



## **Dymista – could be the drug of choice**

The renowned Journal of Allergy and Clinical Immunology ((JACI;2012;129:1282–9) published an article on the clinical development program for Dymista (project code MP29-02), Meda's novel intranasal therapy for allergic rhinitis (AR). The authors summarize the results of three clinical studies in a meta-analysis including 3,398 patients. They show that Dymista treats all symptoms more effectively than the currently recommended first-line therapies.

A new study from Bousquet et al. to be presented at EAACI in Geneva, Switzerland (June 16-20 2012), revealed that up to 90% of AR patients take many types of clinically untested medication combinations to achieve better symptom control. *“Efficacy at any stage of the disease is very important for AR patients, and Dymista fulfils this need since it is, to date, the most effective therapy regardless of disease severity. Dymista represents a significant advance in AR management and will transform how this disease is managed, comparable to the innovation seen with asthma management in the past decade”*, said Prof. Jean Bousquet, Professor of pulmonary medicine, University of Montpellier, France, founder and Chairman of the Allergic Rhinitis and its Impact on Asthma (ARIA) guidelines and one of the authors of the article.

Dymista offers rapid and more complete symptom relief. Patients treated with Dymista achieve a clinically-relevant symptom reduction up to 5 days earlier than standard AR therapy. *“Using a single fast-acting product for symptom control should appeal to patients, improving compliance and reducing costs”* said the lead author Dr. Warner Carr. The concept of complete/almost complete response, introduced by Dr. Carr, shows that Dymista *“could effectively ‘cure’ up to 60 million AR sufferers around the globe”*.

Notably, the Editorial of the Journal shared the article's conclusion that Dymista can be considered the drug of choice for AR therapy because it offers additional benefits to patients with AR, in particular those with moderate-to-severe AR.

### **About Allergic Rhinitis**

AR is a world-wide epidemic that currently affects more than 500 million people around the world. It represents a global health problem that causes major illness and disability. The effects of AR are not fully recognized and are still underestimated (e.g. AR has more negative effects that affect a patient's quality of life, school and work performance than asthma). The frequency of AR is rising, with the majority of patients suffering from moderate-to-severe AR, which is frequently poorly controlled. Dymista currently represents the most effective therapy for these patients.

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