A drug holiday refers to a structured treatment interruption of medication at the direction of a physician.

**WHEN?**

- Summer Break: 43%
- Weekends: 38%
- Holidays: 27%
- Fall vacation: 20%
- When child asks for a break: 10%

**WHY?**

- Physician's instructions: 54%
- Reduce side effects: 54%
- Help meds work better: 27%
- Save money: 11%

**WHEN are Drug Holidays typically taken?**

**WHY are parents giving children Drug Holidays?**

Whether your child is on a drug holiday or not, summer time is an ideal time to try a non-drug approach for managing ADHD.

Medical foods are formulated specifically to manage distinct nutritional deficiencies that are associated with certain health conditions, including ADHD.

*Based on Wakefield Research (wakefieldresearch.com) online survey of 501 U.S. parents with children with ADHD, conducted on behalf of VAYA™ Pharma between March 24th - 31st, 2016.

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**TOP REASONS PARENTS SURVEYED DON'T CURRENTLY HAVE THEIR CHILDREN ON ADHD MEDICATION**

- Drug treatment not recommended by physician
- Worried about side effects

**A DIFFERENT APPROACH**

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