

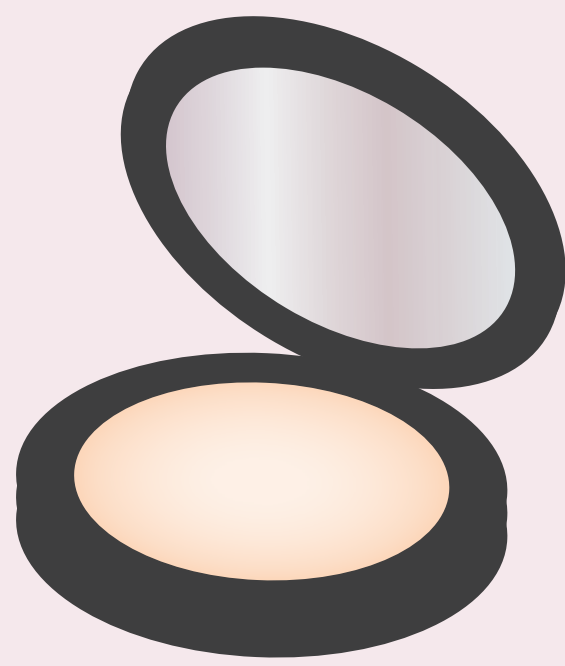
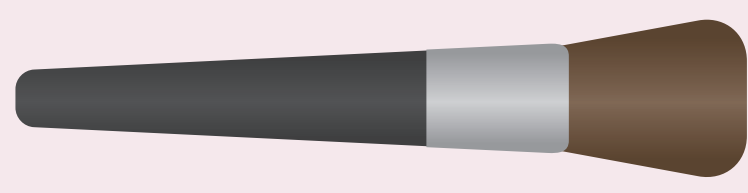
# Uncovering the Face of Allergies

## By the Numbers

Sure hiding a sneeze or blowing your nose requires some tact; but for women dealing with allergies, camouflaging watery eyes, a red nose, and a puffy face is a tough job.

According to a survey commissioned by the makers of ZYRTEC<sup>®</sup>, 81% of women with allergies think they can never fully cover up their ALLERGY FACE™—the pesky beauty challenges from allergy symptoms.

## ALLERGY FACE™ UNCONCEALED



**TWO-THIRDS**  
**66%** OF WOMEN WITH ALLERGIES FEEL UGLY OR UNATTRACTIVE BECAUSE OF THEIR ALLERGY FACE™

**Beauty expert Rebekah George says less is more.** Keep it simple by not wearing a lot of makeup. Dampen your makeup brush to apply products. This creates a more dramatic look that distracts from your ALLERGY FACE™.

**OVER HALF**  
**58%** OF WOMEN HAVE BEEN TOLD THEY LOOK LIKE THEY'RE COMING DOWN WITH SOMETHING WHEN EXPERIENCING ALLERGY FACE™

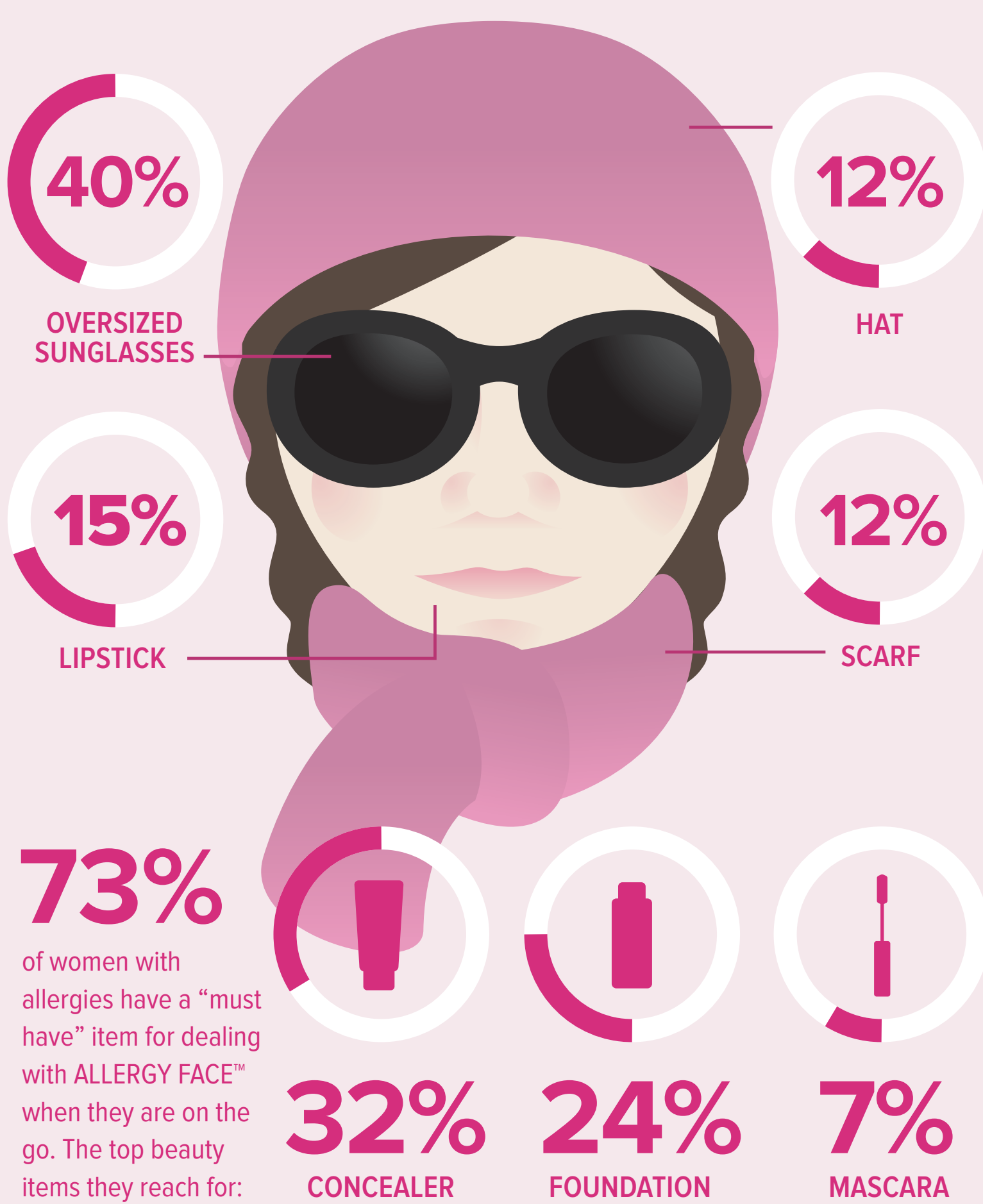
Your eyes are one of the first signs that your ALLERGY FACE™ is acting up. "Naked" eye shadow palettes are one of the most popular trends right now. Made up of softer colors and less pigments, they can help to lighten and brighten eyes when you're suffering from ALLERGY FACE™

**AND THAT BIG DATE?**  
**50%** OF WOMEN HAVE MISSED SOMETHING, SUCH AS A PARTY OR DATE, BECAUSE THEIR ALLERGY FACE™ MADE THEM LOOK TOO BAD TO LEAVE THE HOUSE

If your ALLERGY FACE™ has you wanting to take a break from makeup, apply self-tanner instead for a fresh and healthy glow that lasts all day.

## ALLERGY FACE™ DISGUISES

**53%** of women with allergies have worn an allergy disguise. The tell-tale signs?



## BEAUTY BAG BLUNDERS

**51%** of women with allergies say they have kept makeup longer than one year. Stick to the following recommended throw-out dates to ensure you are using the best products you can:

