

ADHD Drug Holiday

FROM THE PARENT POINT OF VIEW


According to the CDC,

6.4 Million*

children in the US are diagnosed with Attention Deficit Hyperactivity Disorder (**ADHD**)

Based on an independent survey**

ADHD PRESCRIPTION DRUG USE

85% 

of Children with ADHD currently take or have taken prescription medications

And of those...

74% 

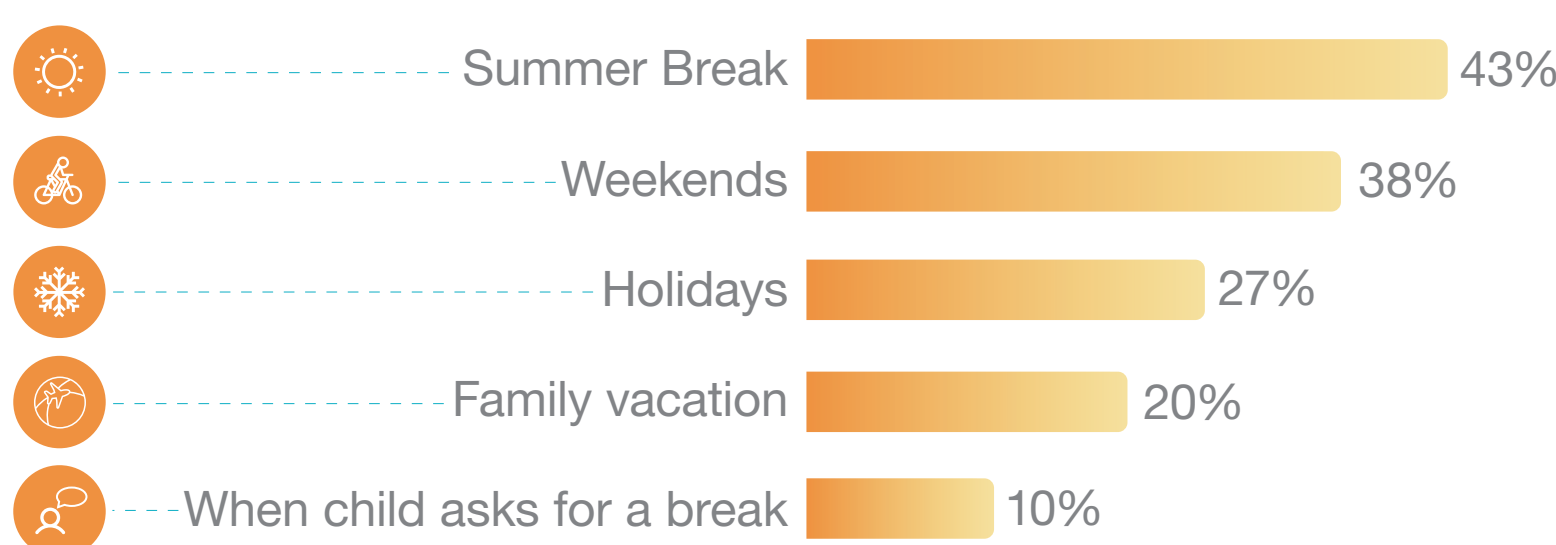
have taken a drug holiday

WHAT'S A DRUG HOLIDAY?

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

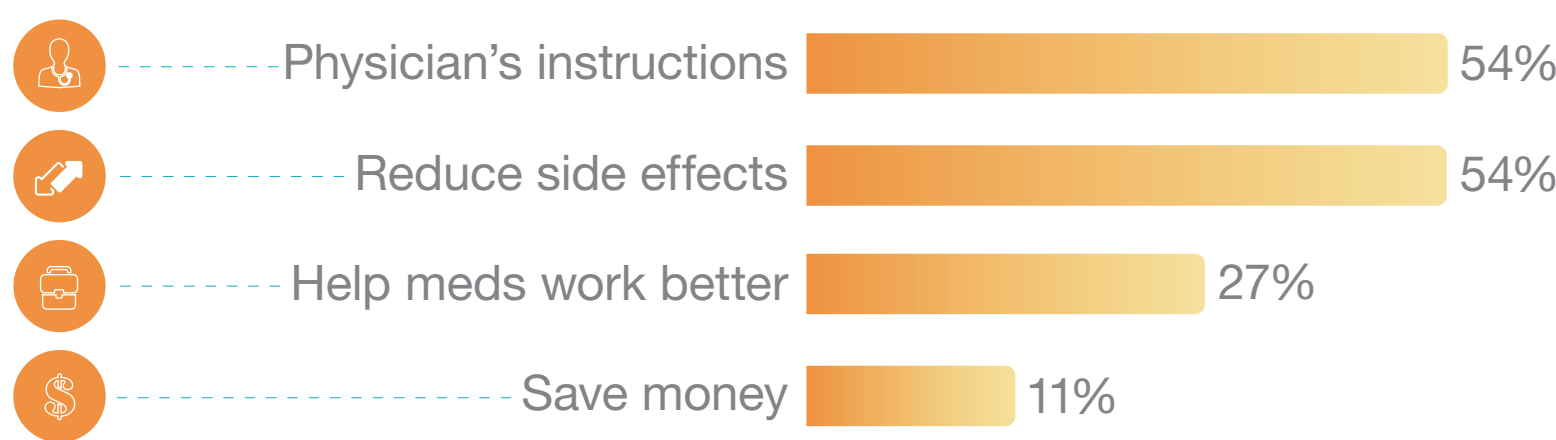
WHEN?

When are Drug Holidays typically taken?



WHY?

Why are parents giving children Drug Holidays?



CHILDREN NOT ON ADHD MEDICATIONS

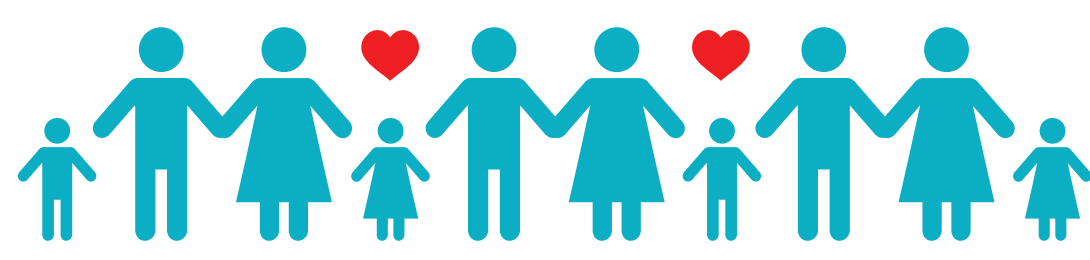


TOP REASONS PARENTS SURVEYED DON'T CURRENTLY HAVE THEIR CHILDREN ON ADHD MEDICATION

- ✓ Worried about **side effects** of the medication
- ✓ Drug treatment not recommended by physician

A DIFFERENT APPROACH

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.

84% 

OF PARENTS SURVEYED WOULD BE WILLING TO USE A **MEDICAL FOOD** TO MANAGE THEIR CHILD'S ADHD

WHAT'S A MEDICAL FOOD?

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



VAYARIN IS A MEDICAL FOOD CLINICALLY SHOWN TO SAFELY AND EFFECTIVELY REDUCE HYPERACTIVITY AND RESTLESSNESS IN CHILDREN WITH ADHD AND IMPROVE QUALITY OF LIFE WITH VIRTUALLY NO SIDE EFFECTS

SCHOOLS OUT Vayarin's in

Vayarin™

Prescription medical food for the dietary management of ADHD

[Learn more at Vayarin.com](http://Vayarin.com)

*Centers for Disease Control and Prevention. (2016). Attention-Deficit / Hyperactivity Disorder (ADHD): Data and Statistics. Retrieved from <http://www.cdc.gov/ncbddd/adhd/data>.

**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.