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Singapore: GlaxoSmithKline has launched Zyrtec-R Tablet over-the-counter (OTC medicine) that replaces Zyrtec, allowing consumers to get rapid and non-drowsy allergy relief without the need for a prescription.

Globally, over 400 million suffer from symptoms of allergies such as dripping noses, itchy eyes and uncontrollable sneezing. According to a recent local consumer research survey conducted by GSK earlier this year, nearly 70 percent of respondents reported experiencing allergic symptoms throughout the year.

"I've witnessed a spike in cases of allergies in patients throughout my time as a doctor, with more coming through my door to get diagnosed. The monsoon and haze periods also tend to trigger allergy symptoms in some patients. Apart from advising my patients to avoid places or situations where they may be exposed to these allergens, I also advise them to keep their allergy medication within reach and keep it handy when they need it the most," said Dr Leong Jern Lin, Consultant Ear Nose and Throat Surgeon, ASCENT Ear Nose Throat Specialist Group.

"GSK recognises that allergies are common, particularly in tropical countries like Singapore due to our perennial warm and humid climate that is conducive for the growth of allergy triggers.5 With Zyrtec-R now available without a prescription, people who suffer from allergies can access a rapid and non-drowsy relief more conveniently and quickly," said Dipal Patel, General Manager, GSK Pharmaceuticals Singapore.

Zyrtec-R contains Cetirizine dihydrochloride, an antihistamine that blocks the effects of a substance called histamine which occur naturally in the body. Histamine is involved in allergic reactions. Zyrtec-R helps with allergy symptoms caused by allergy triggers such as dust mites, moulds, pollens, and cockroaches.