Allergy Relief Moms Can Rely On

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IRVINGTON, N.Y., March 30, 2011 /PRNewswire/ -- Itchy, runny nose, sneezing, watery eyes and itchy throat – we all know the symptoms that can make our children miserable from allergies. And just in the nick of time as we approach the peak allergy season, PediaCare® [1], a trusted brand of children's non-prescription medicines for the past quarter of a century, is introducing new one-dose per day, Children's PediaCare® 24 Hour Allergy.

(Photo: http://photos.prnewswire.com/prnh/20110330/NY73514 [2])

A widespread problem, seasonal allergies affect approximately 40 percent of children in the United States, as reported by the American Academy of Allergy, Asthma and Immunology(1). As common as allergies are, many parents are still confused about which over-the-counter allergy products are safe for their young children.

Specially formulated for children, just one dose of new Children's PediaCare® 24 Hour Allergy with cetirizine hydrochloride, provides all day relief from indoor and outdoor allergy symptoms.

"We listened to what the moms were looking for – a safe and effective allergy product for their children, ages two and up, that works, has only *one* dose per day and tastes good," said Sherry Polevoy, Senior Brand Manager for PediaCare®. "Parents don't have to worry about redosing during the day, it's dye free and it's a flavor that kids love – grape."

The launch of new Children's PediaCare® 24 Hour Allergy follows the recent introduction of PediaCare®'s new safe and effective cold/cough/fever and digestive remedies for children and infants.

In addition to the extensive product line offerings, PediaCare® has also developed a new comprehensive website, www.pediacare.com [1]. It has a symptom checker/product selector t
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SOURCE [3]

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[3] http://www.bio-medicine.org/medicine-technology-1/Allergy-Relief-Moms-Can-Rely-On-15882-1/