

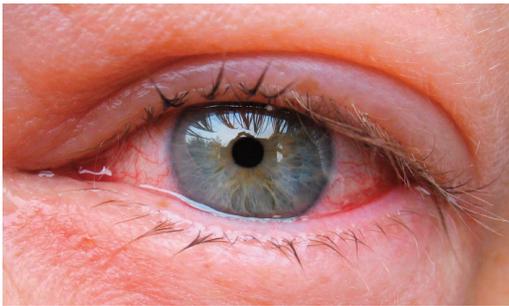
Treating and preventing hayfever eyes

# ALL YOU NEED TO KNOW ABOUT HAYFEVER EYES

## What is hayfever and hayfever eyes?

Hayfever is an allergy.

It is a response to a specific seasonal allergen such as grass or tree pollen which triggers the release of chemicals (histamine) in the body. It is the histamine that causes hayfever symptoms such as runny nose, itchy and watery eyes.



The medical condition of seasonal allergic conjunctivitis is commonly referred to as 'hayfever eyes'. The symptoms usually occur in the late spring or early summer when pollen from grasses or trees comes into contact with the eyes of people who are sensitive to them.

The symptoms of hayfever eyes include:

- Redness
- Soreness
- Itching in the eyes
- Watery eyes

## What are the treatment options for hayfever eyes?

Antihistamines are generally used for the overall symptoms of hayfever and are taken as a tablet or syrup. They work by blocking the effects of histamine and relieve most hayfever symptoms. Some antihistamines can cause drowsiness.

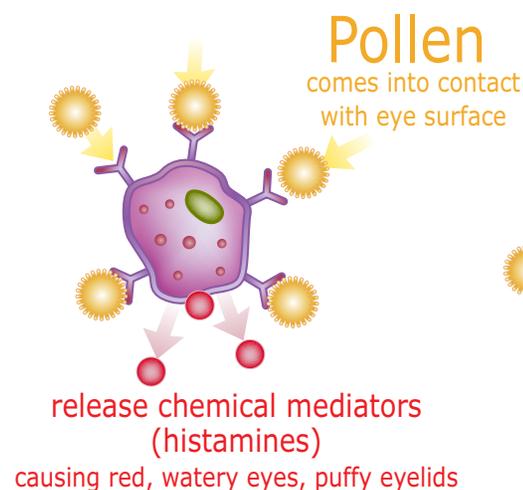
For the specific eye symptoms of hayfever, a key active ingredient for treatment is sodium cromoglicate. It can be topically acting and delivered in the form of an eye drop, such as in Murine Hayfever Relief Eye Drops. It treats and prevents eye symptoms such as redness, soreness, itching and watering in eyes which are sensitised to allergens.

An eye drop is a fast and effective way of specifically treating the eye symptoms of hayfever. It can be used in conjunction with other hayfever treatments such as antihistamine tablets, syrup, nasal sprays, or on its own for patients who may only suffer with the eye symptoms of hayfever.

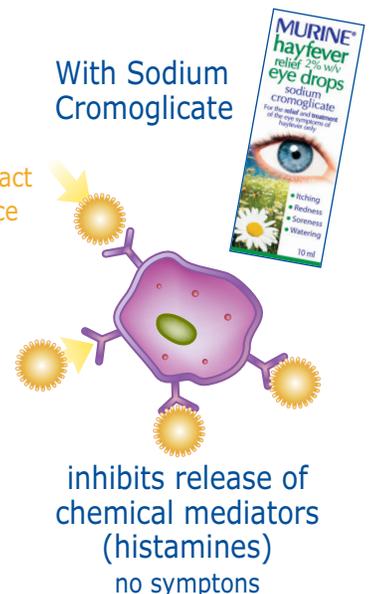
## How does sodium cromoglicate work?

Sodium cromoglicate is known as a mast cell stabiliser. Mast cells contain histamine which when released from the cell can cause the eye symptoms of hayfever. Sodium cromoglicate works to stabilise the mast cells so preventing the formation or inhibiting the release of histamine from mast cells that are sensitive to allergens such as pollen. As a result, sodium cromoglicate eye drops can treat and prevent the eye symptoms of hayfever.

### No Sodium Cromoglicate



### With Sodium Cromoglicate



## How to best control the eye symptoms of hayfever?

It is best to use sodium cromoglicate eye drops regularly every day while high pollen levels are expected, to keep the eye condition controlled.

Hayfever sufferers can also help control their symptoms by trying to ensure they keep their exposure to pollen low when hayfever symptoms are expected. For example, keep windows closed, do not cut grass, stay indoors as much as possible.

for eyes that look good and feel great **MURINE®**

# 2WHAM approach for hayfever eyes recommendation

## WHO is experiencing the symptoms & WHAT are they?

All ages can be affected by hayfever, HOWEVER, sodium cromoglicate eye drops are contra-indicated in children under 6 years of age

### Are the following present?

- Watery
- Itching
- Slight burning sensation, or soreness
- Eyelids slightly swollen

### It is likely to be hayfever if:

- Both eyes are affected
- The patient also has a runny or blocked nose
- Eyesight is not affected
- The symptoms occur at the same time each year, i.e. coincide with the times of year when grass or tree pollen is high

## HOW long have the symptoms been present?

### Have the symptoms been present since grass or tree pollen has been high?

Note: If eyes show no improvement after 2 days of using sodium cromoglicate eye drops, the patient should be referred to their doctor or the pharmacist.

## What ACTION has already been taken?

### Is the patient currently taking any medicines for hayfever or using eye drops for hayfever or for any other reasons?

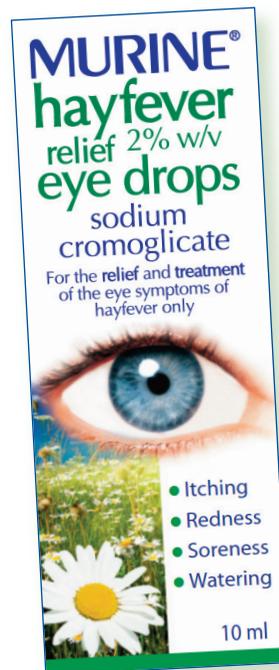
## Are any other MEDICINES being taken?

### Is the patient currently taking or planning to take any medicines or other treatments which may interact or be contraindicated?

Murine Hayfever Relief Eye Drops shouldn't be used at the same time as any other eye drop, however, it can be used at the same time as other hayfever remedies such as tablets or nasal sprays. It should not be used whilst wearing contact lenses.

**Warning:** If eye symptoms persist, inform your customer to consult their doctor.

**Disclaimer** – Prestige Brands (UK) Limited, the owner of the Murine® brand, is not providing any medical advice, diagnosis or treatment. The content provided in this Guide is for informational purposes only and is intended to assist Pharmacists regarding recommendations for minor irritations and redness of the eye. In no event should the Guide be used by a Pharmacist as a substitute for Pharmacist's professional judgment based on the customer's circumstances. Certain references to third-party information have been provided in the Guide for information purposes only but have not been verified or validated by Prestige Brands (UK) Limited. Prestige Brands (UK) Limited does not recommend or endorse any third-party information and your use of any information in the Guide is solely at your own risk.



## Better value real hayfever relief from a trusted brand

(same active ingredient, same prescription strength as market leading brand at lower RRP of £4.99)

### Recommend Murine for hayfever eye symptoms

- Contains 2% sodium cromoglicate
- Relieves and treats red, watery and itchy hayfever eyes
- Fast acting
- Adults and Children 6+ : 1 or 2 drops into each eye 4 times a day
- Display for self selection within hayfever category and behind the counter for pharmacy recommendation

### Product Information

#### Murine Hayfever Relief 2% w/v Eye Drops.

**Active Ingredient:** Sodium Cromoglicate 2% w/v

**Indications:** For the relief and treatment of the eye symptoms of hayfever.

**Dosage and Administration:** Should not be used continuously for more than 14 days except on the advice of a doctor or pharmacist. Adults and children over 6 years: One or two drops into each eye four times daily. Elderly: There is no evidence to suggest that dosage alteration is required for elderly patients.

**Contraindications:** Known hypersensitivity to any ingredient, including sodium cromoglicate, benzalkonium chloride and disodium edetate.

**Special Warnings and Precautions for Use:** Soft contact lenses should not be worn during treatment with sodium cromoglicate eye drops. Other types of contact lenses should be removed before instillation of the drops and not reinserted earlier than 15 minutes after use. Ocular solutions, if handled improperly, can become contaminated by common bacteria known to cause serious ocular infections. Patients should also be advised that if they develop any intercurrent ocular condition (eg trauma, ocular surgery or infection), they should immediately seek their physician's advice concerning the continued use of present multi-dose container. There have been reports of bacterial keratitis associated with the use of topical ophthalmic products. Patient should consult a doctor or pharmacist if symptoms do not start to improve within 48 hours.

**Pregnancy and Lactation:** No evidence to suggest effect, however, as with all medicines, caution should be exercised during pregnancy, and it should be used only when there is a clear need. There is no information to suggest the use of sodium cromoglicate has any undesirable effects on the baby. **Interaction with other medicaments:** None known. **Effects on Ability to Drive and to Use**

**Machines:** Instillation may cause transient blurring of vision. Do not drive or operate machinery if vision is affected. **Side Effects:** Transient stinging and blurring of vision may occur. Other symptoms of local irritation have been reported rarely. **Overdose:** Overdosage is very unlikely. In the event of accidental ingestion, symptomatic treatment is recommended. **Legal Category:** GSL. **Pack Size:** 10 ml. **Price:** MRRP exc VAT £4.16 **Product Licence Number and Holder:** FDC International Ltd, Unit 6 Fulcrum 1, Solent Way, Solent Business Park, Whiteley, Fareham, Hampshire PO15 7FE, UK on behalf of trademark owner Prestige Brands (UK) Ltd, 3 Scotlands Drive, Farnham Common, Slough, Berkshire, SL2 3ES Date of Preparation: 15 November 2012

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For further information or to place an order please contact: Ceuta Healthcare Ltd on 0844 243 6661