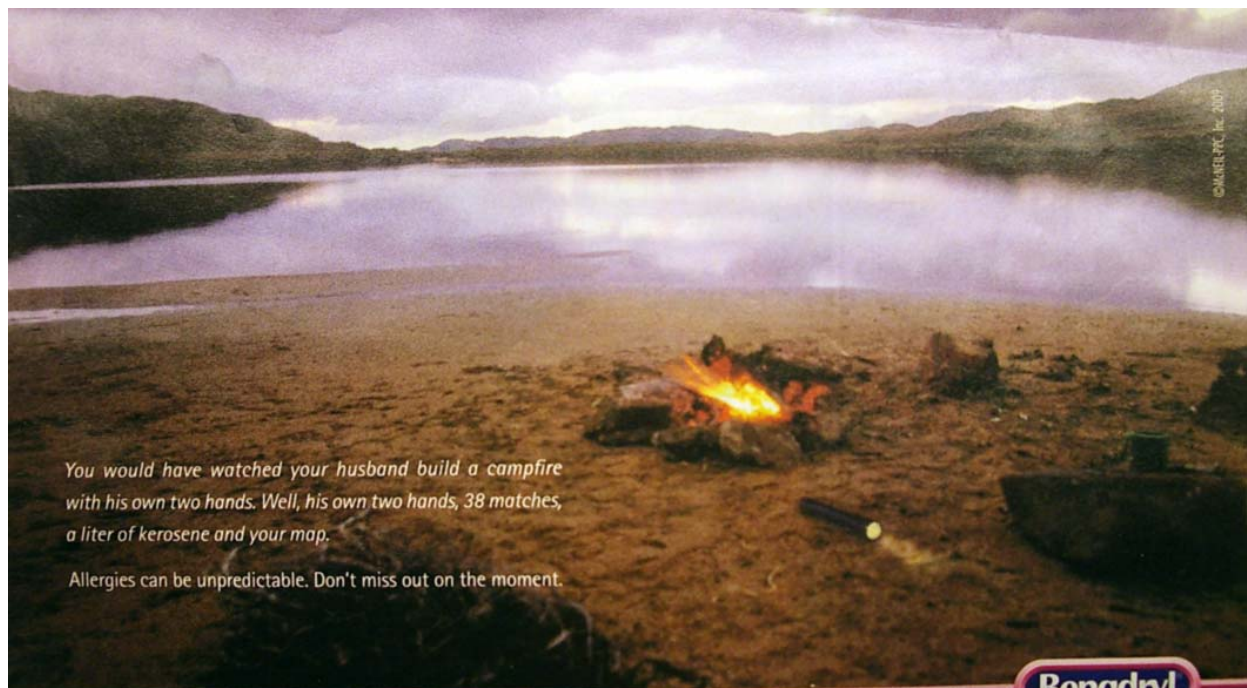


Benadryl
SPEC AD

This may look like the set of a scary movie or the aftermath of an animal attack, but it was actually supposed to be a romantic weekend getaway just for the two of you. Who would ever guess that the scariest part was when you realized you forgot to pack the Benadryl? Now you're spending your evening at the emergency room instead of by the campfire.

Benadryl – Don't Miss Out On Life.



You would have watched your husband build a campfire with his own two hands. Well, his own two hands, 38 matches, a liter of kerosene and your map.

Allergies can be unpredictable. Don't miss out on the moment.

Benadryl

BENADRYL[®] is more effective than Claritin[®] at relieving your worst allergy symptoms.* And works when you need it most. YOU CAN'T **IT** LIFE[™]

*Based on studies in seasonal allergic rhinitis with BENADRYL[®] Allergy 50mg 3x daily versus Claritin[®] 10mg 1x daily. Worst symptoms of sneezing, runny nose, and watery eyes. Use only as directed. Claritin[®] is a registered trademark of Schering-Plough.