

Advil advertisement.

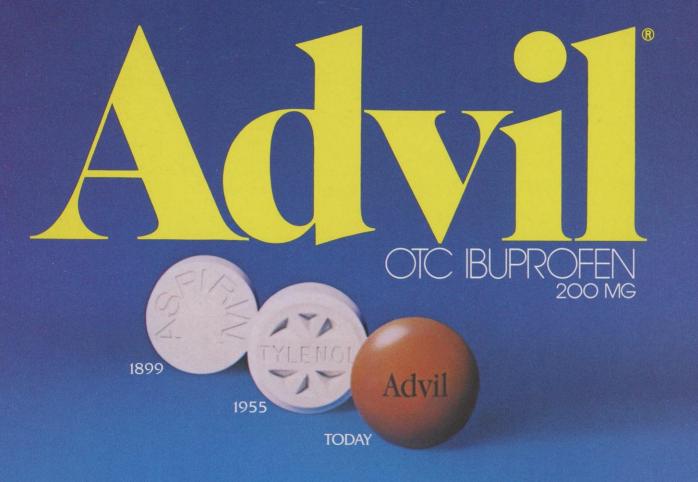
[s.l.]: [s.n.], 1984

https://digital.library.wisc.edu/1711.dl/G64V5CPEYU33Q9C

http://rightsstatements.org/vocab/InC/1.0/

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



POTENCY EQUAL TO ASPIRIN, BUT FEWER GI SIDE EFFECTS^{2,3}

- One Advil tablet (200 mg) is equivalent to two regular-strength aspirin tablets (650 mg)1
- In a year-long double-blind, multiclinic trial of ibuprofen and aspirin in 885 arthritic patients (initial dosage of 900 mg ibuprofen daily or 3.6 g aspirin daily), significantly fewer ibuprofen-treated patients reported GI complaints²
- Causes less toxicity in overdose situations than either aspirin or acetaminophen, both of which have a more narrow margin between their therapeutic and toxic dose
- References: 1. Cooper SA. Needle SE. Kruger GO: Comparative analgesic potency of aspirin and ibuprofen. *J Oral Surg* 1977;35:898-903.

 2. Blechman WJ, Schmid FR. April PA, et al: Ibuprofen or aspirin in rheumatoid arthritis therapy. *JAMA* 1975;233:336-340.

 3. Kantor TG: Diagnosis and treatment. Drugs five years later: Ibuprofen. *Ann Intern Med* 1979;91:877-882.

Patients should not take this product if they have had a severe allergic reaction to aspirin.

A NEW STANDARD FOR OTC ANALGESIA

HEADACHE • MINOR PAIN OF ARTHRITIS • MENSTRUAL CRAMPS • TOOTHACHE • MUSCLE ACHES • FEVER