

Zach and Zoe's Hide and Sneeze



Illustrated by **Simon Greiner**

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Sponsored by **Zyrtec[®]**
In collaboration with **Phoebe Burgess**

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Foreword for parents / guardians

Inspired by her own experience as a parent of two with hayfever, writer, journalist and presenter Phoebe Burgess has collaborated with Zyrtec® to create 'Zach and Zoe's Hide and Sneeze'; a fun story to help parents understand the signs and symptoms of hayfever and allergies.

"Living on our family property, Poppy and Billy are always running wild outside. I find them hiding in the flower beds, climbing trees, racing our three dogs to the dam and generally using their wonderful imagination to discover the fun and magic in the ordinary.

As their mum, I noticed they would come in sneezing, with watery eyes or scratching irritated arms or legs, which can, at first, be somewhat scary. Knowing these symptoms were caused by hayfever and allergies eases that stress for me. Which is why it was so important for me to collaborate with Zyrtec® on this gorgeously creative and fun story to help ease that same stress for other parents too. It's a special book to add to your very own story times."

Enjoy 'Zach and Zoe's Hide and Sneeze' and remember the fun does not need to stop when the sneezes come in.

Zach and Zoe loved **hide and seek**.
They could play all day, they could play all week.
One **spring day** they started to play.
Zach went to hide without delay.



Zoe closed her eyes
and began to count,



1 2 3,
here
I come!

"This is going
to be **so much fun!**"





Zach hid in the cupboard, it was full of old stuff.

Stuff that
was covered in
very old dust.

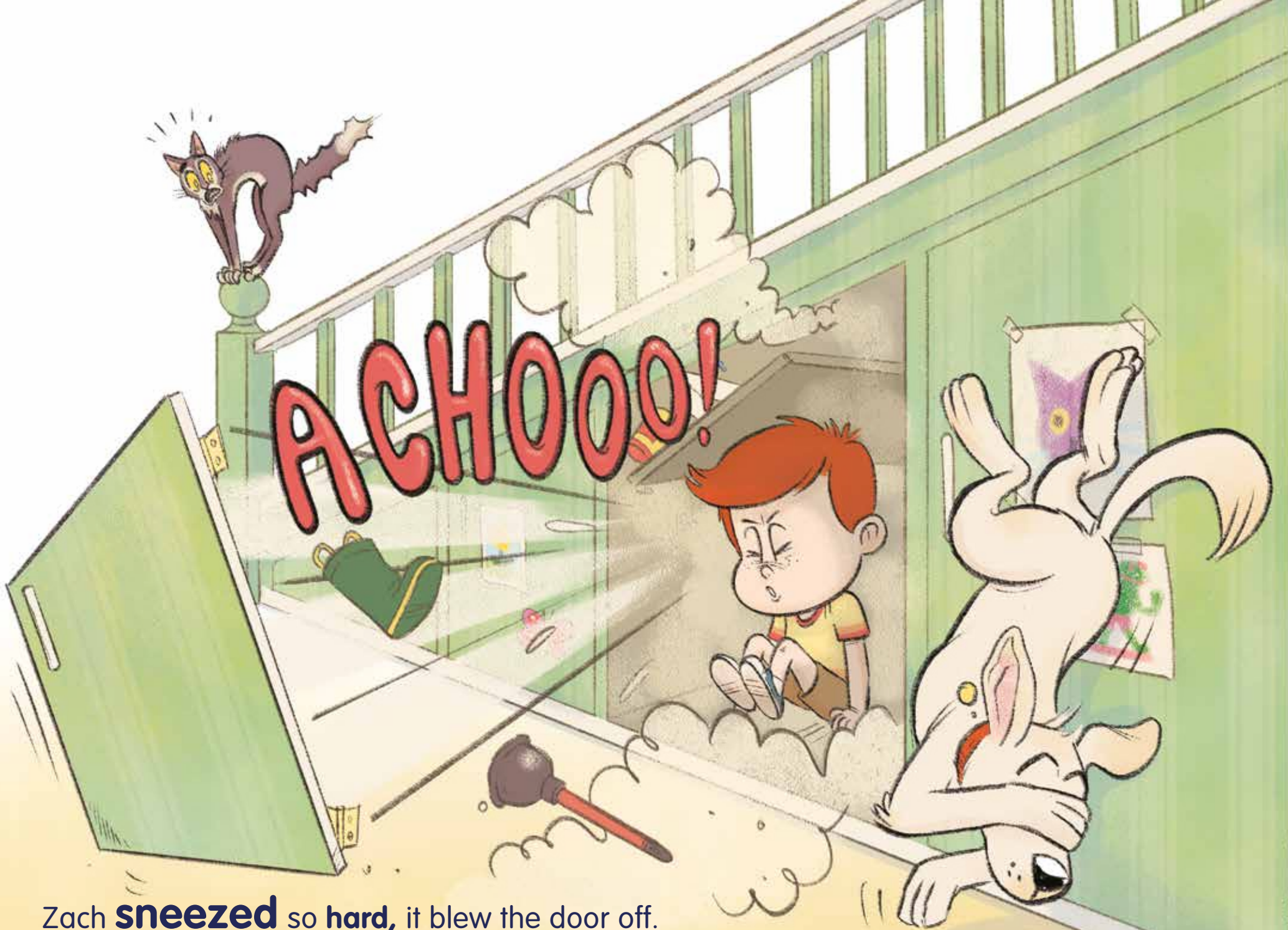


The **dust**
went up
and into
his **nose,**

it tickled his
nostrils

DUST

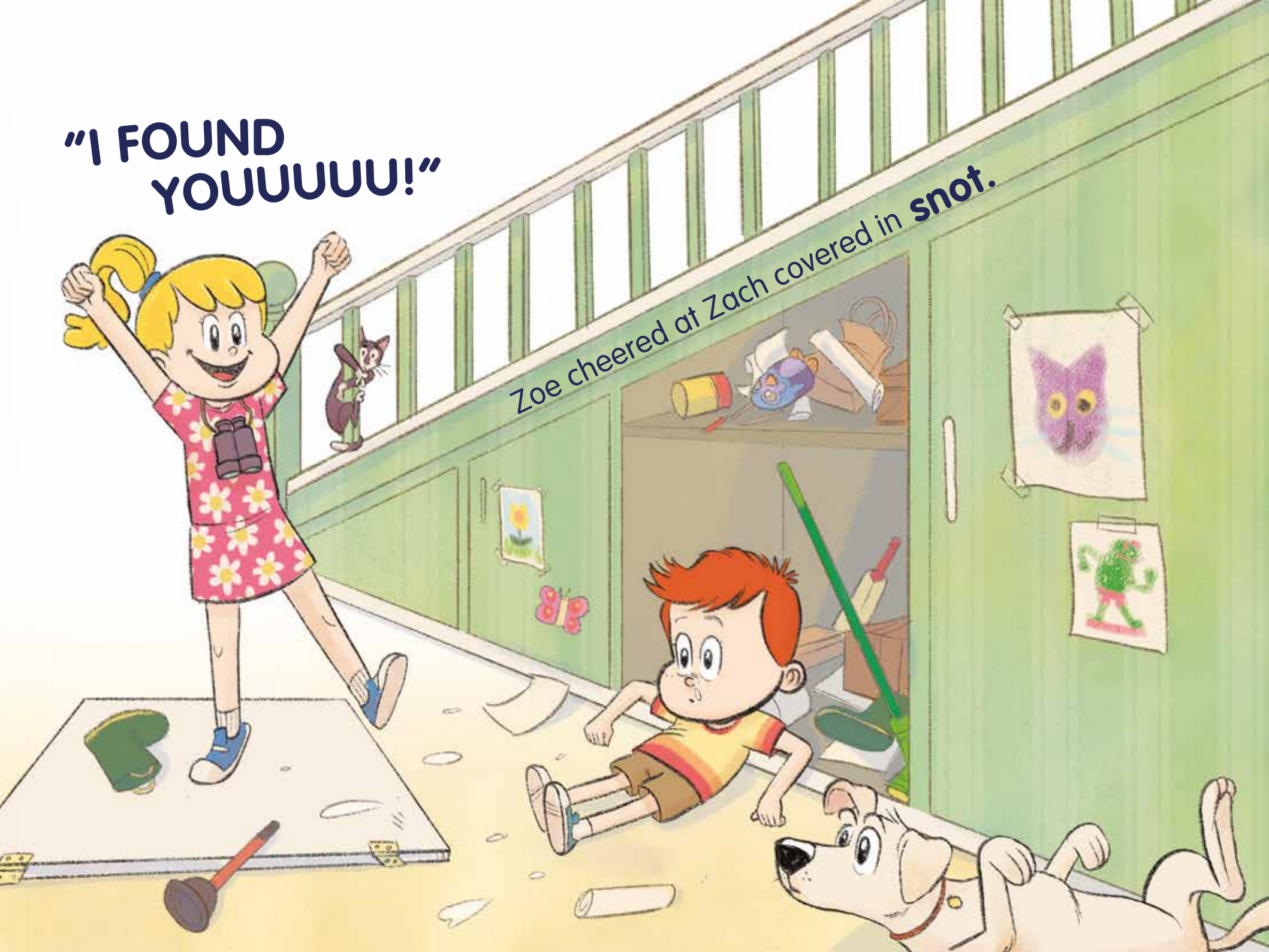
he was going to, to, to...



Zach **sneezed** so **hard**, it blew the door off.

"I FOUND
YOUUUUU!"

Zoe cheered at Zach covered in snot.



So off he went to hide in the **garden**,
this spot should make it hard to find him.



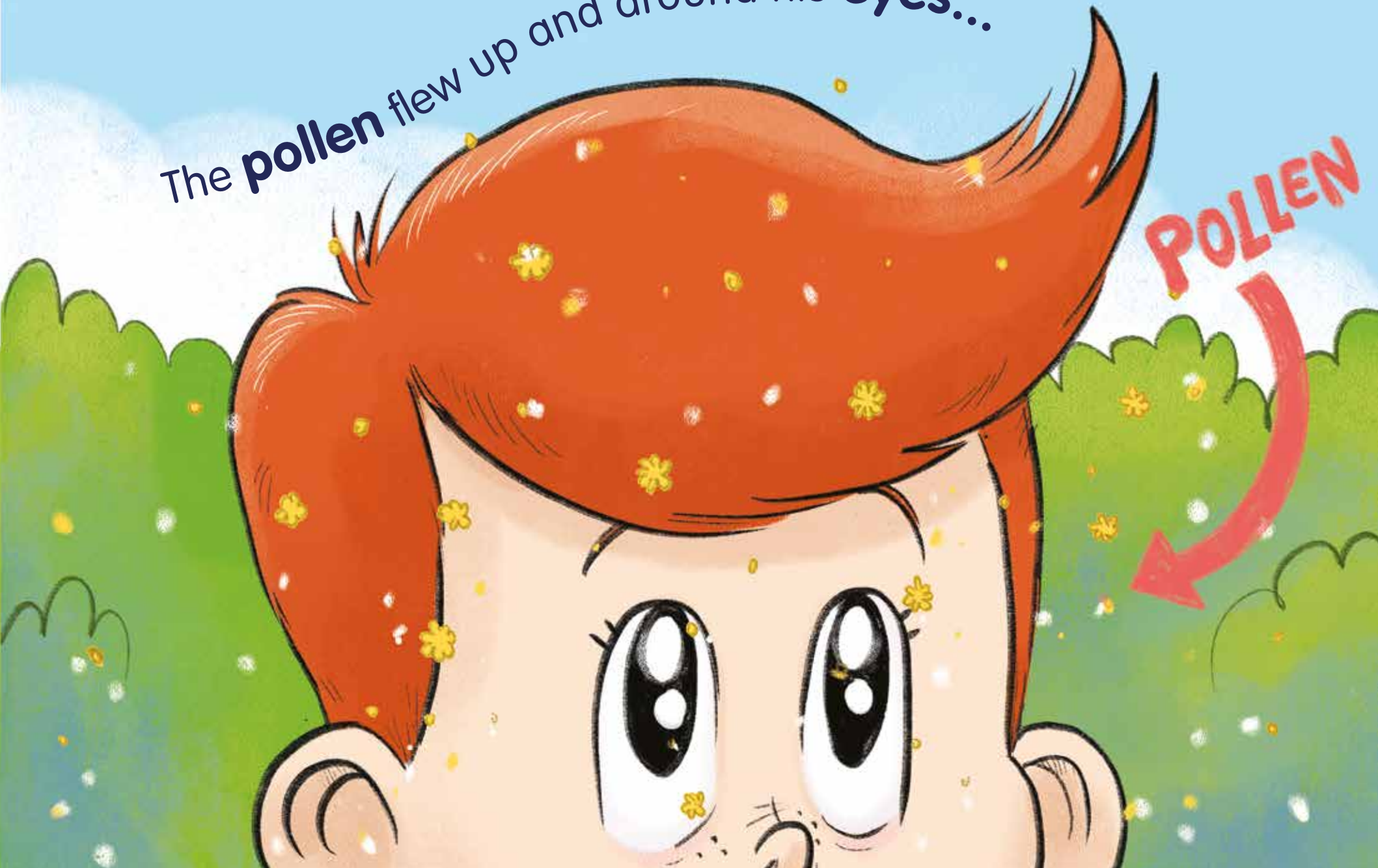
1 2 3, here I come!

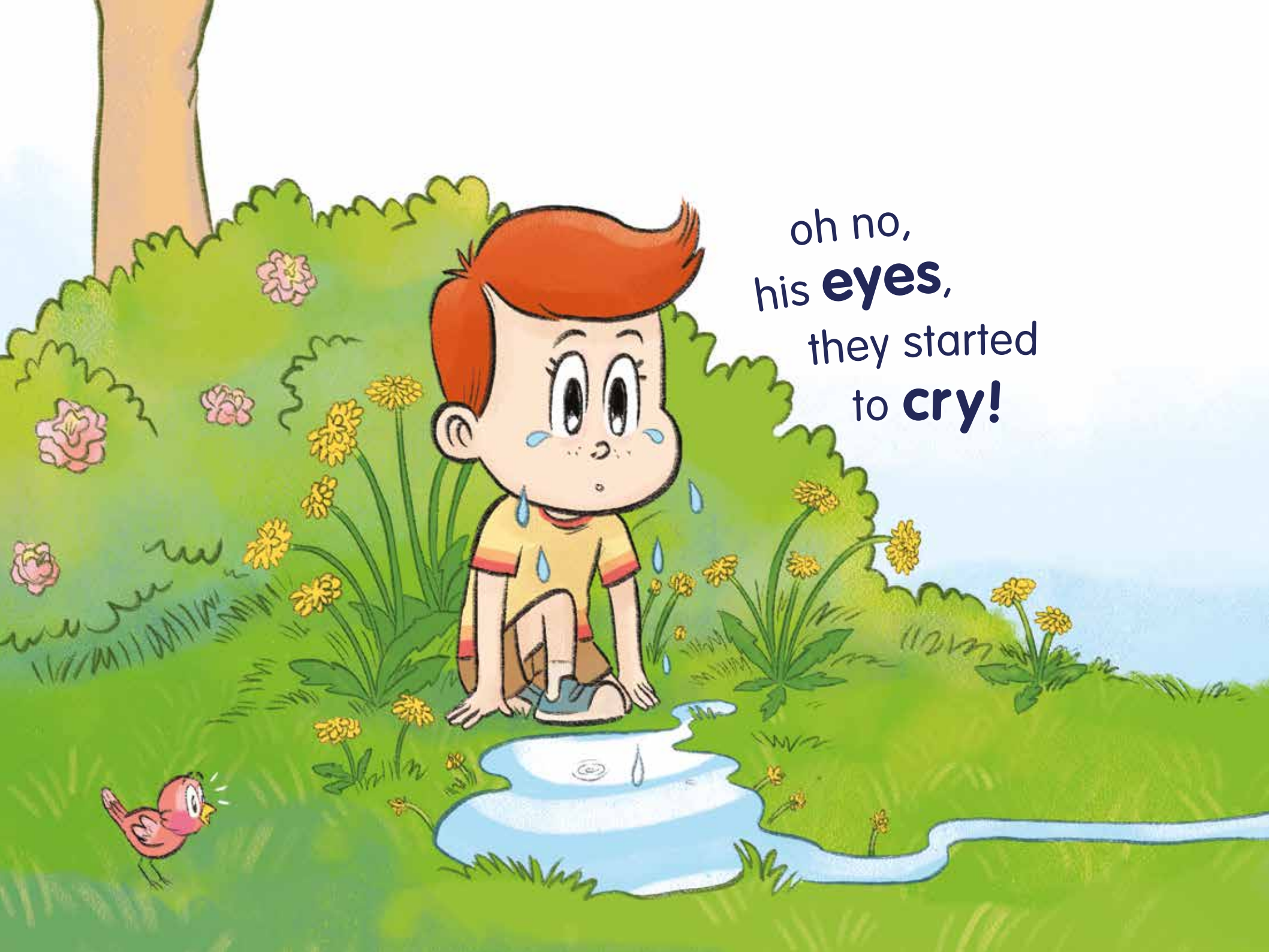


Zach crouched down
behind the **flowers**.
The petals shook and
pollen showered.



The **pollen** flew up and around his **eyes**...





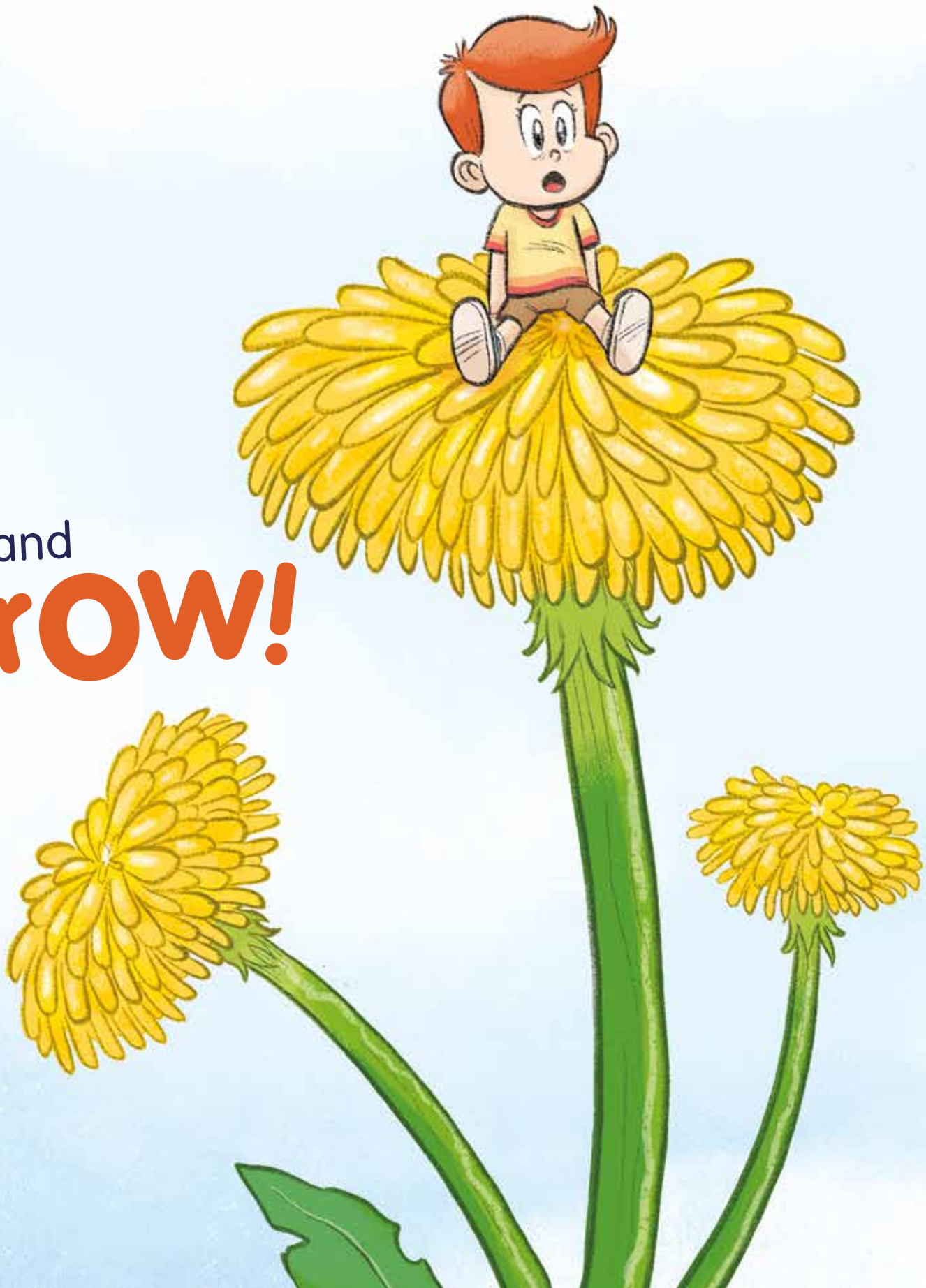
oh no,
his **eyes**,
they started
to **cry!**



His **tears** ran into the
flowers below,

and suddenly they started to grow... and **grow**...

and
grow!





"I FOUND YOU!"

"Try again, now go, go, go!"

Wiping his **tears** all
covered in **snot**,



he looked down
at Max and felt a
lightbulb go off!

1 2 3, here I come!

Zoe said.

Zach snuck off and into the dog bed.



As he was hiding, he felt his skin prickle... was the **hair** in the **dog** bed making him **tickle**?

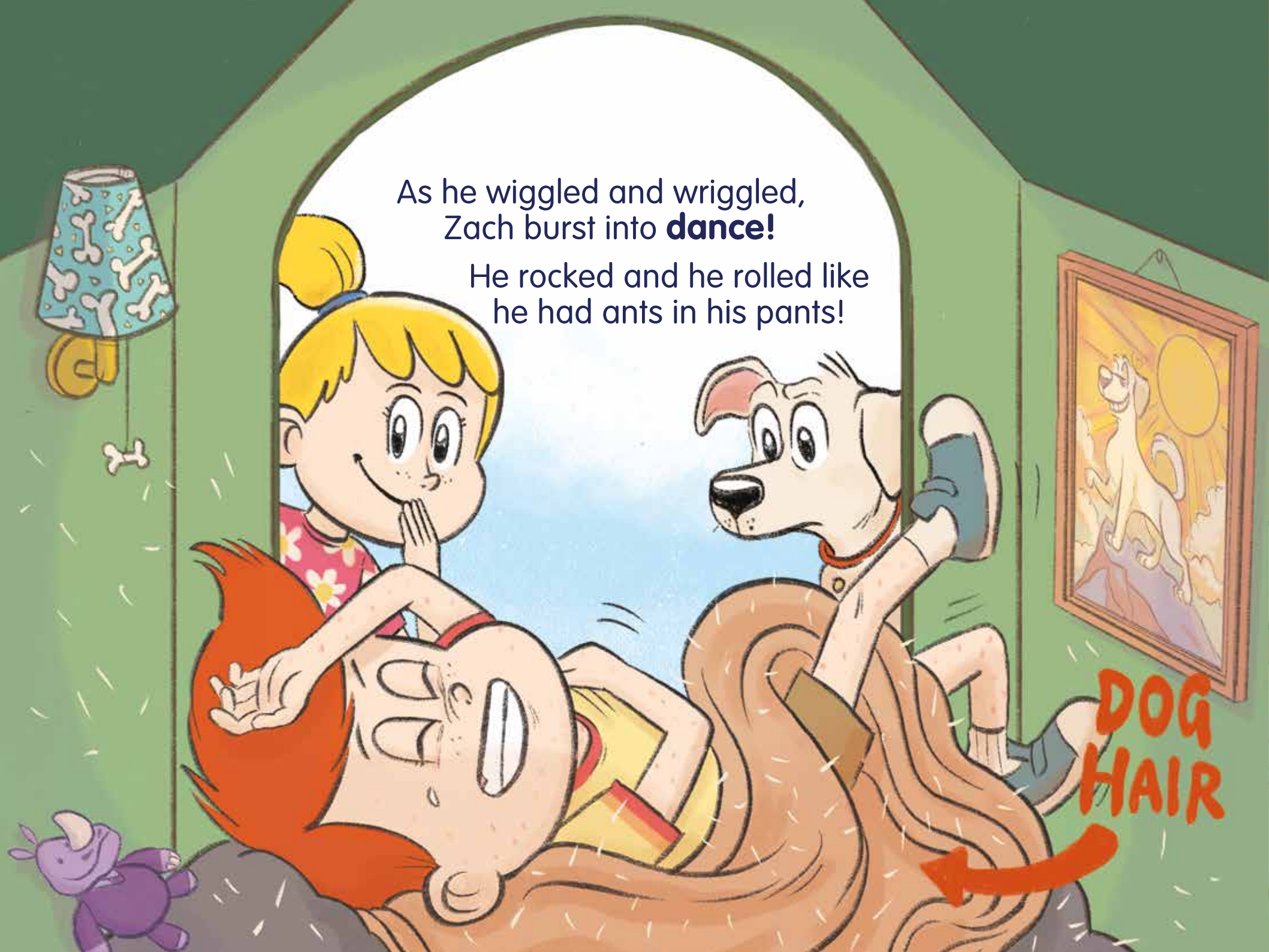


"Oh no!"
he thought,
"I'm in
another
pickle!"



As he wiggled and wriggled,
Zach burst into **dance**!

He rocked and he rolled like
he had ants in his pants!

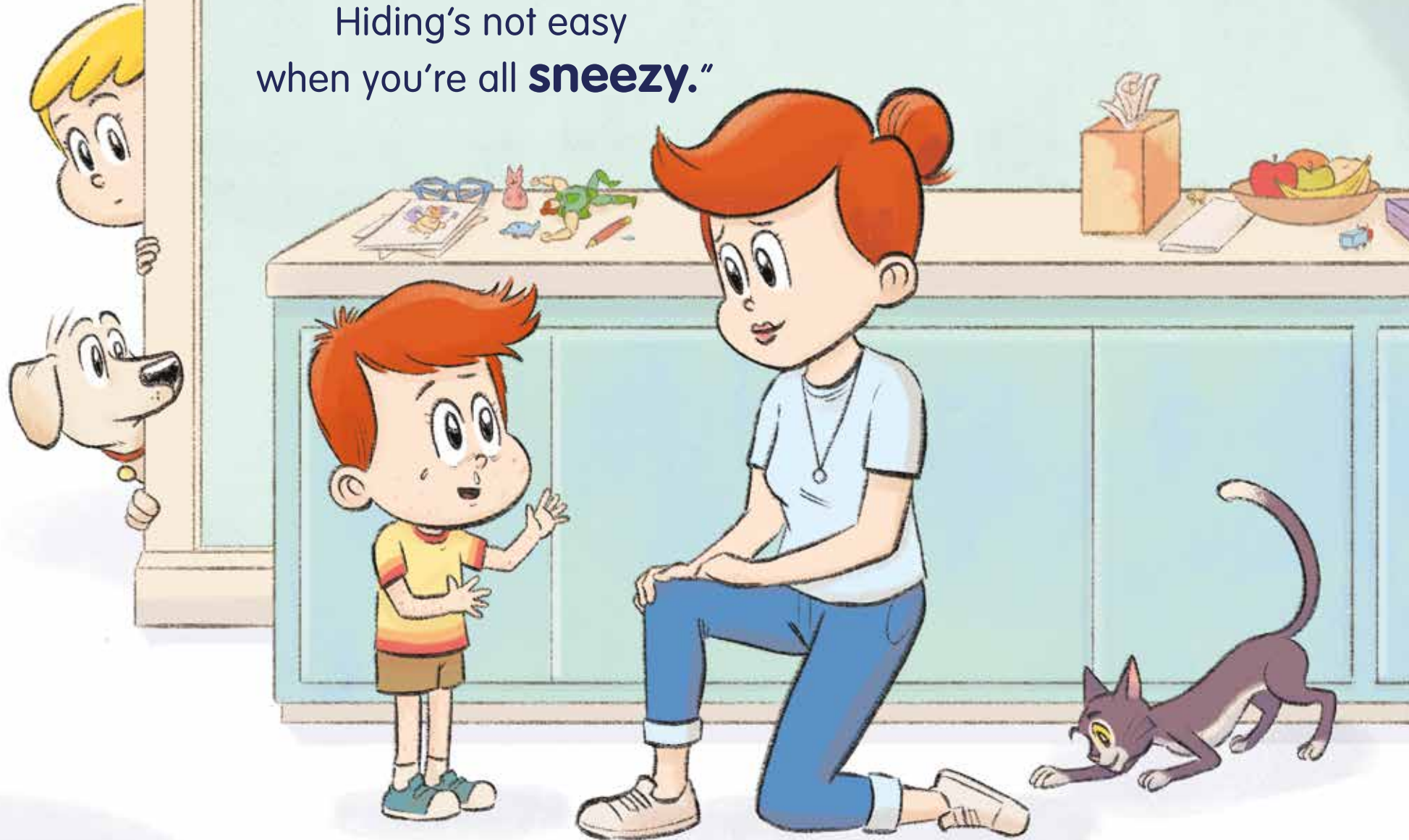




**"I FOUND
YOU!"**

Said Zoe, fist bumping the air.

A tired Zach went to his mum,
"I'm all **sniffly** and **tickly**,
Zoe's finding me too quickly!
Hiding's not easy
when you're all **sneezy**."



Mum thought hard,
and felt something click,

her superhero cape appeared,
and she knew just the trick!



Hip hip hooray!

Mum saved the day, Zach and Zoe went back out to play.



Now Zach could hide in
the cupboard with ease,



...he could hide in the
flowers,



...or in the dog bed
without even a
sneeze!



1 2 3, here I come!



Zoe looked left.

Zoe looked right.

But everywhere she looked...
Zach was totally out of sight!



FOR PARENTS / GUARDIANS

Learn more about allergic rhinitis in children!

Just like grown-ups, children may suffer from allergic rhinitis, more commonly known as hayfever or allergies, too!

Research shows that if one parent has it, their child has a 30-50% chance of developing the condition, and a 60-80% chance if both parents have it.¹ Yet, the condition often goes undiagnosed and untreated due to symptom confusion.

Zyrtec[®]
story
time



What is an allergy?

Allergies occur when the immune system overreacts to normally harmless substances called allergens. When your child encounters an allergen, their body releases 'histamine' triggering symptoms.

What triggers allergies?

Allergies exist all year round so it's important to keep an eye out for what is causing them:

- Outdoor triggers (seasonal allergens): pollen that could be found in grass, trees, flowers and weeds.
- Indoor triggers (year-round allergens): dust, pet dander and mould.

Common symptoms of allergies include:



Talking to your health care professional is the best way to determine if your child has allergies.

¹Chad Z. Allergies in children. Paediatr Child Health. 2001 Oct;6(8):555-66. doi: 10.1093/pch/6.8.555. PMID: 20084126; PMCID: PMC2805592.

Zach and Zoe's Hide and Sneeze

Siblings Zach and Zoe are playing hide and seek at home, when suddenly Zach realises all the hiding spots are making him **sneeze**, **cry** or **tickle**, making it super easy for Zoe to find him!

Come along on their playful adventure to discover if Zach will ever be able to hide without a **sneeze**?