



GSK Consumer Healthcare Launches FLONASE® Sensimist™ Allergy Relief Nationwide

08 February 2017

WARREN, N.J

New OTC product with unique technology aims to help allergy sufferers find more complete relief. [i]

GSK Consumer Healthcare today announced the nationwide launch of FLONASE® Sensimist™ Allergy Relief (fluticasone furoate, 27.5 mcg spray), a new over-the-counter (OTC) treatment for symptoms associated with seasonal and perennial allergies.

With unique MistPro™ technology, FLONASE Sensimist delivers a fine, gentle, yet powerful mist spray, providing non-drowsy, 24-hour relief of allergy symptoms including itchy, watery eyes*, nasal congestion, runny or itchy nose and sneezing.

Taken once daily, directly in the nose, FLONASE Sensimist protects against allergies caused by triggers including pollen, mold, dust and pets. Unlike most OTC allergy pills, which act on histamine alone, FLONASE Sensimist helps block six key inflammatory substances.[ii] Further, FLONASE Sensimist has been found to be 40% stronger than a leading non-drowsy allergy pill.[iii]

“For the more than 50 million Americans who suffer from allergies, the burden is more than just a stuffy nose,” said Dr. Clifford Bassett, Founder and Medical Director of Allergy & Asthma Care of New York. “Uncontrolled allergies have a measurable impact on quality of life, affecting children and adults. In my patient population, having a proactive treatment plan in place makes a big difference in managing their allergies.”

Additional key features of FLONASE Sensimist’s unique, ergonomic design include:

- Scent-free
- Alcohol-free
- Little or no drip
- Less invasive with the shortest nozzle
- Delivers consistent dosing each time

Exhibit 1059
IPR2017-00807
ARGENTUM

000001

Previously available by prescription only, FLONASE Sensimist was approved by the Food and Drug Administration (FDA) for OTC availability in August 2016. Sensimist joins FLONASE® Allergy Relief and Children's FLONASE® Allergy Relief in the FLONASE product family, offering a comfortable spray experience so consumers can pick what they prefer.

“GSK Consumer Healthcare has a strong heritage in discovering and developing respiratory products to meet patient needs worldwide,” said Jennifer Nadelson, Senior Brand Manager, Flonase. “With FLONASE Sensimist, we’re proud to offer allergy sufferers an additional product option providing more complete symptom reliefⁱ in a new, unique, user-friendly device.”

FLONASE Sensimist is available online and at major retail stores nationwide. For more information, please visit www.flonase.com/products/sensimist.

About FLONASE® Sensimist™

FLONASE Sensimist (fluticasone furoate, 27.5 mcg spray) is an approved over-the-counter treatment for symptoms associated with seasonal and perennial allergic rhinitis including sneezing, runny nose, itchy nose, congestion, and itchy, watery eyes.*

About GSK Consumer Healthcare

GSK Consumer Healthcare is one of the world's largest consumer healthcare companies. Our purpose is to help more people around the world to do more, feel better and live longer with everyday healthcare products. We have a heritage that goes back over 160 years. We own some of the world's best loved healthcare brands, including Sensodyne®, Theraflu®, Excedrin®, Nicorette® and NicoDerm® CQ®, FLONASE®, and TUMS®. These brands are successful in over 100 countries around the world because they all show our passion for quality, guaranteed by science. They are inspired by the real wants and needs of the millions of people who walk into pharmacies, supermarkets, market stalls and go on-line all over the world every day, and choose us first.

Our goal is to build a global, growing business we call a Fast Moving Consumer Healthcare (FMCH) company, dedicated to everyday healthcare with all of the scientific expertise and quality guarantees that demands, working at the speed and with the genuine consumer understanding the modern world expects.

About GSK

GlaxoSmithKline – one of the world's leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For company information visit:

<http://www.gsk.com>.

Media relations:

GSK Consumer Healthcare

Joanmarie Goddard

joanmarie.m.goddard@gsk.com

973.647.2177

Edelman

Diana Torres-Bixby

Diana.Torres-Bixby@edelman.com

212.819.4895

[i] Vs. single-ingredient antihistamines which do not treat nasal congestion

[ii] FLONASE Sensimist Allergy Relief acts on multiple inflammatory substances (histamine, prostaglandins, cytokines, tryptases, chemokines and leukotrienes). The exact number and precise mechanism are unknown.

[iii] Total nasal symptoms vs single-ingredient fexofenadine 180mg.

Sitemap

Terms of use

Accessibility

Cookie policy

Privacy Statement

About our ads

Legal notices

GSK employees



© 2001-2017 GSK group of companies. All rights reserved.

