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Tylenol advertisement.

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

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No OTC analgesic is more effective for
headache pain than Extra-Strength TYLENOL®.
Not aspirin. Not ibuprofen.



Clinical studies have confirmed the efficacy of Extra-Strength TYLENOL® acetaminophen for relief of headache pain.^{1, 2} And no OTC analgesic you can recommend is more effective.

Consider the facts. Previous studies have demonstrated that for pain relief, Extra-Strength TYLENOL® (1000 mg) is more effective than regular strength aspirin (650 mg).³

And now the largest multicenter, single-dose headache study ever,² involving 1,200 participants, demonstrates that when compared to both one or two tablets of OTC ibuprofen, nothing is more effective than two Extra-Strength TYLENOL® caplets.

What's more, Extra-Strength TYLENOL® acetaminophen provides a superior side-effects profile to aspirin⁴⁻⁶ and even OTC ibuprofen.

While many OTC analgesic choices are available for the relief of headache pain, remember: None are more effective than Extra-Strength TYLENOL® acetaminophen.

Recommend it with confidence.

EXTRA-STRENGTH
TYLENOL®

500 mg acetaminophen



**First choice
for patients in pain.**

References: 1. FDA Panel on OTC drugs, *Federal Register* 1977; 42(July 8), 35412-35413.
2. Data on file, McNeil Consumer Products Company. 3. Mehlisch DR, Frakes LA. *Clin Ther* 1985; 7(1):89-97. 4. Hoftiezer JW, O'Laughlin JC, Ivey KJ. *Gut* 1982; 23:692-697. 5. Aspirin or paracetamol? *Lancet* 1981; II:287-289. 6. Gilman AG, et al (eds). *Goodman and Gilman's The Pharmacological Basis of Therapeutics*, ed 7, 1985; 674-715.

Do not exceed 8 caplets or tablets per day. As with any medication, contact a physician or poison control center in case of an overdose.