

Introducing Pataday® Once Daily Relief and Pataday® Twice Daily Relief

Alcon

Olopatadine, the No. 1 doctor-prescribed eye allergy itch relief ingredient, is now approved by the Food and Drug Administration (FDA) for over-the-counter (OTC) sale under the brand name Pataday®.

Eye allergy sufferers can now get fast relief from itchy allergy eyes without a prescription.



Pataday® Once Daily Relief

(olopatadine hydrochloride ophthalmic solution 0.2%)

- One drop, once daily
- Formerly marketed as Pataday®
- First once daily allergy itch relief drop without a prescription
- Indicated for the temporary relief of itchy eyes due to pollen, ragweed, grass, animal hair and dander for ages 2 and older



Pataday® Twice Daily Relief

(olopatadine hydrochloride ophthalmic solution 0.1%)

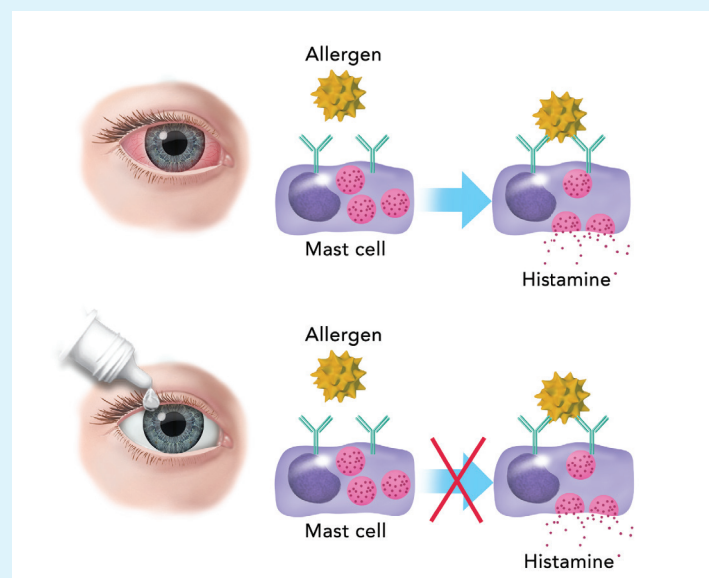
- One drop, twice daily
- Formerly marketed as Patanol®
- Indicated for the temporary relief of itchy and red eyes due to pollen, ragweed, grass, animal hair and dander for ages 2 and older

Works at the source of eye allergy to relieve the itch

How does it work?

The swelling, itching and inflammation commonly experienced by eye allergy sufferers are caused by the release of histamine from destabilizing mast cells in response to allergens and irritants.

The active ingredient in Pataday®, olopatadine, acts as an anti-histamine and promotes irritation relief by blocking the swelling, itching and inflammation caused by the eye's natural release of histamine in response to allergens and irritants.





Allergies are the **sixth leading cause of chronic illness** in the U.S. with an annual cost in excess of **\$18 billion.**¹

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Nearly 66 million (1 in 5) Americans suffer from ocular allergies, but only a small portion—7 million—use an OTC allergy eye drop to relieve their eye itch symptoms.²⁻⁵

By making Pataday® available OTC, more Americans will have convenient access to a long-lasting, prescription-strength relief from itching associated with eye allergies.

Where will it be available?

Pataday® Once Daily Relief and Pataday® Twice Daily Relief will be available this spring allergy season in all major drug, food and mass market retailers, including Target, Walgreens, Walmart, CVS, Kroger and Publix—over 40,000 stores—as well as through online retailers.

The Pataday® products will join Alcon's existing OTC offerings, including SYSTANE®, the #1 doctor-recommended dry eye drops.



To learn more, please visit AboutPataday.com

¹ Allergies: Gateway to Health Communication (CDC).

² Gomes PJ. Trends in prevalence and treatment of ocular allergy. Curr Opin Allergy Clin Immunol. 2014; 14: 451-456.

³ Singh, K, Axelrod S, Bielory L. The epidemiology of ocular and nasal allergy in the United States, 1988-1994.

⁴ US Population Census 2019.

⁵ Nielsen Household Panel Data Feb. 2019.