Allevia 120mg tablets can now be recommended all year round for multi-symptom relief from:

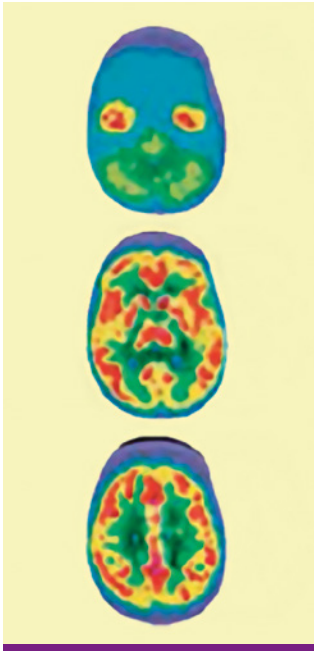
- HAYFEVER
- PET ALLERGIES
- DUST ALLERGIES
- MOULD ALLERGIES

A NON-SEDATING 2ND GENERATION ANTIHISTAMINE THAT DOESN'T INTERFERE WITH BRAIN FUNCTION.

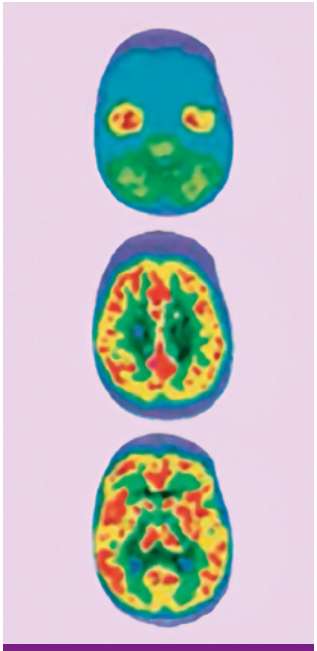
Since fexofenadine does not cross the blood brain barrier in most people, Allevia® does not cause drowsiness in most people.[8]

Brain activity : fexofenadine vs. cetirizine[1]

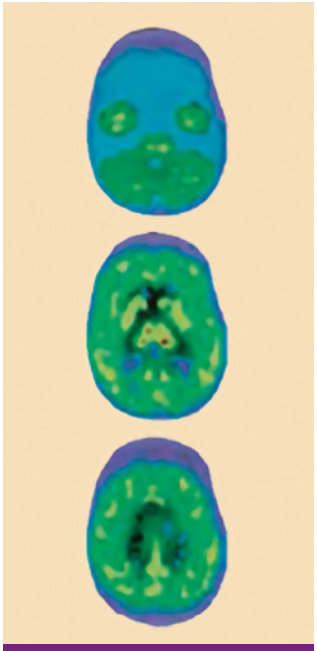
Histamine H1R binding potential (BP) The images after fexofenadine & placebo administration are similar, in comparison the image after cetirizine administration show lower BP. The images were obtained using Shimadzu SET 2400W scanner with a 20cm long axial field of view.



Placebo



fexofenadine 120 mg



cetirizine 20 mg

Adapted from Tashiro et al., (2004). View of the Brain activities in the PET scan.

Reddish and yellow areas: normal activity

Cetirizine has a dampening effect on the brain, whereas the brain activity was not impaired with fexofenadine compared to Placebo.

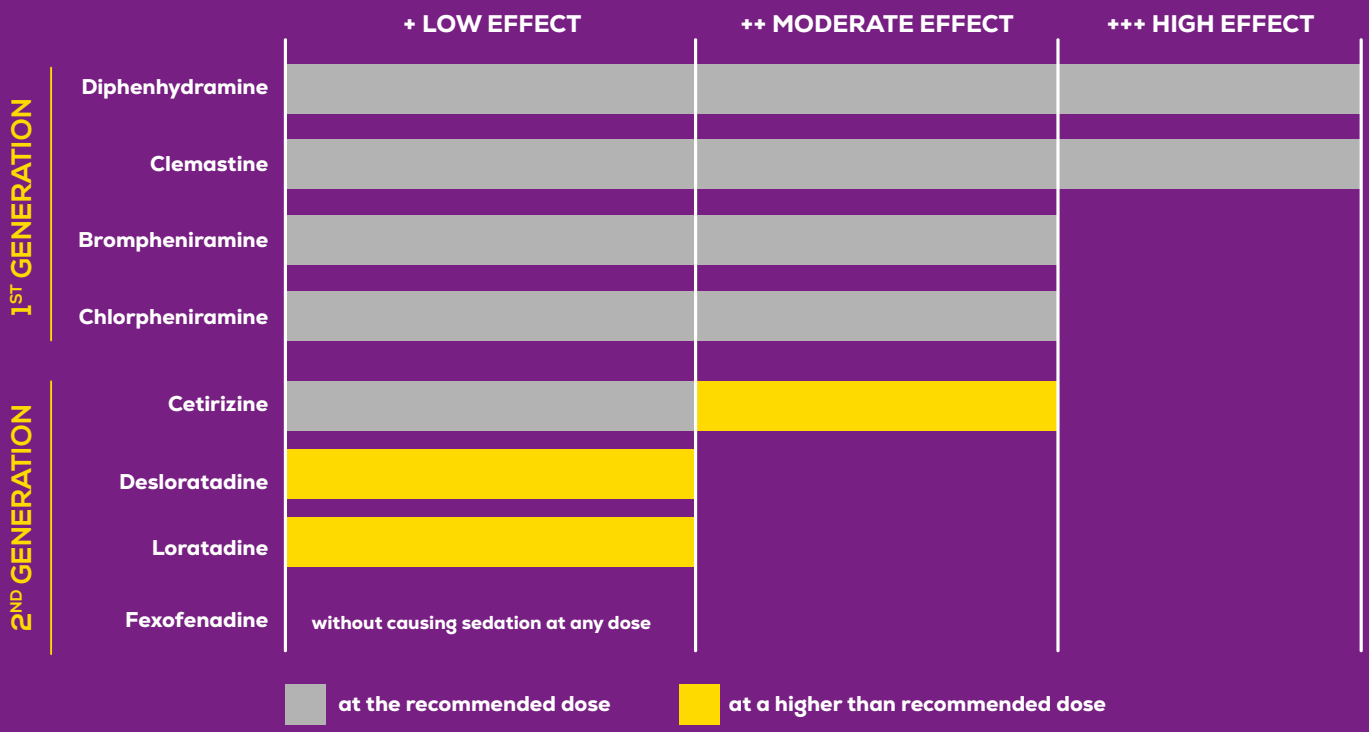
Fexofenadine (Allevia®) is approved by the European & American Aviation Authority for pilots & flight crew.[2,3]

- Non Drowsy in most people
- Acts within 1 hour
- 24h relief
- Relieves multiple symptoms
- For daily use

Fexofenadine is classed as a non-sedating 2nd generation antihistamine[8]

In comparison to other available antihistamines, fexofenadine shows no sedating effects at clinical or higher than recommended doses.

Fexofenadine does not cross the blood brain barrier in most people unlike other 2nd generation antihistamines loratadine, desloratadine and cetirizine.[4]



As **fexofenadine does not cross the blood brain barrier and is highly selective for H1 receptors,** it is a good option for professionals who require a high level of concentration[5] (e.g. pilots) or for those undertaking activities requiring focus (e.g. student exams).

Active Ingredient	**Fexofenadine hydrochloride**
Product Indication	Allevia® relieves the symptoms of allergic rhinitis (e.g. hayfever) including sneezing, itchy runny blocked nose and itchy, watery eyes.
Product Age Range	Allevia is suitable for adults and children aged 12+
Product Characteristics	✔ 24 hour relief ✔ Starts to work within one hour ✔ Once a day dosing ✔ Non drowsy in the majority of people ✔ Gluten free ✔ Lactose free
When to recommend	Multi-symptom allergic rhinitis relief. Recommend for relief within an hour to help get control of allergic rhinitis.

ALLERGIC RHINITIS SYMPTOMS

Itchy nose
Sneezing
Runny nose
Congestion

Itching
Redness
Watery eyes

Itching of the top of the mouth
Cough

Prevalence of allergic rhinitis in the UK

26%
UK adult population[6]

49%
Report having **experienced hayfever** symptoms[6]

#1
Most frequent **chronic disease**[7]

Why recommend Allevia?

- ✓ Fexofenadine is effective in relieving allergic rhinitis symptoms
- ✓ No one a day tablet acts faster*
- ✓ 24h relief
- ✓ Non-drowsy in most people
- ✓ No effect on cardiac QT interval[8]
- ✓ No hepatic metabolism[8]
- ✓ No anticholinergic effects[9]

1. Tashiro M. et al. Central effect of fexofenadine and cetirizine: measurement of psychomotor performance, subjective sleepiness and brain histamine H1-receptor occupancy using C-doxepin positron emission tomographie. J Clin Pharmacol 2004:44(8):890-900- **2.** Joint Aviation Authorities. JAA Manual of Civil Aviation Medicine 2006: 310 – 313 **3.** Guide for Aviation Medical Examiners. Pharmaceuticals (Therapeutic Medications). Federal Aviation Administration. United States Department of Transportation. https://www.faa.gov/ame_guide/pharm/dni_dnf Last accessed 10.01.2024 **4.** Meltzer, Eli O. «Evaluation of the optimal oral antihistamine for patients with allergic rhinitis.» Mayo Clinic Proceedings. Vol. 80. No. 9. Elsevier, 2005. **5.** Simons, F. Estelle R., and Keith J. Simons. «Histamine and H1-antihistamines: celebrating a century of progress.» Journal of Allergy and Clinical Immunology 128.6 (2011): 1139-1150. **6.** Allergy UK Statistics & Figures, Available online: https://www.allergyuk. org/about-allergy/statistics-and-figures/ Last accessed November 2023 **7.** Office of National Statistics, UK Health Indicators 2019 to 2020 Available online Last accessed November 2023 https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/ukhealthindicators/2019to2020 **8.** Allevia 120mg tablets SmPC https://www.medicines.org.uk/emc/product/13208 last accessed December 2023 **9.** Cuvillo Bernal, Alfonso del, et al. «Comparative pharmacology of the H1 antihistamines.» Journal of Investigational Allergology and Clinical Immunology, 2006, vol. 16, num. Suppl. 1, p. 3-12 (2006).

Allevia® 120 mg tablets Product Information

Presentation: Allevia (fexofenadine hydrochloride) 120mg film-coated tablets, containing equivalent to 112mg of fexofenadine. **Indications:** Relief of symptoms associated with allergic rhinitis in adults and children 12 years and older. **Dose and administration:** Adults and Children ≥ 12 years: The recommended dose is one tablet (120mg) once daily taken before a meal. Children (<12 years old): Allevia should not be used in children under 12 years of age. Elderly: Renally or hepatically impaired patients: studies indicate that dose adjustment is not necessary, but Allevia should only be administered with care in these patients on the advice of a doctor. **Contraindications:** Hypersensitivity to the active substance or to any of the excipients. **Warnings and precautions:** Patients with a history of or ongoing cardiovascular disease should be warned that antihistamines as a medicine class have been associated with adverse reactions such as tachycardia and palpitations, and should use Allevia 120 mg only on the advice of their doctor. **Interactions:** Fexofenadine is a P-glycoprotein (P-gp) and organic-anion-transporting polypeptide (OATP) substrate. Concomitant use of fexofenadine with P-gp inhibitors or inducers can affect the exposure to fexofenadine. Coadministration of fexofenadine hydrochloride with P-gp inhibitors, erythromycin or ketoconazole has been found to increase the level of fexofenadine in plasma. The changes were not accompanied by any effects on the QT interval or an increase in adverse reactions compared to the medicinal products given singly. A clinical drug-drug interaction study showed that co-administration of apalutamide (a weak inducer of P-gp) and a single oral dose of 30 mg fexofenadine resulted in a 30% decrease in AUC of fexofenadine. It is advisable to leave 2 hours between administration of fexofenadine hydrochloride and aluminium and magnesium hydroxide containing antacids. **Pregnancy:** Allevia should not be used during pregnancy unless on the advice of a doctor. **Lactation:** Allevia 120 mg is not recommended for mothers breast-feeding their babies. Breast-feeding women should only use Allevia 120 mg if advised to do so by a doctor. **Adverse Reactions:** The following undesirable effects have been reported in clinical trials, with an incidence similar to that observed with placebo. Common (≥1/100 and <1/10): Headache, drowsiness, dizziness, nausea. Uncommon (≥1/1,000 and <1/100): Fatigue. The following undesirable effects have been reported in post-marketing surveillance. Frequency not known: Hypersensitivity reactions with manifestations such as angioedema, chest tightness, dyspnoea, flushing and systemic anaphylaxis, insomnia, nervousness, sleep disorders or nightmares/excessive dreaming (paroniria), tachycardia, palpitations, diarrhoea, rash, urticaria, pruritus, vision blurred. **RRP (ex VAT):** 30 tablets pack: £8.74, 15 tablets pack: £4.91, 7 tablets pack: £2.91. **Legal category:** GSL. **Product Licence Number:** PL 53886/0065. **Product licence holder:** Sanofi, 410 Thames Valley Park Drive, Reading, Berkshire, RG6 1PT, UK. **Further information is available from Sanofi, 410 Thames Valley Park Drive, Reading, Berkshire, RG6 1PT. Email:** uk-medicalinformation@sanofi.com
Document number: MAT-GB-2300132 (v1.0) **Date of preparation:** June 2023. **Corresponding SmPC:** version dated 01 June 2023
Adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk/yellowcard. Adverse events should also be reported to the Sanofi drug safety department on 0800 0902314

*for verification email uk-medicalinformation@sanofi.com

MAT-XU-2305197 (V1.0) December 2023

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