



Advil advertisement.

[s.l.]: [s.n.], 1988

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AT THE FIRST SIGN OF
MINOR ARTHRITIS PAIN

Advil[®]

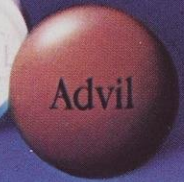
OTC IBUPROFEN
200 MG



1899



1955



TODAY

INSTEAD OF ASPIRIN OR ACETAMINOPHEN
FOR EFFECTIVE, WELL-TOLERATED PAIN RELIEF



Unsurpassed efficacy

- Ibuprofen (1200mg daily) is as effective for arthritis pain relief as aspirin (3900 mg daily)¹
- Ibuprofen (1200mg daily) is superior to acetaminophen (3000mg daily) in nonarticular rheumatism²
- ADVIL effectively relieves arthritis pain and stiffness throughout the body

Low incidence of stomach upset (*ie*, dyspepsia, nausea)

- There is no significant difference in the occurrence of reported stomach upset among patients treated with ibuprofen 200 mg, 400 mg or placebo³

REFERENCES: 1. Australasia Multicentre Trial Group: *J Rheumatol* 7:857-864, 1980. 2. Nasution AR: Proceedings of the 13th International Congress of Rheumatology, Kyoto, Japan, 1973. 3. Summary of Side Effect Data from Independent Single-Dose Studies Comparing Ibuprofen to Placebo in a Variety of Painful Conditions. Data on file, Medical Department, Whitehall Laboratories.

As with all OTC analgesics, a patient should start with the lowest effective dose.
For many patients this may be one 200mg ADVIL tablet or caplet.

Please advise patients to read and follow product labeling. Patients should not take this product if they have had a severe allergic reaction to aspirin.

Advil[®]—A NEW STANDARD FOR OTC ANALGESIA[™]

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

ADVIL is available in tablets and caplets.

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