

ALLERGIC CONJUNCTIVITIS TREATMENTS CHART

Not all eye drops are suitable or effective for treating allergic conjunctivitis.¹ This table summarises guideline-recommended options to support management decisions.¹

	ANTIHISTAMINE + MAST CELL STABILISERS			MAST CELL STABILISERS		ANTIHISTAMINE
	More effective than those with only antihistamine or mast cell stabiliser properties and recommended first-line for both short- and long-term relief of allergic conjunctivitis			Provide long-term relief but delayed onset (~2 weeks); option if a mast cell stabiliser is preferred		Provide rapid relief; option if an antihistamine is preferred
	Ketotifen 0.025% ZADITEN®	Azelastine 0.05%	Olopatadine 0.1%	Cromoglycate 2%	Lodoxamide 0.1%	Levocabastine 0.05%
Available OTC*			S4 (Prescription Only Medicine)			
Use from 3+ years		4+ years		4+ years	4+ years	6+ years
2x daily dosing†		2–4 times daily		4–6 times daily	4 times daily	2–4 times daily

*Medicines are Schedule 2 (Pharmacy Medicine) unless otherwise stated. †Each dose is 1 drop in the affected eye.



Consider ZADITEN® (ketotifen 0.025%) as a first-line OTC eye drop option for allergic conjunctivitis

- Suitable for even young patients (3+ years)
- Simple twice daily dosing regimen



Anti-inflammatory eye drops should only be used under specialist advice¹

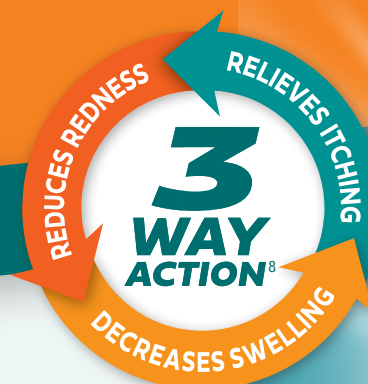
OTC, over the counter.

Reference: 1. Allergic Rhinitis [published June 2026]. In: Therapeutic Guidelines. Melbourne: Therapeutic Guidelines Limited. Available from: <https://www.tg.org.au> (accessed July 2026). ©Care Pharmaceuticals 2026. Zaditen® is a registered trademark of Care Pharmaceuticals. All rights reserved. August 2026. This information is intended for use by healthcare professionals only.

AVAILABLE
NOW

FIGHT ALLERGY EYES

WITH ZADITEN®



Allergic conjunctivitis affects around **10% of Australians**,¹ and potentially up to **9 in 10 people with allergic rhinitis**,² particularly young adults.³

Itching is the hallmark symptom, often accompanied by redness, watering, and swollen eyelids.⁴

Can impact sleep, productivity and quality of life – yet many patients do not seek help, leading to **underdiagnosis and undertreatment**.^{5,6}



LASTS UP TO 12⁸ HOURS

CONSIDER ZADITEN® FOR TARGETED RELIEF



- For patients experiencing itchy, swollen eyes associated with allergic conjunctivitis, medicated eye drops help provide **targeted topical relief**
- ZADITEN® contains **ketotifen 0.025%**, recommended by the Australian Therapeutic Guidelines as a **first-line OTC eye drop option** for allergic conjunctivitis⁷
- With **combined antihistamine and mast cell stabilising properties** for relief in minutes + long-lasting duration^{7,8}

SUITABLE FOR 3+ YEARS⁸

INCS, intranasal corticosteroid; OTC, over the counter.

References: 1. Australasian Society of Clinical Immunology and Allergy. Allergy and immune diseases in Australia (AIDA) report, 2013. Available from: https://www.allergy.org.au/images/stories/reports/ASCI_AIDA_Report_2013.pdf (accessed July 2026). 2. Williams DC, et al. *World Allergy Organ J*. 2013;6(1):4. 3. Hamrah P, et al. Allergic conjunctivitis: Clinical manifestations and diagnosis. In: Jacobs DS, Li H (Eds). UpToDate, Wolters Kluwer (updated 22 March 2024, accessed July 2026). 4. Baab S, et al. Allergic Conjunctivitis. [Updated 2024 Jan 26]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2026 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK448118/>. 5. Katelaris CH, et al. *Am J Rhinol Allergy*. 2013; 27: 506–509. 6. Katelaris C, et al. World Allergy Organization. Ocular Allergy, Updated 2020. Available from: <https://www.worldallergy.org/component/content/article/ocular-allergy-katelaris-c-smith-p-updated-2020?catid=16> (accessed July 2026). 7. Allergic Rhinitis [published June 2026]. In: Therapeutic Guidelines. Melbourne: Therapeutic Guidelines Limited. Available from: <https://www.tg.org.au> (accessed July 2026). 8. Zaditen® (ketotifen). Australian Product Information. February 2023.

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SIMPLE DOSING

Advise patients to administer **1 drop per eye, twice daily**^{7,8}

CONCOMITANT USE

Suitable for use **alongside antihistamines and INCS** for allergic rhinitis⁷

AVAILABLE OTC

Schedule 2 Pharmacy Medicine that patients can access **without a prescription**