from any of the prescription antihistamines, whether it's Clarinex, Allegra, or **Zyrtec**." Claritin remains a first-line therapy for allergic rhinitis. " For those patients who have treatment failures or who are intolerant to Claritin, then the other agents will be made available," said Dr. Seidman. However, reimbursement for Allegra and **Zyrtec** may get tougher. WellPoint plans to place them in the third tier of its formulary, or require special authorization for use. There were no indications from the makers of Allegra or **Zyrtec** that they plan to change their prescription-only status. 395 Health Health care industry Claritin (Medication) Claritin (Medication) - Marketing Marketing...

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744. FDA MOVES TOWARD OTC STATUS FOR Rx ALLERGY DRUGS, THOMPSON SAYS
Generic Line Author: N/A; Word Count: 600 3/23/02 GENERICLINE 1 2002 WLNR 13994344

...13994344 FDA MOVES TOWARD OTC STATUS FOR Rx ALLERGY DRUGS, THOMPSON SAYS Generic Line 19 4 1 March 23, 2002 **20020323 20020323** web English KCBG 0138772 Trade Journal US USA NorthAmerica 2998 Word Count: 600 Health and Human Services Secretary Tommy Thompson ...

...relaxing prescribing regulations for some of the popular allergy drugs." The other drugs reviewed by the advisory committee were Pfizer's **Zyrtec** and Aventis' Allegra. A switch to nonprescription status for Claritin before the drug's patent expires in April would give Schering...

745. NeedyMeds lists 176 cheap-drug programs
Tulsa World Author: PHIL MULKINS; Word Count: 606 3/22/02 TULSAWORLD A2 2002 WLNR 13765320

...A2 2002 WLNR 13765320 NeedyMeds lists 176 cheap-drug programs PHIL MULKINS Tulsa World FH NEWS A2 March 22, 2002 **20020322 20020322** English JLNO 0054388 Newspaper US USA OK Oklahoma NorthAmerica 3030 Word Count: 606 People who do not have insurance coverage ...

...doctor requirements, etc. Drugs. This NeedyMeds page lists 1,028 name-brand drugs distributed through the 176 programs, from Abelcet to **Zyrtec**. By clicking on drug names you can go to the drug's information page. If an asterisk follows the name, it...

746. CHILDREN AND ALLERGIES: NOTHING TO SNEEZE AT
Columbia State (SC) Author: JAYMI FREIDEN, STAFF WRITER ; Word Count: 759 3/17/02 THESTATE H4 2002 WLNR 1751480

...ALLERGIES: NOTHING TO SNEEZE AT JAYMI FREIDEN, STAFF WRITER Columbia State (SC) State (Columbia) FINAL SPECIAL H4 March 17, 2002 **20020317 20020317** Columbia SC United States CS Newspaper PHOTO English ACGT 0002105 Newspaper US USA SC South Carolina NorthAmerica 3794 Word Count ...

...allergies, which can be hereditary. The heavy pollen season can make their problems worse, but thanks to medications such as **Zyrtec**, Nasonex and Claritin, all are able to play sports and be outside without too many problems. Other modifications the Dellingers ...

...to treat the problem. The most frequent treatment for allergies is the use of prescription antihistamines such as Claritin and **Zyrtec**, which block allergic reactions by inhibiting the action of the chemical that causes sneezing and itching. Side effects can include...

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747. MONEY & MEDICINE; A Drug Will Cost Less. For Whom?
New York Times (NY) Author: MELODY PETERSEN; Word Count: 1043 3/17/02 NYT 39 2002 WLNR 4055325

...For Whom? MELODY PETERSEN New York Times (NY) New York Times Late Edition - Final 3 9 01 March 17, 2002 **20020317 20020317** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5217 Word Count: 1043 ...

...petition with the Food and Drug Administration asking that Claritin, the blockbuster allergy medicine, and its two competitors, Allegra and **Zyrtec** , be sold without a prescription. Now it appears that Claritin will become an over-the-counter medicine as soon as ...

...who advises companies on switching products from prescription to nonprescription status. Analysts estimate that the market for Claritin, Allegra and **Zyrtec** in the United States, now at $5 billion, could plummet by about half, saving the health care system more than $2 billion. Allegra is made by Aventis Pharmaceuticals and **Zyrtec** by Pfizer. Of course, a large part of that savings will go to health insurers like Wellpoint. Mr. Seidman estimates...

748. Adopt cost controls on prescription drugs
Seattle Times (WA) Author: N/A; Word Count: 438 3/12/02 STLTI B4 2002 WLNR 1680122

...WLNR 1680122 Adopt cost controls on prescription drugs Seattle Times (WA) Seattle Times Fourth ROP Opinion B4 March 12, 2002 **20020312 20020312** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 2190 Word Count: 438 IT ...

...may be priced differently. Consider the non-sedating antihistamines. A month's supply of Claritin is about $80, Allegra $55 and **Zyrtec** $50. For most people, they are the same. Making it easier for customers to get Allegra or **Zyrtec** than Claritin "saves us well over $1 million a year," says Regence's formulary manager, Pete Fullerton. And that is just...

749. Monkey virus linked to lymphatic cancer
USA Today (USA) Author: N/A; Word Count: 1067 3/11/02 USATD 08D 2002 WLNR 4497590

...2002 WLNR 4497590 Monkey virus linked to lymphatic cancer USA Today (USA) USA TODAY FINAL LIFE 08D March 11, 2002 **20020311 20020311** VA United States US Newspaper English ADVP 0010173 Newspaper US USA NorthAmerica 5334 Word Count: 1067 Traces of a monkey ...

...has little choice. Late last year, a Food and Drug Administration advisory panel said Claritin and two competing products -- Pfizer's **Zyrtec** and Aventis' Allegra -- were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

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750. FDA CONSIDERING OTC STATUS FOR Rx ALLERGY DRUGS
Washington Drug Letter Author: N/A; Word Count: 584 3/11/02 WASHDRUG 2 2002 WLNR 13994504

...2002 WLNR 13994504 FDA CONSIDERING OTC STATUS FOR Rx ALLERGY DRUGS Washington Drug Letter 34 8 2 March 11, 2002 **20020311 20020311** web English KCBK 0138776 Newsletter US USA NorthAmerica 2918 Word Count: 584 Remarks by Health and Human Services Secretary Tommy ...

...relaxing prescribing regulations for some of the popular allergy drugs." The other drugs reviewed by the advisory committee were Pfizer's **Zyrtec** and Aventis' Allegra. A switch to nonprescription status for Claritin before the drug's patent expires in April would give Schering...

751. No prescription needed for Claritin
SUNDAY GAZETTE-MAIL (CHARLESTON, WV) Author: Anonymous; Word Count: 134 3/10/02 CHLST-GZ 13 2002 WLNR 5388940

...WV) 13 2002 WLNR 5388940 No prescription needed for Claritin Anonymous SUNDAY GAZETTE-MAIL (CHARLESTON, WV) 13 March 10, 2002 **20020310 20020310** PROQUEST ENGLISH NEWSPAPER ANRV 0009594 Newspaper US USA WV West Virginia NorthAmerica 668 Word Count: 134 NEW YORK - Under immense ...

...but the company has little choice. Late last year, an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

752. ALBANY MOLECULAR TAKES HIT
Albany Times Union (NY) Author: KENNETH AARON Business writer; Word Count: 646 3/9/02 TIMESUN B8 2002 WLNR 381456

...MOLECULAR TAKES HIT KENNETH AARON Business writer Albany Times Union (NY) TIMES UNION THREE STAR BUSINESS B8 March 9, 2002 **20020309 20020309** Albany NY United States AL Newspaper English ACAD 0000302 Newspaper US USA NY New York NorthAmerica 3232 Word Count: 646 ...

...The U.S. Food and Drug Administration still is considering a recommendation to move the Big Three prescription allergy drugs -- Allegra, **Zyrtec** and Claritin -- to over-the-counter sale. Now that Claritin has volunteered to go, the FDA might feel less compelled...

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753. DRUG FIRM WANTS TO SELL CLARITIN WITHOUT PRESCRIPTION
Boston Globe (MA) Author: Ceci Connolly, Washington Post ; Word Count: 354 3/9/02 BOSTONG A5 2002 WLNR 2605771

...SELL CLARITIN WITHOUT PRESCRIPTION Ceci Connolly, Washington Post Boston Globe (MA) Boston Globe THIRD National/Foreign A5 March 9, 2002 **20020309 20020309** Boston MA United States BG Newspaper English ACDM 0001266 Newspaper US USA MA Massachusetts NorthAmerica 1770 Word Count: 354 WASHINGTON ...

...a Thousand Oaks, Calif., health insurance company - asking the FDA to reclassify Claritin and its two leading competitors, Allegra and **Zyrtec**. Debate over how such drugs should be purchased provides a window into the interaction of economic forces in the health...

754. DOUGNUT-MAKER PROFITS SOAR ON BIG SALES IN BRIEF
Bradenton Herald (Bradenton, FL) Author: Herald Staff and Wire Reports; Word Count: 387 3/9/02 BRADHERALD 2B 2002 WLNR 1332614

...SALES IN BRIEF Herald Staff and Wire Reports Bradenton Herald (Bradenton, FL) Bradenton Herald BRADENTON business 2B March 9, 2002 **20020309 20020309** Bradenton FL US BH Newspaper English ACDS 0001284 Newspaper US USA FL Florida NorthAmerica 1936 Word Count: 387 Krispy Kreme ...

...as 50 percent less than prescription medicines. Last May an FDA advisory panel said Claritin and two competing products --- Pfizer's **Zyrtec** and Aventis' Allegra --- were safe enough to be sold over-the-counter. Chiquita on mend Chiquita Brands International Inc. will...

755. SUN SUES MICROSOFT OVER JAVA
Charlotte Observer (NC) Author: BRIAN BERGSTEIN, ASSOCIATED PRESS ; Word Count: 681 3/9/02 CHAROBSVR 2D 2002 WLNR 2253843

...SUES MICROSOFT OVER JAVA BRIAN BERGSTEIN, ASSOCIATED PRESS Charlotte Observer (NC) Charlotte Observer ONE-THREE BUSINESS 2D March 9, 2002 **20020309 20020309** Charlotte NC United States CO Newspaper English CDEJ 0001812 Newspaper US USA NC North Carolina NorthAmerica 3406 Word Count: 681 ...

...Schering-Plough jumped before it was pushed. Last May an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

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756. CLARITIN SWITCHING
Cincinnati Post (OH) Author: N/A; Word Count: 129 3/9/02 CINPOST 2A 2002 WLNR 1269539

...2A 2002 WLNR 1269539 CLARITIN SWITCHING Cincinnati Post (OH) Cincinnati Post (KY) CINCINNATI POST FINAL NEWS 2A March 9, 2002 **20020309 20020309** Cincinnati OH US CP Newspaper English ACXQ 0001982 Newspaper US USA OH Ohio NorthAmerica 647 Word Count: 129 NEW YORK ...

...said the company has little choice. Late last year, an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. BRIEFLY 101 PHMBIGCO SCHPLOUG PHARMPRD CTPDWPHM Major Corporations...

757. Bond raised in hit and run
CINCINNATI POST (OH) Author: N/A; Word Count: 570 3/9/02 CINPOST 2 2002 WLNR 5355409

...02 Cin. Post 2 2002 WLNR 5355409 Bond raised in hit and run CINCINNATI POST (OH) 2 March 9, 2002 **20020309 20020309** PROQUEST ENGLISH NEWSPAPER AMEW 0001983 Newspaper US USA OH Ohio NorthAmerica 2849 Word Count: 570 BRIEFLY A judge raised bond ...

...said the company has little choice. Late last year, an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. CAPE CANAVERAL, FLA. Telescope fixed Shuttle Columbia's astronauts...

758. FIRM SEEKS OTC STATUS FOR ALLERGY DRUG
COLUMBIAN (VANCOUVER, WA) Author: AGOVINO, THERESA; Word Count: 447 3/9/02 COLUMBIAWA 3 2002 WLNR 5163166

...3 2002 WLNR 5163166 FIRM SEEKS OTC STATUS FOR ALLERGY DRUG AGOVINO, THERESA COLUMBIAN (VANCOUVER, WA) 3 March 9, 2002 **20020309 20020309** PROQUEST 1043-4151 ENGLISH NEWSPAPER ACGX 0002106 Newspaper US USA WA Washington NorthAmerica 2236 Word Count: 447 NEW YORK -- Under ...

...said the company has little choice. Late last year, an FDA advisory panel said Claritin and two competing products Pfizer's **Zyrtec** and Aventis' Allegra were safe enough to be sold over the counter. The FDA, which has said it agrees with...

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759. Claritin soon to become over-the-counter medicine
Deseret Morning News Author: N/A; Word Count: 432 3/9/02 DSRTNEWS D10 2002 WLNR 11215245

...2002 WLNR 11215245 Claritin soon to become over-the-counter medicine Deseret Morning News All Business D10 March 9, 2002 **20020309 20020309** English IGII 0052472 Newspaper US USA UT Utah NorthAmerica 2161 Word Count: 432 NEW YORK (AP) -- Schering-Plough Corp. announced ...

...some control of a very difficult situation. Last May an FDA advisory panel said Claritin and two competing products -- Pfizer's **Zyrtec** and Aventis' Allegra -- were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

760. Decision on Claritin nothing to sneeze at
Houston Chronicle Author: TODD ACKERMAN, Houston Chronicle Medical Writer; Word Count: 844 3/9/02 HSTNCHRON A1 2002 WLNR 13583900

...Claritin nothing to sneeze at TODD ACKERMAN, Houston Chronicle Medical Writer Houston Chronicle 3 STAR A 1 March 9, 2002 **20020309 20020309** English JKRZ 0004755 Newspaper US USA TX Texas NorthAmerica 4219 Word Count: 844 In a move that will save the ...

...such cheaper versions of Claritin, contending its patent should run later than 2002. The effect of Schering-Plough's decision on **Zyrtec** and Allegra, Claritin's two top competitors, was unclear Friday. Neither of their manufacturers faces the imminent expiration of their patent...

761. Claritin to sell over counter [Final Edition]
Journal - Gazette Author: Anonymous; Word Count: 281 3/9/02 JGAZETTE 2 2002 WLNR 11710042

...Gazette (IN) 2 2002 WLNR 11710042 Claritin to sell over counter [Final Edition] Anonymous Journal - Gazette 2.A March 9, 2002 **20020309 20020309** English FEIA 0005420 Newspaper US USA IN Indiana NorthAmerica 1407 Word Count: 281 The maker of Claritin, relenting to pressure ...

...a Thousand Oaks, Calif., health insurance company, for the FDA to reclassify Claritin and its two leading competitors, Allegra and **Zyrtec**. The how and where of purchasing Claritin offers a window into much larger economic forces within the nation's health care...

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762. WellPoint to Favor Nonprescription Form of Claritin Insurance: Move by Blue Cross of California parent could lead to more OTC versions of other allergy drugs.
Los Angeles Times Author: DENISE GELLENE Author: RONALD D. WHITE Word Count: 910 3/9/02 LATIMES 1 2002 WLNR 12456156

...GELLENE TIMES STAFF WRITERS RONALD D. WHITE TIMES STAFF WRITERS Los Angeles Times Home Edition Business 1 March 9, 2002 **20020309 20020309** English JLGM 0039987 Newspaper US USA CA California NorthAmerica 4551 Word Count: 910 The multibillion-dollar business of prescription allergy ...

...expires in December. WellPoint's action, if followed by other health insurers, could force the marketers of competing drugs Allegra and **Zyrtec** to offer nonprescription versions before patents on those strong-selling medications expire. Health insurers would save millions of dollars as ...

...medications. WellPoint, the parent of Blue Cross of California, said it will raise the co-payment on monthly Allegra and **Zyrtec** prescriptions to $30 to $40, up from $17. Schering hasn't said what it would charge for nonprescription Claritin. But analysts...

763. CLARITIN DRUG STATUS MAY CHANGE
Miami Herald (FL) Author: DEBORAH STERN, Bloomberg News ; Word Count: 450 3/9/02 MIAMIHD 1C 2002 WLNR 4612656

...CLARITIN DRUG STATUS MAY CHANGE DEBORAH STERN, Bloomberg News Miami Herald (FL) Miami Herald Final Business 1C March 9, 2002 **20020309 20020309** Miami FL United States MH Newspaper English CDGJ 0006783 Newspaper US USA FL Florida NorthAmerica 2249 Word Count: 450 KENILWORTH ...

...Wilmington Trust. An FDA advisory panel last year recommended Claritin, along with Aventis SA's Allegra and Pfizer and UCB SA's **Zyrtec**, be sold over the counter. All three drugmakers opposed the move, which WellPoint said would save it $80 million a ...

...SA FDA JOHNSON JOHNSON OTC PFIZER PLOUGH SCHERING SCHERING PLOUGH SCHERING PLOUGH CORP US FOOD AND DRUG ADMINISTRATION UCB SAS **ZYRTEC** WELLPOINT WELLPOINT HEALTH NETWORKS ESPERION THERAPEUTICS INC PFIZER INC AVENTIS SA WYETH PFIZER SCHERING PLOUGH CORP WELLPOINT HEALTH NETWORKS INC...

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764. SCHERING PUSHES OVER-THE-COUNTER CLARITIN
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, STAFF WRITER; Author: The Record; Word Count: 1286 3/9/02 RECNNJ A13 2002 WLNR 14861825

...KRAUSKOPF, STAFF WRITER The Record New Jersey Record (NJ) Record, The (Hackensack, NJ) All Editions BUSINESS A13 March 9, 2002 **20020309 20020309** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 6429 Word Count: 1286 In a gambit to retain its ...

...insurer, WellPoint Health Networks , asked the FDA to force Claritin, as well as the Aventis drug Allegra and Pfizer 's **Zyrtec**, over the counter against the manufacturers' wishes. WellPoint said the drugs were safe enough - citing Schering-Plough 's own claims ...

...s move, saying the antihistamine drugs do not meet the criteria for prescription status. He said he expects Allegra and **Zyrtec** would be moved over the counter before their patents expire and that, in the meanwhile, all of the prescription antihistamines...

765. Schering-Plough to Offer Nonprescription Claritin
New York Times (NY) Author: MILT FREUDENHEIM; Word Count: 1069 3/9/02 NYT C2 2002 WLNR 4068849

...Nonprescription Claritin MILT FREUDENHEIM New York Times (NY) New York Times Late Edition - Final C 2 05 March 9, 2002 **20020309 20020309** New York NY US NYT English Newspaper ADFN 0007297 Newspaper US USA NY New York NorthAmerica 5344 Word Count: 1069 ...

...said nonprescription Claritin would affect the entire $5 billion market for nonsedating allergy drugs that Claritin created. These drugs include **Zyrtec**, made by Pfizer, and Allegra, made by Aventis. Claritin and **Zyrtec** were among the five most heavily advertised drugs in the first half of last year, according to the latest report ...

...generated 27.7 percent of Schering-Plough's sales last year. He said Allegra was an important product for Aventis, but **Zyrtec** was relatively small for Pfizer. Schering-Plough, which is based in Kenilworth, N.J., has reported strong introductory sales for Clarinex...

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766. Claritin to be sold over the counter Regulatory and competitive pressures are forcing the change for the allergy drug.
Philadelphia Inquirer (PA) Author: Theresa Agovino ASSOCIATED PRESS ; Word Count: 787 3/9/02 PHILA-INQ A01 2002 WLNR 2862802

...for the allergy drug. Theresa Agovino ASSOCIATED PRESS Philadelphia Inquirer (PA) Philadelphia Inquirer CITY-D NATIONAL A01 March 9, 2002 **20020309 20020309** Philadelphia PA United States PI Newspaper English CDHD 0008112 Newspaper US USA PA Pennsylvania NorthAmerica 3936 Word Count: 787 NEW ...

...gain some control of a difficult situation. Last May, an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. The FDA, which has said it agrees with ...

...FDA tries to force Pfizer and Aventis to switch their products to over-the-counter status. Most expect sales of **Zyrtec** and Allegra to slump when Claritin becomes an over-the-counter drug. Wellpoint chief pharmacy officer Robert Seidman said that if **Zyrtec** and Allegra maintain their prescription status, patients who still want to use them will require special permission from a doctor...

767. TOP ALLERGY PRESCRIPTION SHIFTS TO OTC
Pittsburgh Post-Gazette (PA) Author: CECI CONNOLLY, THE WASHINGTON POST ; Word Count: 679 3/9/02 PITTSPOST A5 2002 WLNR 4203538

...CONNOLLY, THE WASHINGTON POST Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER SCIENCE, MEDICINE, TECHNOLOGY A-5 March 9, 2002 **20020309 20020309** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 3397 Word Count: 679 The ...

...a Thousand Oaks, Calif., health insurance company, for the FDA to reclassify Claritin and its two leading competitors, Allegra and **Zyrtec**. The how and where of purchasing Claritin offers a window into much larger economic forces within the nation's health care...

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768. CLARITIN TO BE SOLD WITHOUT A PRESCRIPTION
Press of Atlantic City, The Author: Associated Press; Word Count: 372 3/9/02 PRESSATLC A7 2002 WLNR 11726574

...A PRESCRIPTION Associated Press Press of Atlantic City, The The Press of Atlantic City All Business A7 March 9, 2002 **20020309 20020309** English IGJA 0054365 Newspaper US USA NJ New Jersey NorthAmerica 1861 Word Count: 372 Schering-Plough Corp. announced plans Friday ...

...some control of a very difficult situation. Last May, an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

769. Schering-Plough Pushes Over-the-Counter Claritin
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 1335 3/9/02 RECNNJ (No Page) 2002 WLNR 10612566

...Schering-Plough Pushes Over-the-Counter Claritin Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J March 9, 2002 **20020309 20020309** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 6676 Word Count: 1335 Mar. 9--In a ...

...health insurer, WellPoint Health Networks, asked the FDA to force Claritin, as well as the Aventis drug Allegra and Pfizer's **Zyrtec**, over the counter against the manufacturers' wishes. WellPoint said the drugs were safe enough -- citing Schering-Plough's own claims that ...

...Plough's move, saying the antihistamine drugs do not meet the criteria for prescription status. He said he expects Allegra and **Zyrtec** would be moved over the counter before their patents expire and that, in the meanwhile, all of the prescription antihistamines...

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770. SCHERING PUSHES OVER-THE-COUNTER CLARITIN [All Editions: Late, Early]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 1294 3/9/02 RECNNJ A 2002 WLNR 11546538

...OVER-THE-COUNTER CLARITIN [All Editions: Late, Early] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. A.13 March 9, 2002 **20020309 20020309** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 6472 Word Count: 1294 In a gambit to retain its ...

...health insurer, WellPoint Health Networks, asked the FDA to force Claritin, as well as the Aventis drug Allegra and Pfizer's **Zyrtec**, over the counter against the manufacturers wishes. WellPoint said the drugs were safe enough citing Schering-Plough's own claims that ...

...Plough's move, saying the antihistamine drugs do not meet the criteria for prescription status. He said he expects Allegra and **Zyrtec** would be moved over the counter before their patents expire and that, in the meanwhile, all of the prescription antihistamines...

771. Claritin on its way to sales at counter ; Allergy drug's maker to sell it without prescription.
San Antonio Express-News Author: Theresa Agovino; Word Count: 586 3/9/02 SAEN 01D 2002 WLNR 13916420

...Allergy drug's maker to sell it without prescription. Theresa Agovino San Antonio Express-News Metro Business 01D March 9, 2002 **20020309 20020309** English JKSY 0070471 Newspaper US USA TX Texas NorthAmerica 2928 Word Count: 586 NEW YORK - Schering-Plough Corp. announced plans ...

...some control of a very difficult situation. Last May an FDA advisory panel said Claritin and two competing products - Pfizer's **Zyrtec** and Aventis' Allegra - were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

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772. Claritin going over the counter Allergy-drug maker bows to pressure
Seattle Times (WA) Author: Ceci Connolly; The Washington Post; Word Count: 527 3/9/02 STLTI A4 2002 WLNR 1686047

...bows to pressure Ceci Connolly; The Washington Post Seattle Times (WA) Seattle Times Fourth ROP News A4 March 9, 2002 **20020309 20020309** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 2637 Word Count: 527 WASHINGTON ...

...a Thousand Oaks, Calif., health-insurance company, for the FDA to reclassify Claritin and its two leading competitors, Allegra and **Zyrtec**. As medical costs continue to increase, patients, insurers and employers are searching for savings. The pharmaceutical industry and some physician ...

...be less than $17 a month" in the U.S., he said. Spokespeople at Aventis and Pfizer, which make Allegra and **Zyrtec**, respectively, said they believe their antihistamines should remain prescription medications. 403 North America GEONAMR 1NO39 Americas GEOAMER 1AM92 USA ISOUS...

773. CLARITIN TO GO OVER THE COUNTER
Sun Herald (Biloxi, MS) Author: THERESA AGOVINO, THE ASSOCIATED PRESS; Word Count: 433 3/9/02 SHRLD C9 2002 WLNR 3533423

...THE COUNTER THERESA AGOVINO, THE ASSOCIATED PRESS Sun Herald (Biloxi, MS) Sun Herald TSH SPORTS/BUSINESS C9 March 9, 2002 **20020309 20020309** Biloxi MS United States SH Newspaper English CDHG 0009585 Newspaper US USA MS Mississippi NorthAmerica 2166 Word Count: 433 NEW ...

...said the company has little choice. Late last year, an FDA advisory panel said Claritin and two competing products, Pfizer's **Zyrtec** and Aventis' Allegra, were safe enough to be sold over the counter. The FDA, which has said it agrees with...

774. Shares of Albany, N.Y., Drug Firm Hit on Fears over Allergy-Drug Royalties
Times Union (Albany, NY) (KRT) Author: Kenneth Aaron; Word Count: 626 3/9/02 TIMESUN (No Page) 2002 WLNR 11974589

...on Fears over Allergy-Drug Royalties Kenneth Aaron Times Union (Albany, NY) (KRT) Times Union, Albany, N.Y March 9, 2002 **20020309 20020309** US NEWSPAPER English FJAA 0063938 Newspaper US USA NY New York NorthAmerica 3130 Word Count: 626 Mar. 9--Shares of ...

...The U.S. Food and Drug Administration still is considering a recommendation to move the Big Three prescription allergy drugs -- Allegra, **Zyrtec** and Claritin -- to over-the-counter sale. Now that Claritin has volunteered to go, the FDA might feel less compelled...

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775. FDA CLEARS CLARINEX AFTER SCHERING CORRECTS MANUFACTURING DEFICIENCIES
Washington Drug Letter Author: N/A; Word Count: 1237 3/9/02 WASHDRUG 1 2002 WLNR 13997737

...2002 WLNR 13997737 FDA CLEARS CLARINEX AFTER SCHERING CORRECTS MANUFACTURING DEFICIENCIES Washington Drug Letter 34 1 1 March 9, 2002 **20020309 20020309** web English KCBK 0138776 Newsletter US USA NorthAmerica 6187 Word Count: 1237 The FDA has cleared Schering-Plough's Clarinex, expressing ...

...program to convince customers Clarinex not only is superior to Claritin, but also works better than Aventis' Allegra and Pfizer's **Zyrtec**, Claritin's leading rivals. Schering said the FDA's Dec. 21 approval will allow the firm to get Clarinex (desloratadine, 5-mg...

776. Claritin May Be Over the Counter
AP ONLINE Author: THERESA AGOVINO; Word Count: 478 3/8/02 ASSOCPR 00:00:00

...8/02 AP Online 00:00:00 Claritin May Be Over the Counter THERESA AGOVINO AP ONLINE March 8, 2002 **20020308 20020308** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 2392 Word Count: 478 AP Business Writer digital NEW YORK ...

...said the company has little choice. Late last year an FDA advisory panel said Claritin and two competing products -- Pfizer's **Zyrtec** and Aventis' Allegra -- were safe enough to be sold over-the-counter. The FDA, which has said it agrees with...

777. Claritin to Be Sold Over-the-Counter
AP ONLINE Author: THERESA AGOVINO; Word Count: 756 3/8/02 ASSOCPR 00:00:00

...02 AP Online 00:00:00 Claritin to Be Sold Over-the-Counter THERESA AGOVINO AP ONLINE March 8, 2002 **20020308 20020308** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 3782 Word Count: 756 AP Business Writer NEW YORK (AP ...

...some control of a very difficult situation. Last May an FDA advisory panel said Claritin and two competing products -- Pfizer's **Zyrtec** and Aventis' Allegra -- were safe enough to be sold over-the-counter. The FDA, which has said it agrees with ...

...products to over-the-counter status. Some analysts questioned the upside of fighting the FDA on the issue. Most expect **Zyrtec** and Allegra to see their sales slump when Claritin becomes an over-the-counter drug. Wellpoint Health Networks chief pharmacy officer Robert Seidman said if **Zyrtec** and Allegra maintain their prescription status, patients who still want to use them will require special permission from a doctor...

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778. SEPRACOR STOCK DIVES ON SOLTARA REJECTION SHARES TUMBLE 58% AS FDA DECISION ON ALLERGY DRUG SHOCKS
Boston Globe (MA) Author: Naomi Aoki, Globe Staff; Word Count: 818 3/8/02 BOSTONG D1 2002 WLNR 2574955

...DECISION ON ALLERGY DRUG SHOCKS Naomi Aoki, Globe Staff Boston Globe (MA) Boston Globe THIRD Business D1 March 8, 2002 **20020308 20020308** Boston MA United States BG Newspaper English ACDM 0001266 Newspaper US USA MA Massachusetts NorthAmerica 4090 Word Count: 818 Sepracor ...

...other antihistamines. It also shows signs of being more potent than Claritin and Allegra, without the sedating side effects of **Zyrtec**. Steinberg said he is forecasting an 18-month delay for Soltara based on the possibility that the company will have...

779. Sepracor Shares Plunge on FDA News
AP ONLINE Author: JUSTIN POPE; Word Count: 645 3/7/02 ASSOCPR 00:00:00

...7/02 AP Online 00:00:00 Sepracor Shares Plunge on FDA News JUSTIN POPE AP ONLINE March 7, 2002 **20020307 20020307** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 3227 Word Count: 645 AP Business Writer BOSTON (AP) -- Shares ...

...tested the drug, known generically as tecastemizole, which the company hopes will compete with the popular antihistamines Allegra, Claritin and **Zyrtec**. "They were gearing up for a big launch, a very expensive launch, a very expensive battle in the non-sedating...

780. FDA Decision Hurts Sepracor Stock
AP ONLINE Author: JUSTIN POPE; Word Count: 711 3/7/02 ASSOCPR 00:00:00

...3/7/02 AP Online 00:00:00 FDA Decision Hurts Sepracor Stock JUSTIN POPE AP ONLINE March 7, 2002 **20020307 20020307** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 3554 Word Count: 711 AP Business Writer BOSTON (AP) -- Shares ...

...drug, known generically as tecastemizole, will move into the prescription antihistamine market along with popular drugs like Allegra, Claritin and **Zyrtec**. Sepracor submitted the drug for FDA approval last March in an application that included seven large-scale studies, 30 smaller...

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781. The switch is on Schering-Plough pushes its replacement for Claritin
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 1142 3/6/02 STLGRN 19 2002 WLNR 12885263

...Schering-Plough pushes its replacement for Claritin DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 19 March 6, 2002 **20020306 20020306** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 5710 Word Count: 1142 The allergy season is in full ...

...in January - a far cry from Claritin's roughly 36 percent share. The drugs' competitors are Aventis Pharmaceuticals' Allegra and Pfizer's **Zyrtec**. The latest figures from IMS Health peg the value of the market at more than $4.5 billion. The effort...

782. Switch products could provide needed jolt. (Cough/Cold).
Chain Drug Review Author: Schultz, John; Word Count: 862 3/4/02 CHAINDREV 41 2002 WLNR 14091594

...Switch products could provide needed jolt. (Cough/Cold). Schultz, John Chain Drug Review 24 5 41(1) March 4, 2002 **20020304 20020304** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 4312 Word Count: 862 WASHINGTON ...

...jurisdiction of HHS, has been weighing the possibility of moving the antihistamines Allegra (Aventis Pharmaceuticals), Claritin (Schering-Plough Corp.) and **Zyrtec** (Pfizer) from prescription to nonprescription status. In May an FDA advisory panel decided the three drugs were safe enough to ...

...consumption Government regulation (cont) Allegra (Medication) Allegra (Medication) - Laws, regulations and rules Claritin (Medication) Claritin (Medication) - Laws, regulations and rules **Zyrtec** (Medication) **Zyrtec** (Medication) - Laws, regulations and rules United States. Food and Drug Administration United States. Food and Drug Administration - Laws, regulations and...

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783. PHARMACEUTICAL PRICING: SYSTEM CHANGES AND GLOBAL EFFECTS
Metropolitan Corporate Counsel Author: Kathleen M. Sanzo and Stephen Paul Mahinka Word Count: 2510 3/1/02 METCC 24 2002 WLNR 15012704

...Counselors at Law Metropolitan Corporate Counsel The Metropolitan Corporate Counsel Mid-Atlantic Area Firms 10 3 24 March 1, 2002 **20020301 20020301** English KIHA 0143670 Newspaper US USA NY New York NorthAmerica 12548 Word Count: 2510 The structure of pharmaceutical pricing in ...

...Citizen Petition filed by health insurance companies requesting that the agency force three prescription allergy drugs, Schering-Plough's Claritin, Pfizer's **Zyrtec**, and Aventis' Allegra, to be sold on an over-the-counter (OTC) basis. If FDA implements this recommendation, it will...

784. A web of intrigue surrounds Clarinex site
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 616 2/27/02 STLGRN 21 2002 WLNR 12878305

...A web of intrigue surrounds Clarinex site DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 21 February 27, 2002 **20020227 20020227** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 3080 Word Count: 616 Is Schering-Plough having trouble launching ...

...Plough needs to switch Claritin users to Clarinex. Meanwhile, Schering-Plough faces intense competition from Aventis Pharmaceuticals' Allegra and Pfizer's **Zyrtec**. Pharmaceutical companies have turned to the Internet to promote their drugs in recent years. For example, if you go to...

785. THE PEOPLE'S PHARMACY / Low Libido Linked To Clogged Arteries
Newsday (USA) Author: Joe Graedon and Teresa Graedon. Joe Graedon and Teresa Graedon has a doctorate in medical anthropology and is a nutrition expert; Word Count: 453 2/25/02 NWSDAY D04 2002 WLNR 542392

...doctorate in medical anthropology and is a nutrition expert Newsday (USA) Newsday ALL EDITIONS HEALTH & DISCOVERY D04 February 25, 2002 **20020225 20020225** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 2267 Word Count: 453 Q ...

...soup is a time-honored home remedy. Q. I have read that drinking oolong tea might alleviate eczema. I take **Zyrtec** for allergies and Hyzaar for blood pressure. I also use topical creams such as Lac-Hydrin. Is it safe to...

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786. DRUG ADS HAVE TRIPLED SINCE `96 ; TV LEADS WAY IN PUSHING PRESCRIPTIONS [All Editions: Two Star B, Two Star P, One Star B]
Record, The; Bergen County, N.J. Author: JOHNSON, LINDA A; Word Count: 423 2/19/02 RECNNJ L 2002 WLNR 11618621

...B, Two Star P, One Star B] JOHNSON, LINDA A Record, The; Bergen County, N.J. L.09 February 19, 2002 **20020219 20020219** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 2117 Word Count: 423 Television viewers are right if they ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence, and the allergy drugs Claritin, Allegra, and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

787. Schering defending patent. (Focus).
Chain Drug Review Author: N/A; Word Count: 824 2/18/02 CHAINDREV 5 2002 WLNR 14086300

...Drug Rev. 5 2002 WLNR 14086300 Schering defending patent. (Focus). Chain Drug Review 24 4 RX5(2) February 18, 2002 **20020218 20020218** Racher Press, Inc. 0164-9914 Magazine/Journal English KGHR 0001796 Trade Journal US USA NorthAmerica 4121 Word Count: 824 KENILWORTH ...

...California. At that session an advisory panel overwhelmingly agreed that Claritin (as well as Aventis Pharmaceuticals' Allegra and Pfizer Inc.'s **Zyrtec**) were safe enough to be sold as nonprescription products. "Ironically, if J&J and American Home are successful they themselves...

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788. Pharma rolls out new Rx cards. (Retail News).
Drug Store News Author: West, Diane; Word Count: 953 2/18/02 DSNEWS 3 2002 WLNR 14084057

...Pharma rolls out new Rx cards. (Retail News). West, Diane Drug Store News 24 2 3(1) February 18, 2002 **20020218 20020218** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 4767 Word Count: 953 NEW YORK ...

...2002 $35,000 for couples with no other coverage Card program Coverage, exclusions Pfizer Share Card Lipitor, Norvasc, Zoloft, * Argus Health **Zyrtec**, Aricept Systems * Plan announced Jan. 15; enrollment began Feb. 1; cards can be used March 1 Novartis CareCard Diovan, Exelon ...

...Drugs RX 1PR52 Healthcare HOTNEWS 1HE06 Retailers PTRETAIL 1RE64 Drugstores DRUGSTOR 1DR73 Wholesale Trade & Distribution WHOLDIST 1WH58 ALBERTSON ARGUS HEALTH **ZYRTEC** ARICEPT SYSTEMS* PLAN AVANDIA CVS DESCRIPTION PFIZER SHARE CARD EXPRESS SCRIPTS EXPRESS SCRIPTS AOVAIR EXPRESS SCRIPTS SMITHKLINE FLONASE FLOVENT GLAXO...

789. Schering-Plough goes to court to protect loratadine patent. (OTC/Natural Health Category News).
Drug Store News Author: N/A; Word Count: 557 2/18/02 DSNEWS 29 2002 WLNR 14084098

...court to protect loratadine patent. (OTC/Natural Health Category News). Drug Store News 24 2 29(1) February 18, 2002 **20020218 20020218** Lebhar-Friedman, Inc. 0191-7587 Magazine/Journal English KGBI 0003153 Newsletter US USA NorthAmerica 2783 Word Count: 557 KENILWORTH, N.J ...

...petitioned the U.S. Food and Drug Administration to force the Rx-to-OTC switch of Claritin, Allegra (Aventis Pharmaceuticals) and **Zyrtec** (Pfizer)--an unprecedented move-based on the fact that such a move would save hundreds of millions in U.S. health...

790. CHOLESTEROL DRUG LOWERS LIBIDO People's Pharmacy
Long Beach Press-Telegram (CA) Author: Joe and Teresa Graedon; Word Count: 723 2/18/02 LBPRESS U4 2002 WLNR 1593821

...LIBIDO People's Pharmacy Joe and Teresa Graedon Long Beach Press-Telegram (CA) Press-Telegram AM U U4 February 18, 2002 **20020218 20020218** Long Beach CA US LB newspaper English ADBD 0006431 Newspaper US USA CA California NorthAmerica 3615 Word Count: 723 Q ...

...P.O. Box 52027, Durham NC 27717-2027. Q: I have read that drinking oolong tea might alleviate eczema. I take **Zyrtec** for allergies and Hyzaar for blood pressure. I also use topical creams such as Lac-Hydrin on my rash. Is...

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791. DRUG ADS TARGETING PATIENTS
Columbia State (SC) Author: LINDA A. JOHNSON, The Associated Press ; Word Count: 466 2/15/02 THESTATE A19 2002 WLNR 1754410

...ADS TARGETING PATIENTS LINDA A. JOHNSON, The Associated Press Columbia State (SC) State (Columbia) FINAL BUSINESS A19 February 15, 2002 **20020215 20020215** Columbia SC United States CS Newspaper CHART PHOTO English ACGT 0002105 Newspaper US USA SC South Carolina NorthAmerica 2329 Word ...

...the arthritis drugs Vioxx and Celebrex , the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

792. MAKERS OF DRUGS TARGET PATIENTS ADVERTISING AIMED AT CONSUMERS INSTEAD OF DOCTORS TRIPLES
Akron Beacon Journal (Ohio) (KRT) Author: Linda A. Johnson, Associated Press; Word Count: 423 2/14/02 AKRONBJ C14 2002 WLNR 1782765

...Press Akron Beacon Journal (Ohio) (KRT) Akron Beacon Journal (OH) Akron Beacon Journal 1 STAR BUSINESS C14 February 14, 2002 **20020214 20020214** Akron OH US AK Newspaper English CDDJ 0063765 Newspaper US USA OH Ohio NorthAmerica 2114 Word Count: 423 TV viewers ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

793. SPENDING JUMPS ON DRUG ADS GEARED TO PUBLIC, STUDY SAYS
Boston Globe (MA) Author: Associated Press ; Word Count: 394 2/14/02 BOSTONG E3 2002 WLNR 2613083

...DRUG ADS GEARED TO PUBLIC, STUDY SAYS Associated Press Boston Globe (MA) Boston Globe THIRD Business E3 February 14, 2002 **20020214 20020214** Boston MA United States BG Newspaper English ACDM 0001266 Newspaper US USA MA Massachusetts NorthAmerica 1970 Word Count: 394 TV ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent. TYPE: ECO 301 ADVERTISING DRUG Americas GEOAMER 1AM92 New England...

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794. Drug ad spending soars; Drug advertising reached all-time high $2.58B in '00
Boston Herald (MA) Author: JENNIFER HELDT POWELL; Word Count: 909 2/14/02 BOSTONH 29 2002 WLNR 306958

...time high $2.58B in '00 JENNIFER HELDT POWELL Boston Herald (MA) Boston Herald All Business 29 February 14, 2002 **20020214 20020214** Boston MA US HE Newspaper English ACDN 0001268 Newspaper US USA MA Massachusetts NorthAmerica 4546 Word Count: 909 Drug companies ...

...$67 million 10. Meridia, weight loss, $65 million 11. Flovent, asthma, $63 million 12. Pravachol, high cholesterol, $62 million 13. **Zyrtec**, antihistamine, $60 million 14. Singulair, asthma, $59 million 15. Lipitor, high cholesterol, $59 million 16. Nasonex, nasal allergies, $53 million...

795. MORE DRUG ADS AIM AT PATIENTS, NOT DOCTORS
Memphis Commercial Appeal (TN) Author: Linda A. Johnson The Associated Press; Word Count: 658 2/14/02 COMAPL C1 2002 WLNR 7311573

...NOT DOCTORS Linda A. Johnson The Associated Press Memphis Commercial Appeal (TN) Commercial Appeal Final Business C1 February 14, 2002 **20020214 20020214** Memphis TN US CA Newspaper CHART English ADCE 0006726 Newspaper US USA TN Tennessee NorthAmerica 3288 Word Count: 658 TV ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew 70 percent, from $9.2 billion in 1996 to $15.7 billion in ...

...$67 million 10. Meridia, weight loss, $65 million 11. Flovent, asthma, $63 million 12. Pravachol, high cholesterol, $62 million 13. **Zyrtec**, antihistamine, $60 million 14. Singulair, asthma, $59 million 15. Lipitor, high cholesterol, $59 million 16. Nasonex, nasal allergies, $53 million...

796. Critics Say Advertising Contributes to Soaring Prescription Costs
Milwaukee Journal Sentinel, The (KRT) Author: Joe Manning; Word Count: 991 2/14/02 MLWK (No Page) 2002 WLNR 10599493

...Say Advertising Contributes to Soaring Prescription Costs Joe Manning Milwaukee Journal Sentinel, The (KRT) Milwaukee Journal Sentinel February 14, 2002 **20020214 20020214** US NEWSPAPER English FIGA 0063754 Newspaper US USA WI Wisconsin NorthAmerica 4956 Word Count: 991 Feb. 14--Prescription drug advertising ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent , from about $9.2 billion in 1996 to $15.7...

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797. Tripling of Drug Ads Targeting Consumers
Newsday (USA) Author: THE ASSOCIATED PRESS; Word Count: 432 2/14/02 NWSDAY A18 2002 WLNR 541441

...Tripling of Drug Ads Targeting Consumers THE ASSOCIATED PRESS Newsday (USA) Newsday NASSAU AND SUFFOLK NEWS A18 February 14, 2002 **20020214 20020214** NY US ND Newspaper TABLE English ADGH 0007359 Newspaper US USA NY New York NorthAmerica 2158 Word Count: 432 TV ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

798. DRUG ADS TARGETING PATIENTS INSTEAD OF DOCTORS
Pittsburgh Post-Gazette (PA) Author: LINDA A. JOHNSON, THE ASSOCIATED PRESS ; Word Count: 424 2/14/02 PITTSPOST E8 2002 WLNR 4102310

...LINDA A. JOHNSON, THE ASSOCIATED PRESS Pittsburgh Post-Gazette (PA) Pittsburgh Post-Gazette SOONER BUSINESS E-8 February 14, 2002 **20020214 20020214** Pittsburgh PA United States PT Newspaper English ADJN 0008166 Newspaper US USA PA Pennsylvania NorthAmerica 2118 Word Count: 424 TV ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

799. DRUG FIRM ADS APPEAL TO CONSUMERS
South Florida Sun-Sentinel Author: Linda A. Johnson The Associated Press Word Count: 424 2/14/02 SFLSUN-SENT 3D 2002 WLNR 12712739

...APPEAL TO CONSUMERS Linda A. Johnson The Associated Press South Florida Sun-Sentinel Broward Metro BUSINESS 3D February 14, 2002 **20020214 20020214** English JLGO 0009345 Newspaper US USA FL Florida NorthAmerica 2122 Word Count: 424 TV viewers are right if they are ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

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800. SPENDING SOARS ON DRUG ADS THAT TARGET PUBLIC CRITICS SAY IT ENCOURAGES USE OF COSTLY MEDICINES
St. Louis Post-Dispatch (MO) Author: Linda A. Johnson; Author: The Associated Press; Author: Judith VandeWater, Leo John And Virginia Gilbert ; Author: Of The Post-Dispatch Contributed To This Report.; Word Count: 963 2/14/02 STLSPD A1 2002 WLNR 1223674

...To This Report. St. Louis Post-Dispatch (MO) St. Louis Post Dispatch FIVE STAR LIFT NEWS A1 February 14, 2002 **20020214 20020214** St Louis MO United States SL Newspaper English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 4816 Word Count: 963 ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

801. SPENDING SOARS ON DRUG ADS THAT TARGET PUBLIC CRITICS SAY IT ENCOURAGES USE OF COSTLY MEDICINES <
St. Louis Post-Dispatch (MO) Author: Linda A. Johnson The Associated Press Judith VandeWater, Leo John And Virginia Gilbert Of The Post-Dispatch Contributed To This Report.; Word Count: 953 2/14/02 STLSPD A1 2002 WLNR 13323137

...The Post-Dispatch Contributed To This Report. St. Louis Post-Dispatch (MO) FIVE STAR LIFT NEWS A1 February 14, 2002 **20020214 20020214** English ADRE 0009445 Newspaper US USA MO Missouri NorthAmerica 4765 Word Count: 953 TV viewers are right if they are ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

802. Drug Companies Target Patients
AP ONLINE Author: LINDA A. JOHNSON; Word Count: 439 2/13/02 ASSOCPR 00:00:00

...2/13/02 AP Online 00:00:00 Drug Companies Target Patients LINDA A. JOHNSON AP ONLINE February 13, 2002 **20020213 20020213** ASSOCIATED PRESS ENGLISH NEWSWIRE ALHY 0000686 Newswire US USA NorthAmerica 2197 Word Count: 439 Associated Press Writer TV viewers are ...

...the arthritis drugs Vioxx and Celebrex, the ulcer drug Prilosec, Viagra for impotence and the allergy drugs Claritin, Allegra and **Zyrtec**. Total spending on prescription drug promotion grew about 70 percent, from about $9.2 billion in 1996 to $15.7...

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803. Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A.
Nelson Research Reports Author: N/A; Word Count: 139 2/12/02 NELSONINFOD (No Page) 2002 WLNR 9309280

...9309280 Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A. Nelson Research Reports NELSON INFORMATION - DAILY February 12, 2002 **20020212 20020212** COMTEX ENGLISH OTHER ABYN 0007192 Other US USA NorthAmerica 693 Word Count: 139 Feb 12, 2002 (Nelson's Broker Summaries via COMTEX) -- Company: UCB S.A. Report Headline: "EARNING UPGRADES FOLLOW KEPPRA / US **ZYRTEC** SUCCESS" Report Date: February 06, 2002 Current FY EPS Estimate (FY2002): 2.87 Previous EPS Estimate for Current FY (FY2002...

804. SCHERING'S NEW ALLERGY DRUG OK'D FOR EXPANDED USE: CLARINEX IS VIEWED AS SUCCESSOR TO THE BLOCKBUSTER CLARITIN
New Jersey Record (NJ) Author: KATHLEEN LYNN, STAFF WRITER; Author: The Record; Word Count: 283 2/12/02 RECNNJ L6 2002 WLNR 14859769

...LYNN, STAFF WRITER The Record New Jersey Record (NJ) Record, The (Hackensack, NJ) All Editions BUSINESS L6 February 12, 2002 **20020212 20020212** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 1414 Word Count: 283 Clarinex, Schering-Plough Corp. 's new ...

...That will allow cheaper generic versions to enter the market. Claritin's main competitors have been Aventis ' Allegra and Pfizer 's **Zyrtec**. The FDA held up approval of Clarinex by almost a year, citing manufacturing problems. Schering 's stock closed rose $1...

805. Schering-Plough's New Allergy Drug Approved for Expanded Use
Record, The (Hackensack, NJ) (KRT) Author: Kathleen Lynn; Word Count: 337 2/12/02 RECNNJ (No Page) 2002 WLNR 10615259

...New Allergy Drug Approved for Expanded Use Kathleen Lynn Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J February 12, 2002 **20020212 20020212** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 1684 Word Count: 337 Feb. 12--Clarinex, Schering ...

...year. That will allow cheaper generic versions to enter the market. Claritin's main competitors have been Aventis' Allegra and Pfizer's **Zyrtec**. The FDA held up approval of Clarinex by almost a year, citing manufacturing problems. Schering's stock closed rose $1.83...

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806. SCHERING'S NEW ALLERGY DRUG OK'D FOR EXPANDED USE ; CLARINEX IS VIEWED AS SUCCESSOR TO THE BLOCKBUSTER CLARITIN [All Editions: Late, Early]
Record, The; Bergen County, N.J. Author: LYNN, KATHLEEN; Word Count: 286 2/12/02 RECNNJ L 2002 WLNR 11615720

...TO THE BLOCKBUSTER CLARITIN [All Editions: Late, Early] LYNN, KATHLEEN Record, The; Bergen County, N.J. L.06 February 12, 2002 **20020212 20020212** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 1432 Word Count: 286 Clarinex, Schering-Plough Corp.'s new allergy ...

...year. That will allow cheaper generic versions to enter the market. Claritin's main competitors have been Aventis Allegra and Pfizer's **Zyrtec**. The FDA held up approval of Clarinex by almost a year, citing manufacturing problems. Schering's stock closed rose $1.83...

807. HEALTH MATTERS
Wichita Eagle (KS) Author: Compiled by Eagle news services ; Word Count: 488 2/12/02 WCHTEAG 1C 2002 WLNR 1316863

...1316863 HEALTH MATTERS Compiled by Eagle news services Wichita Eagle (KS) Wichita Eagle main HEALTH & FITNESS 1C February 12, 2002 **20020212 20020212** Wichita KS United States WE Newspaper English CDIA 0010466 Newspaper US USA KS Kansas NorthAmerica 2441 Word Count: 488 Now ...

...the manufacturer of herbal remedies. At the end of two weeks, people who took butterbur and those who took cetirizine (**Zyrtec**) had similar amounts of symptom relief. If you have hay fever and want to avoid the drowsiness caused by antihist...

808. Health Tips ... from UPI
UPI News Spotlights Author: LIDIA WASOWICZ, UPI Senior Science Writer; Word Count: 1316 2/11/02 UPINSPOTLGTS 00:00:00

...Spotlights 00:00:00 Health Tips ... from UPI LIDIA WASOWICZ, UPI Senior Science Writer UPI News Spotlights February 11, 2002 **20020211 20020211** English IJEA 0062594 Newswire US USA NorthAmerica 6581 Word Count: 1316 To meet the diverse informational needs of HIV/AIDS ...

...Administration has approved a drug for children as young as 6 months old who suffer from chronic allergies. The antihistamine **Zyrtec** (cetirizine HCl) is the first shown in studies to be safe and effective in children this young, its developers said ...

...itchy, watery eyes that often result from an allergic reaction to environmental allergens such as mold, dust, cats and dogs. **Zyrtec** is also a treatment option for itching and hives associated with chronic idiopathic urticaria (allergic skin reaction of undetermined origin...

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809. Health Tips ... from UPI
UPI Science News Author: LIDIA WASOWICZ, UPI Senior Science Writer; Word Count: 1316 2/11/02 UPISCINEWS 00:00:00

...News 00:00:00 Health Tips ... from UPI LIDIA WASOWICZ, UPI Senior Science Writer UPI Science News February 11, 2002 **20020211 20020211** English IJEG 0062782 Newswire US USA NorthAmerica 6581 Word Count: 1316 To meet the diverse informational needs of HIV/AIDS ...

...Administration has approved a drug for children as young as 6 months old who suffer from chronic allergies. The antihistamine **Zyrtec** (cetirizine HCl) is the first shown in studies to be safe and effective in children this young, its developers said ...

...itchy, watery eyes that often result from an allergic reaction to environmental allergens such as mold, dust, cats and dogs. **Zyrtec** is also a treatment option for itching and hives associated with chronic idiopathic urticaria (allergic skin reaction of undetermined origin...

810. Vital Signs News about health, medicine
Seattle Times (WA) Author: Seattle Times staff and news services; Word Count: 441 2/10/02 STLTI J5 2002 WLNR 1694039

...medicine Seattle Times staff and news services Seattle Times (WA) Seattle Times Fourth ROP Northwest Life J5 February 10, 2002 **20020210 20020210** Seattle WA United States SE Newspaper English ADPY 0009108 Newspaper US USA WA Washington NorthAmerica 2207 Word Count: 441 b ...

...Herbal hay-fever fighter: The herbal extract butterbur relieved patients' hay-fever symptoms as effectively as the antihistamine cetirizine **Zyrtec**), without antihistamines' disadvantage of sometimes causing drowsiness, concluded a study reported in the British Medical Journal. Researchers randomly assigned 125...

811. BUSINESS BRIEFS
Sun Herald (Biloxi, MS) Author: The Sun Herald; Word Count: 448 2/9/02 SHRLD C7 2002 WLNR 3550908

...WLNR 3550908 BUSINESS BRIEFS The Sun Herald Sun Herald (Biloxi, MS) Sun Herald TSH SPORTS/BUSINESS C7 February 9, 2002 **20020209 20020209** Biloxi MS United States SH Newspaper English CDHG 0009585 Newspaper US USA MS Mississippi NorthAmerica 2242 Word Count: 448 GULFPORT ...

...health insurance industry official said. WellPoint Health Networks asked the FDA to move Claritin, Aventis SA's Allegra and Pfizer Inc.'s **Zyrtec** to over-the-counter status, a move opposed by the drugmakers. --- STAFF AND WIRE REPORTS 361 BUSINESS PAGE USA ISOUS...

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812. Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A.
Nelson Research Reports Author: N/A; Word Count: 139 2/8/02 NELSONINFOD (No Page) 2002 WLNR 9433280

...9433280 Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A. Nelson Research Reports NELSON INFORMATION - DAILY February 8, 2002 **20020208 20020208** COMTEX ENGLISH OTHER ABYN 0007192 Other US USA NorthAmerica 693 Word Count: 139 Feb 08, 2002 (Nelson's Broker Summaries via COMTEX) -- Company: UCB S.A. Report Headline: "EARNING UPGRADES FOLLOW KEPPRA / US **ZYRTEC** SUCCESS" Report Date: February 06, 2002 Current FY EPS Estimate (FY2002): 2.87 Previous EPS Estimate for Current FY (FY2002...

813. CORRECTIONS & AMPLIFICATIONS
Wall Street Journal Abstracts (USA) Author: N/A; Word Count: 17 2/8/02 WSJ-ABS A2 2002 WLNR 2329446

...A2 2002 WLNR 2329446 CORRECTIONS & AMPLIFICATIONS Wall Street Journal Abstracts (USA) Wall Street Journal A 2 1 February 8, 2002 **20020208 20020208** USA WSJ Newspaper English ADWK 0010300 Newspaper US USA NorthAmerica 86 Word Count: 17 Correction of Feb 7 article, Aventis Co makes Allegra, and Pfizer Inc makes **Zyrtec** (S) CORRECTION STORIES DRUGS (PHARMACEUTICALS) ALLEGRA (DRUG) **ZYRTEC** (DRUG) ALLERGIES HEALTH AND HUMAN SERVICES DEPARTMENT (US) AVENTIS SA PFIZER INC CTPDWPHM BADDOCS AVENTIS CO PFIZER INC AVENTIS SA...

814. BUSINESS BRIEFS.
Investor's Business Daily Author: N/A; Word Count: 418 2/7/02 INVBUSD A02 2002 WLNR 14766943

...A02 2/7/02 Inv. Bus. Daily A02 2002 WLNR 14766943 BUSINESS BRIEFS. Investor's Business Daily A02 February 7, 2002 **20020207 20020207** Investor's Business Daily, Inc. 1061-2890 Magazine/Journal English KHQV 0041830 Newspaper US USA NorthAmerica 2091 Word Count: 418 MEDICAL ...

...should be given nonprescription status. The FDA, part of HHS, is mulling such a move for Schering-Plough's Claritin, Pfizer's **Zyrtec** and Aventis' Allegra. The drug makers oppose that. WellPoint Health Networks requested the FDA make the drugs over-the-counter...

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815. Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A.
Nelson Research Reports Author: N/A; Word Count: 139 2/7/02 NELSONINFOD (No Page) 2002 WLNR 9295486

...9295486 Morgan Stanley Dean Witter Changes EPS Estimate of UCB S.A. Nelson Research Reports NELSON INFORMATION - DAILY February 7, 2002 **20020207 20020207** COMTEX ENGLISH OTHER ABYN 0007192 Other US USA NorthAmerica 693 Word Count: 139 Feb 07, 2002 (Nelson's Broker Summaries via COMTEX) -- Company: UCB S.A. Report Headline: "EARNING UPGRADES FOLLOW KEPPRA / US **ZYRTEC** SUCCESS" Report Date: February 06, 2002 Current FY EPS Estimate (FY2002): 2.87 Previous EPS Estimate for Current FY (FY2002...

816. THOMPSON SAYS SOME PRESCRIPTIONS SHOULD BE SOLD OVER-THE-COUNTER
Wall Street Journal Abstracts (USA) Author: LUECK, SARAH; Word Count: 47 2/7/02 WSJ-ABS B10 2002 WLNR 2323061

...SOLD OVER-THE-COUNTER LUECK, SARAH Wall Street Journal Abstracts (USA) Wall Street Journal B 10 3 February 7, 2002 **20020207 20020207** USA WSJ Newspaper English ADWK 0010300 Newspaper US USA NorthAmerica 236 Word Count: 47 Health and Human Services Secretary Tommy ...

...makers Schering Plough, Pfizer and Aventis have been fighting such changes vehemently (M) DRUGS (PHARMACEUTICALS) ANTIHISTAMINES CLARITIN (DRUG) ALLEGRA (DRUG) **ZYRTEC** (DRUG) SCHERING PLOUGH CORP PFIZER INC AVENTIS SA LUECK, SARAH THOMPSON, TOMMY G SEC CTPDWPHM AVENTIS HUMAN SERVICES PRESCRIPTIONS SCHERING...

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817. HOW THE CARDS STACK UP Seniors receive some relief from drug companies
Charleston Daily Mail (WV) Author: THERESE SMITH COX; Word Count: 771 2/5/02 CHLST-GZ 1D 2002 WLNR 1037802

...some relief from drug companies THERESE SMITH COX Charleston Daily Mail (WV) Charleston Daily Mail Life 1D February 5, 2002 **20020205 20020205** Charleston WV US CTG Newspaper English ACFP 0001810 Newspaper US USA WV West Virginia NorthAmerica 3856 Word Count: 771 DAILY ...

...Pfizer - Beginning March 1, most pharmacies will accept this card for discounts off prescription drugs such as Lipitor, Norvasc, Zoloft, **Zyrtec** and Aricept. Medicare-eligible seniors whose incomes fall below $18,000 for a single person and $24,000 for a couple can ...

...EXELON GLAXOSMITHKLINE GOLDEN MOUNTAIN CARD GOLDEN MOUNTAINEER DISCOUNT CARD LIPITOR NORVASC ORANGE CARD PFIZER SHARE CARD STATE STATE BUREAU ZOLOFT **ZYRTEC** GLAXOSMITHKLINE PLC PFIZER INC EXELON CORP Aricept Bob Wise Bush Democrats Gov Jack Graham Medicare Miacalcin Nasal Spray Michael Bolen...

818. DRUG MAY RELIEVE FATIGUE CAUSED BY MULTIPLE SCLEROSIS [All Editions: Two Star B, Two Star P, One Star B]
Record, The; Bergen County, N.J. Author: SAMIEI, HALEH V; Word Count: 884 2/4/02 RECNNJ F 2002 WLNR 11347616

...B, Two Star P, One Star B] SAMIEI, HALEH V Record, The; Bergen County, N.J. F.03 February 4, 2002 **20020204 20020204** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 4421 Word Count: 884 THE QUESTION: Can modafinil, a drug ...

...may also cause drowsiness. THIS STUDY, which was double-blind, compared the effectiveness of the herbal extract butterbur with cetirizine (**Zyrtec**) in relieving hay-fever symptoms. The researchers randomly assigned 125 people with hay fever to receive daily doses of either...

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819. NON-PRESCRIPTION CLARITIN GETS PUSH: SCHERING SUES TO BLOCK RIVALS' PLANS
New Jersey Record (NJ) Author: LEWIS KRAUSKOPF, Staff Writer; Author: The Record; Word Count: 860 2/1/02 RECNNJ B1 2002 WLNR 14858976

...KRAUSKOPF, Staff Writer The Record New Jersey Record (NJ) Record, The (Hackensack, NJ) All Editions BUSINESS B1 February 1, 2002 **20020201 20020201** English ADFB 0007240 Newspaper US USA NJ New Jersey NorthAmerica 4299 Word Count: 860 Salvos fired by several New Jersey ...

...the-counter issue arose last spring when Wellpoint Health Networks of California petitioned the FDA to make Claritin, Allegra, and **Zyrtec** available over the counter. Wellpoint contended that the drugs are safe enough for consumers to buy at drugstores, and that...

820. Schering Sues to Block Rivals' Plans for Over-the-Counter Allergy Drug
Record, The (Hackensack, NJ) (KRT) Author: Lewis Krauskopf; Word Count: 912 2/1/02 RECNNJ (No Page) 2002 WLNR 10606974

...Plans for Over-the-Counter Allergy Drug Lewis Krauskopf Record, The (Hackensack, NJ) (KRT) Record, Hackensack, N.J February 1, 2002 **20020201 20020201** US NEWSPAPER English EIJE 0063757 Newspaper US USA NJ New Jersey NorthAmerica 4559 Word Count: 912 Feb. 1-- Salvos fired ...

...the-counter issue arose last spring when Wellpoint Health Networks of California petitioned the FDA to make Claritin, Allegra, and **Zyrtec** available over the counter. Wellpoint contended that the drugs are safe enough for consumers to buy at drugstores, and that...

821. NON-PRESCRIPTION CLARITIN GETS PUSH ; SCHERING SUES TO BLOCK RIVALS PLANS [All Editions: Late, Early]
Record, The; Bergen County, N.J. Author: KRAUSKOPF, LEWIS; Word Count: 867 2/1/02 RECNNJ B 2002 WLNR 11355968

...TO BLOCK RIVALS PLANS [All Editions: Late, Early] KRAUSKOPF, LEWIS Record, The; Bergen County, N.J. B.01 February 1, 2002 **20020201 20020201** English FJHG 0008676 Newspaper US USA NJ New Jersey NorthAmerica 4334 Word Count: 867 Salvos fired by several New Jersey ...

...the-counter issue arose last spring when Wellpoint Health Networks of California petitioned the FDA to make Claritin, Allegra, and **Zyrtec** available over the counter. Wellpoint contended that the drugs are safe enough for consumers to buy at drugstores, and that...

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822. Allergy relief. (Products).
Skin & Allergy News Author: N/A; Word Count: 66 2/1/02 SKINALLERGY 59 2002 WLNR 14083380

...Skin & Allergy News 59 2002 WLNR 14083380 Allergy relief. (Products). Skin & Allergy News 33 2 59(1) February 1, 2002 **20020201 20020201** International Medical News Group 0037-6337 Magazine/Journal English KHNA 0009220 Newspaper US USA NorthAmerica 331 Word Count: 66 **Zyrtec**-D 12 Hour (cetirizine HCl/pseudoephedrine HCl), an antihistamine with decongestant, has been indicated for the treatment of indoor and outdoor allergies, and nasal congestion. Available in 5mg tablets, **Zyrtec**-D 12 Hour is indicated for patients aged 12 years and older, and is safe for patients with mild to moderate asthma. 51 Health Health care industry **Zyrtec**-D 12 Hour (Medication) **Zyrtec**-D 12 Hour (Medication) - Evaluation United States PHARMPRD Health & Family FAMHLTH 1HE30 Health & Wellness GIHEALTH 1HE60 General Interest Allergy SNEEZE...

823. Claritin suit could rock drug boat Consumers may win big in battle over patent rights
Star-Ledger, The (Newark, NJ) Author: DAVID SCHWAB Word Count: 731 2/1/02 STLGRN 51 2002 WLNR 12883206

...win big in battle over patent rights DAVID SCHWAB Star-Ledger, The (Newark, NJ) FINAL BUSINESS 51 February 1, 2002 **20020201 20020201** English JAAB 0062645 Newspaper US USA NJ New Jersey NorthAmerica 3655 Word Count: 731 Schering-Plough Corp. is suing two ...

...over-the-counter medicine. Last May, an FDA advisory panel said Claritin - along with Allegra from Aventis Pharmaceuticals and Pfizer's **Zyrtec** - was safe enough to be sold without a prescription. Some analysts downplayed the filing of the lawsuit by Schering-Plough ...

...1UP05 Respiratory & Pulmonary PULMONRY 1RE29 Prescription Drugs RX 1PR52 AMERICAN HOME PRODUCTS AMERICAN HOME PRODUCTS CORP AVENTIS PHARMACEUTICALS AND PFIZERS **ZYRTEC** BARR LABORATORIES INC BRUNSWICK FDA FRANCESCO INTL JOHNSON JOHNSON MCNEIL CONSUMER SPECIALTY PHARMACEUTICALS PLOUGH RAYMOND JAMES SCHERING SCHERING PLOUGH SCHERING...

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