

## **High street pharmacist reveals easy way to save money on allergy products**

Hay fever is one of the most common allergies in the UK, affecting around 20 million people in the UK. But with such a vast array of high street allergy products available, it can be difficult for the consumer to pick a product, which is both effective and offers good value for money.

With allergy season upon us, leading high street healthcare retailer Superdrug has seen an increase in sales of allergy related products, as people search for immediate relief to classic allergy symptoms, such as frequent sneezing, runny nose and itchy eyes.

Whilst many people may opt for branded medicine to help relieve allergy symptoms, Superdrug's Superintendent Pharmacist Niamh McMillan reveals how pharmacy own brand items can offer similar results as branded items, but at a fraction of the price.

Niamh explains, "Own Brand healthcare products often have the same active ingredients within their formulations, as their branded equivalents."

"It is the active ingredients list which enables the medicine to do what it claims. For example, the active ingredient found in all allergy products is Cetirizine Hydrochloride. Cetirizine belongs to a group of drugs called antihistamines which help to relieve the symptoms of allergies. Therefore, this will be a key ingredient in both branded and own brand products to offer relief to the customer," explains Niamh.

Whilst the branded items may appear more effective thanks to brand awareness, it's worth taking the time to review and compare own brand and branded ingredient lists and see where the product similarities lie.

"You don't always need to opt for the more expensive products in order to see results," says Niamh. "If you're unsure, speak to one of our in-store pharmacists who will provide guidance on the most suitable medication to treat your symptoms."

Superdrug's own brand Allergy range is both effective and good value for money, offering relief to common allergy and hay fever symptoms.

Superdrug recently announced it will be freezing the prices of its own brand allergy products until the end of the year, in order to help customers survive the extended allergy season during the cost-of-living crisis.

Superdrug's Own Brand Allergy range includes:

- [Hay Fever Wipes](#) x 30 wipes, £0.99
- [Allergy Eye Drops](#), £3.49
- [One–A–Day Hay Fever & Allergy Tablets](#), £3.69
- [Allergy Eye Mist](#), £5.99
- [Allergy Saline Nasal Spray](#), £6.79

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