

ACTUAL SIZE



128 CODE = 016933

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.6 pt
• SUBHEADINGS/BODY TEXT	4.6 pt
• LEADING	4.7 pt
• BULLETS	3.6 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DIGITAL MECHANICAL - NOT COLOR ACCURATE

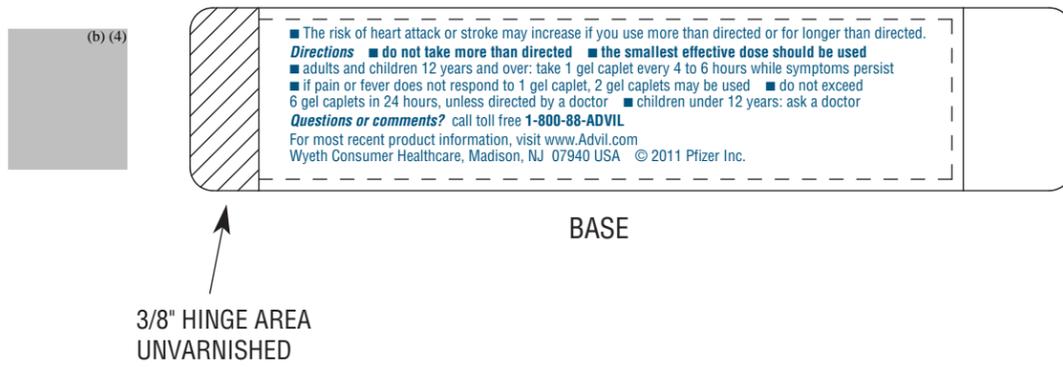
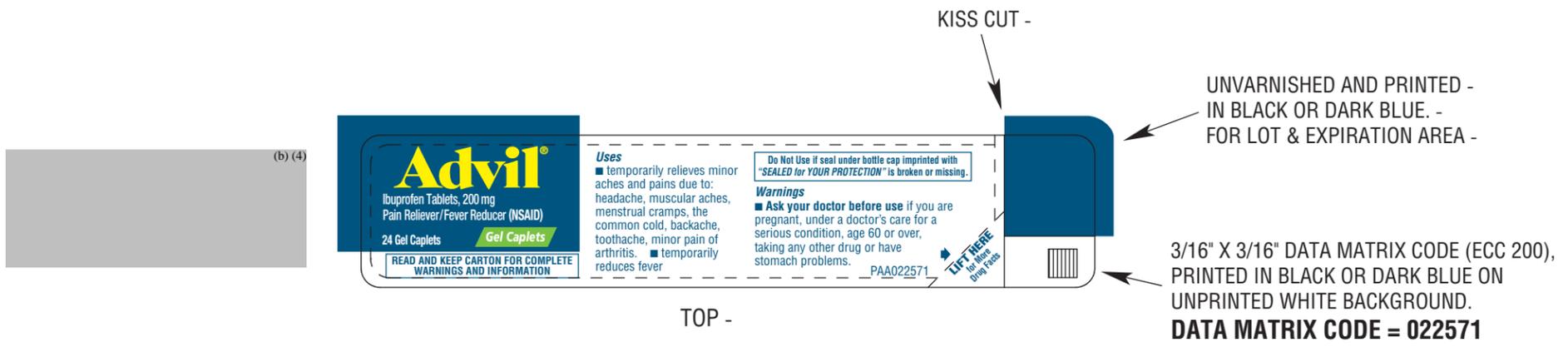
Job Information	Color Legend
Date 25-MAR-2010 PASS #1 Component # PAA016933 Drawing # 5817 Rev. # 2	(b) (4)
Identification 	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 - Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	

150%



RELEASED	
(1) _____	Date _____
(2) _____	Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>



DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 30-MAR-2011 PASS # 3 Artwork # ART-00002246 Component # PAA022571 Drawing # DWG-00000785	See art for colors
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

Advil[®]
 Ibuprofen Tablets, 200 mg
 Pain Reliever/Fever Reducer (NSAID)
 150 Tablets **Tablets**

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

THIS PACKAGE FOR HOUSEHOLDS WITHOUT YOUNG CHILDREN

Uses ■ temporarily relieves minor aches and pains due to: headache, muscular aches, menstrual cramps, the common cold, backache, toothache, minor pain of arthritis.
 ■ temporarily reduces fever

Warnings

■ **Ask your doctor before use** if you are pregnant, under a doctor's care for a serious condition, age 60 or over, taking any other drug or have stomach problems. ■ This product may cause a **severe allergic reaction**, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer. ■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed.

Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.

■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

Directions ■ **do not take more than directed** ■ **the smallest effective dose should be used** ■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist ■ if pain or fever does not respond to 1 tablet, 2 tablets may be used ■ do not exceed 6 tablets in 24 hours, unless directed by a doctor ■ children under 12 years: ask a doctor
Questions or comments? call toll free 1-800-88-ADVIL

Wyeth Consumer Healthcare, Madison, NJ 07940 USA
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 For most recent product information, visit www.Advil.com

PAA022559



UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA

3/16" X 3/16" DATA MATRIX CODE (ECC 200) PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.

DATA MATRIX CODE = 022559

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 28-MAR-2010 PASS # 1 Artwork # ART-00002251 Component # PAA022559 Drawing # DWG-00000505 = 7089 Rev. # 1	
Identification  Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Package Design & Development Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

Advil®
Ibuprofen Tablets, 200 mg
Pain Reliever/Fever Reducer (NSAID)
100 Tablets **Tablets**

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.

Uses ■ temporarily relieves minor aches and pains due to: headache, muscular aches, menstrual cramps, the common cold, backache, toothache, minor pain of arthritis.
■ temporarily reduces fever

Warnings
■ **Ask your doctor before use** if you are pregnant, under a doctor's care for a serious condition, age 60 or over, taking any other drug or have stomach problems.
■ This product may cause a **severe allergic reaction**, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer.
■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you
■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs [aspirin, ibuprofen, naproxen, or others] ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed.

■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

Directions
■ **do not take more than directed**
■ **the smallest effective dose should be used**
■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist
■ if pain or fever does not respond to 1 tablet, 2 tablets may be used
■ do not exceed 6 tablets in 24 hours, unless directed by a doctor
■ children under 12 years: ask a doctor

Questions or comments? call toll free 1-800-88-ADVIL

For most recent product information, visit www.Advil.com
Wyeth Consumer Healthcare
Madison, NJ 07940 USA
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PAA022555

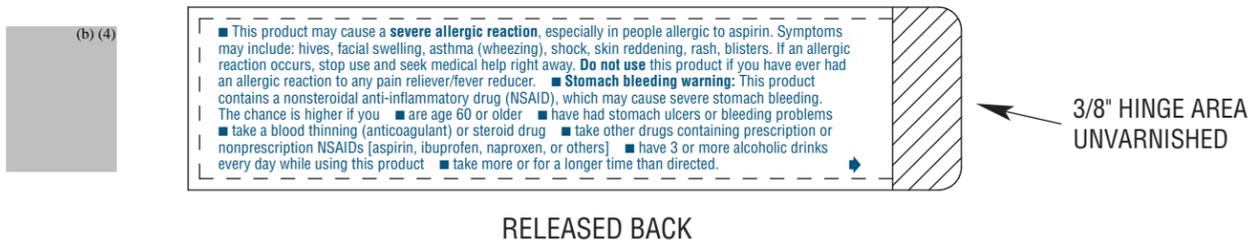
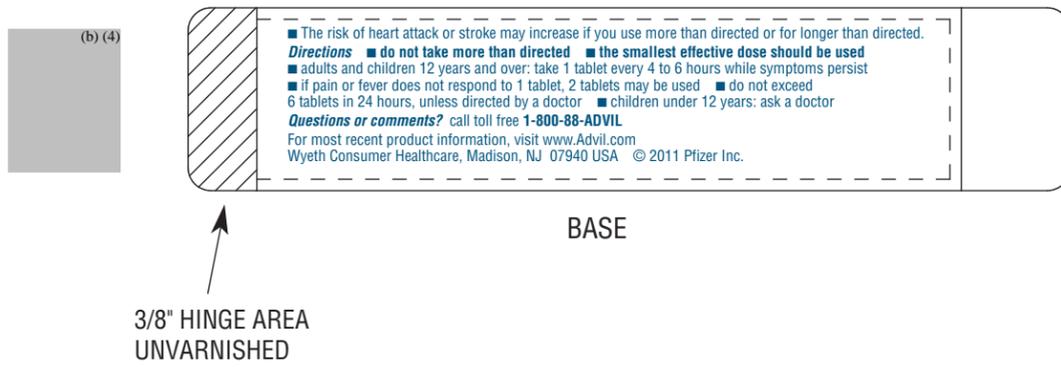
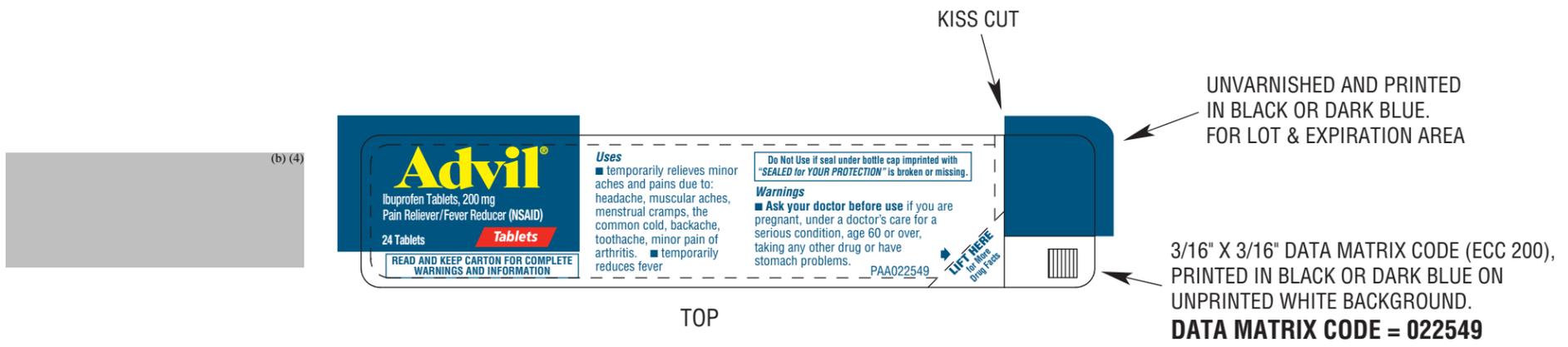
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UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 30-MAR-2011 PASS # 2 Artwork # ART-00002250 Component # PAA022555 Drawing # DWG-00000433 = 7090 Rev. # 1	
Identification Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Package Design & Development Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	5.5 pt
• SUBHEADINGS/BODY TEXT	5.5 pt
• LEADING	6 pt
• BULLETS	4.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt



DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 29-MAR-2011 PASS # 1 Artwork # ART-00002244 Component # PAA022549 Drawing # DWG-00000785	See art for colors
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

Advil[®]
Ibuprofen Tablets, 200 mg
Pain Reliever/Fever Reducer (NSAID)
100 Gel Caplets **Gel Caplets**

Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

Uses
 ■ temporarily relieves minor aches and pains due to: headache, muscular aches, menstrual cramps, the common cold, backache, toothache, minor pain of arthritis. ■ temporarily reduces fever

Warnings
 ■ **Ask your doctor before use** if you are pregnant, under a doctor's care for a serious condition, age 60 or over, taking any other drug or have stomach problems. ■ This product may cause a **severe allergic reaction**, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away.
 ■ **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer. ■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed.

Directions
 ■ **do not take more than directed**
 ■ **the smallest effective dose should be used**
 ■ adults and children 12 years and over: take 1 gel caplet every 4 to 6 hours while symptoms persist
 ■ if pain or fever does not respond to 1 gel caplet, 2 gel caplets may be used
 ■ do not exceed 6 gel caplets in 24 hours, unless directed by a doctor
 ■ children under 12 years: ask a doctor

Questions or comments?
 call toll free **1-800-88-ADVIL**
 For most recent product information, visit www.Advil.com
 Wyeth Consumer Healthcare
 Madison, NJ 07940 USA
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PAA022134

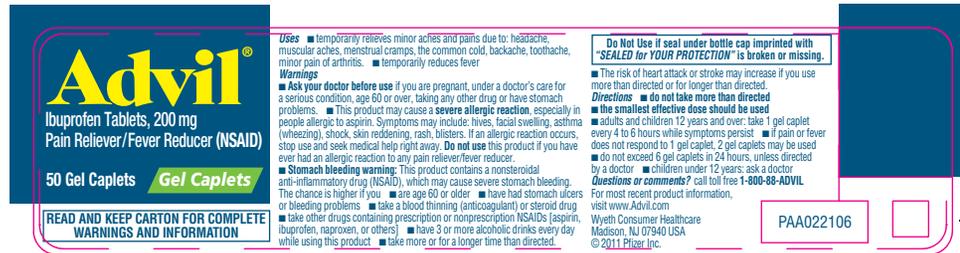
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UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 24-MAR-2011 PASS # 1 Artwork # ART-00002245 Component # PAA022134 Drawing # DWG-00000433 = 7090 Rev. # 1	
Identification Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Package Design & Development Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	5.5 pt
• SUBHEADINGS/BODY TEXT	5.5 pt
• LEADING	6 pt
• BULLETS	4.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt



UNVARNISHED AND PRINTED
IN BLACK OR DARK BLUE.
FOR LOT & EXPIRATION AREA

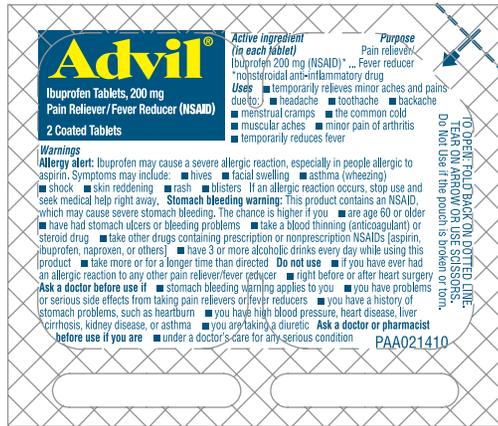
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PRINTED IN BLACK OR DARK BLUE ON
UNPRINTED WHITE BACKGROUND.
DATA MATRIX CODE = 022106

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 31-MAR-2011 PASS # 2 Artwork # ART-00002247 Component # PAA022106 Drawing # DWG-00000435 = 7098 Rev. # 1	
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	

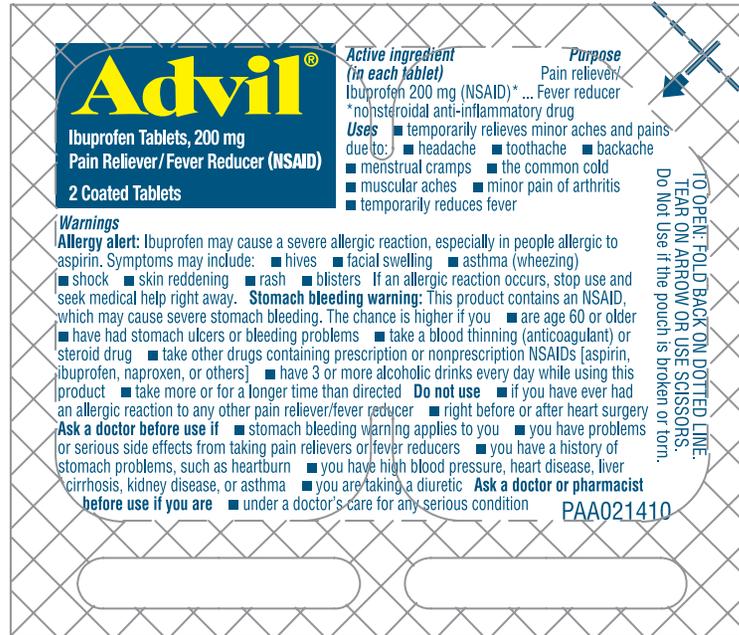
DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

ACTUAL SIZE



128 CODE = 021410

150%



DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.6 pt
• SUBHEADINGS/BODY TEXT	4.6 pt
• LEADING	4.7 pt
• BULLETS	3.6 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 30-MAR-2011 PASS # 2 Component # PAA021410 Drawing # 5816 Rev. # 2	(b) (4)
Identification 	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Package Design & Development Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

Reference ID: 2

RELEASED

Name _____ Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Proofread				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

OUTSIDE

INSIDE

ADVIL® SAFETY SEALED ADVIL® SAFETY SEALED ADVIL® SAFETY SEALED

TEAR HERE TO OPEN

128 CODE FPO
013403

Drug Facts (continued)

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions

- do not take more than directed
- the smallest effective dose should be used
- adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist
- if pain or fever does not respond to 1 tablet, 2 tablets may be used
- do not exceed 6 tablets in 24 hours, unless directed by a doctor
- children under 12 years: ask a doctor

Other information

- read all warnings and directions before use
- store at 20-25°C (68-77°F)
- avoid excessive heat above 40°C (104°F)

Inactive ingredients

acetylated monoglycerides, colloidal silicon dioxide, corn starch, croscarmellose sodium, methylparaben, microcrystalline cellulose, pharmaceutical glaze, pharmaceutical ink, povidone, pregelatinized starch, propylparaben, sodium benzoate, sodium lauryl sulfate, stearic acid, sucrose, synthetic iron oxide, titanium dioxide, white wax

Questions or comments? call toll free 1-800-88-ADVIL

DO NOT USE IF SEAL AROUND CAP IS BROKEN OR MISSING. ADVIL SAFETY SEALED.

For most recent product information, visit www.Advil.com.

Wyeth®

Wyeth Consumer Healthcare
Madison, NJ 07940 USA

Appearance of the brown Advil® tablet is a trademark of Wyeth Consumer Healthcare

U.S. Patent No. 5,087,454
© 2009 Wyeth

PAA013403

FPO

3 0573-0151-12 2

Advil® Advil **Tablets**

Ibuprofen Tablets, 200 mg
Pain Reliever / Fever Reducer (NSAID)
10 Coated Tablets See new warnings information

Drug Facts	Purpose
Active ingredient (in each tablet)	Pain reliever/ Fever reducer
Ibuprofen 200 mg (NSAID)*	
*nonsteroidal anti-inflammatory drug	

LIFT HERE for More Drug Facts

128 CODE AREA — SUBSET C
10 MIL DENSITY
WITH 4, 6 OR 8 DIGITS
(UNVARNISHED)

UNVARNISHED
AREA FOR LOT
AND EXP. DATE

Drug Facts (continued)

Uses

- temporarily relieves minor aches and pains due to:
 - headache
 - backache
 - the common cold
 - minor pain of arthritis
 - toothache
 - menstrual cramps
 - muscular aches
- temporarily reduces fever

Warnings

Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:

- hives
- shock
- facial swelling
- skin reddening
- asthma (wheezing)
- rash
- blisters

If an allergic reaction occurs, stop use and seek medical help right away.

Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you

- are age 60 or older
- have had stomach ulcers or bleeding problems
- take a blood thinning (anticoagulant) or steroid drug
- take other drugs containing prescription or nonprescription NSAIDs [aspirin, ibuprofen, naproxen, or others]
- have 3 or more alcoholic drinks every day while using this product
- take more or for a longer time than directed

Do not use

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- right before or after heart surgery

Ask a doctor before use if

- stomach bleeding warning applies to you
- you have problems or serious side effects from taking pain relievers or fever reducers
- you have a history of stomach problems, such as heartburn
- you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
- you are taking a diuretic

Ask a doctor or pharmacist before use if you are

- under a doctor's care for any serious condition
- taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
- taking any other drug

When using this product

- take with food or milk if stomach upset occurs
- the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

Stop use and ask a doctor if

- you experience any of the following signs of stomach bleeding:
 - feel faint
 - vomit blood
 - have bloody or black stools
- have stomach pain that does not get better
- pain gets worse or lasts more than 10 days
- fever gets worse or lasts more than 3 days
- redness or swelling is present in the painful area
- any new symptoms appear

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
<p>Date 29-OCT-2009 PASS # 1 Component # PAA013403 Drawing # 6256 Rev. # 3</p>	<p>(b) (4)</p>
<p>Identification</p> <p>Pfizer Consumer Healthcare</p> <p>Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	<p>Printer Notes</p> <p>Printer to Replace all FPO Codes with Scannable Art</p> <p>SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE</p>
<p>Vendor Identification</p> <p>Labeling Implementation & Graphics Design Graphic Artist: (b) (4)</p>	

RELEASED

(1) _____ Date _____

(2) _____ Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

PAA014894

UNPRINTED AREA FOR DATE & LOT CODING (UNVARNISHED)



PRINTED AREA FOR DATE & LOT LASER CODING (VARNISHED)



128 CODE AREA - SUBSET C 10 MIL DENSITY WITH 4 OR 6 DIGITS (CODE TO EXTEND TO EDGE OF FLAP - UNVARNISHED) PRINTED SIDE OF CARTON

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

Drug Facts
Active ingredient (in each tablet)
 Ibuprofen 200 mg (NSAID) Pain reliever/fever reducer
 Nonsteroidal anti-inflammatory drug

Purpose
 Ibuprofen 200 mg (NSAID) Pain reliever/fever reducer
 Nonsteroidal anti-inflammatory drug

Uses
 ■ temporarily relieves minor aches and pains due to:
 ■ headache ■ toothache
 ■ menstrual cramps ■ the common cold ■ muscular aches
 ■ minor pain of arthritis
 ■ temporarily reduces fever

Warnings
 Always alert: ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:
 ■ hives ■ facial swelling ■ asthma (wheezing)
 ■ shock ■ skin redness ■ rash ■ dizziness
 If an allergic reaction occurs, stop use and seek medical help right away.
Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you:
 ■ are age 60 or older
 ■ have had stomach ulcers or bleeding problems
 ■ take a blood thinning (anticoagulant) or steroid drug
 ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, naproxen, rofecoxib, or others)
 ■ have 3 or more alcoholic drinks every day while using this product
 ■ take more or for a longer time than directed

Do not use
 ■ if you have ever had an allergic reaction to any other pain reliever/fever reducer
 ■ right before or after heart surgery

Ask a doctor before use if
 ■ stomach bleeding warning applies to you
 ■ you have problems or serious side effects from taking pain relievers or fever reducers

Drug Facts (continued)

■ you have a history of stomach problems, such as heartburn
 ■ you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
 ■ you are taking a diuretic

Ask a doctor or pharmacist before use if you are
 ■ under a doctor's care for any serious condition
 ■ taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
 ■ taking any other drug

When using this product:
 ■ take with food or milk if stomach upset occurs
 ■ the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

Stop use and ask a doctor if
 ■ you experience any of the following signs of stomach bleeding:
 ■ vomit blood
 ■ have blood or black stools
 ■ have stomach pain that does not get better
 ■ pain gets worse or lasts more than 10 days
 ■ liver gets worse or lasts more than 3 days
 ■ redness or swelling is present in the painful area
 ■ any new symptoms appear

If pregnant or breast-feeding, ask a health professional before use. It's especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.
Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
 ■ do not take more than directed
 ■ the smallest effective dose should be used
 ■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist
 ■ if pain or fever does not respond to 1 tablet, 2 tablets may be used
 ■ do not exceed 6 tablets in 24 hours, unless directed by a doctor
 ■ children under 12 years: ask a doctor

Drug Facts (continued)

Other information
 ■ read all warnings and directions before use. Keep carton.
 ■ store at 20-25°C (68-77°F)
 ■ avoid excessive heat above 40°C (104°F)

Inactive ingredients acetylated monoglycerides, colloidal silicon dioxide, corn starch, croscarmellose sodium, methylparaben, microcrystalline cellulose, pharmaceutical glaze, pharmaceutical ink, polyvidone, pregelatinized starch, propylparaben, sodium benzoate, sodium lauryl sulfate, stearic acid, sucrose, synthetic iron oxide, titanium dioxide, white wax

Questions or comments? call toll free 1-800-88-ADVIL

Do Not Use if seal under bottle cap Imprinted with "SEALED for YOUR PROTECTION" is broken or missing.

Wyeth® For most recent product information, visit www.Advil.com
 Wyeth Consumer Healthcare, Madison, NJ 07940 USA
 © 2009 Wyeth U.S. Patent No. 5,087,454
 Appearance of the brown Advil® tablet is a trademark of Wyeth Consumer Healthcare



THIS PACKAGE FOR HOUSEHOLDS WITHOUT YOUNG CHILDREN

THIS PACKAGE FOR HOUSEHOLDS WITHOUT YOUNG CHILDREN

Advil®
 Ibuprofen Tablets, 200 mg
 Pain Reliever/Fever Reducer (NSAID)
 150 Coated Tablets **Tablets**

See new warnings information

Ease-of-Use Commendation For Cap ARTHRITIS FOUNDATION www.arthritis.org

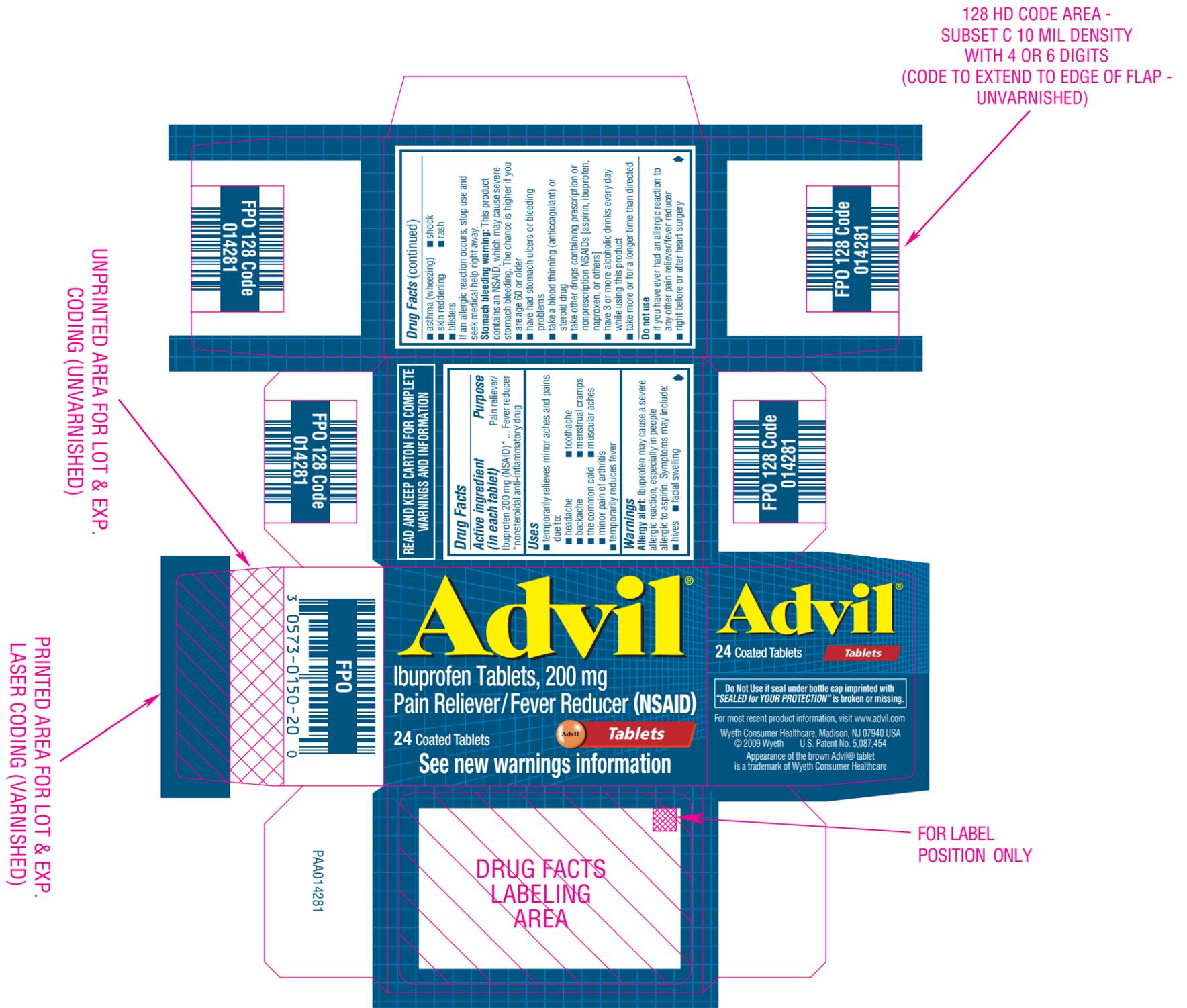
Easy Open ARTHRITIS CAP!



DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 10-DEC-2009 PASS # 1 Artwork # ART-00001429 Component # PAA014894 Drawing # DWG-00000502 = 6805 Rev. # 2	(b) (4)
Identification	
 Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	Printer Notes Printer to Replace all FPO Codes with Scannable Art Background grid is Overprinting (b) (4)
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	(b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces



DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 04-NOV-2009 PASS # 1 Artwork # ART-00001347 Component # PAA014281 Drawing # DWG-00000390=6208 Rev. 2	
Identification Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art BACKGROUND GRID IS (b) (4) OVERPRINTING (b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

128 CODE AREA - SUBSET C 10 MILL DENSITY
WITH 4 OR 6 DIGITS (CODE TO EXTEND
TO EDGE OF FLAP - UNVARNISHED)
PRINTED SIDE OF CARTON

PRINTED AREA
FOR DATE & LOT
LASER CODING
(VARNISHED)

Drug Facts (continued)
Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you
 ■ are age 60 or older
 ■ have had stomach ulcers or bleeding problems
 ■ take a blood thinning (anticoagulant) or steroid drug
 ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)
 ■ have 3 or more alcoholic drinks every day while using this product
 ■ take more or for a longer time than directed

Do not use
 ■ if you have ever had an allergic reaction to any other pain reliever/fever reducer
 ■ right before or after heart surgery

Ask a doctor before use if
 ■ stomach bleeding warning applies to you
 ■ you have problems or serious side effects from taking pain relievers or fever reducers

Drug Facts
Active ingredient (in each tablet)
Ibuprofen 200 mg (NSAID) *...Fever reducer *nonsteroidal anti-inflammatory drug

Purpose
Pain reliever/
Fever reducer

Uses
 ■ temporarily relieves minor aches and pains due to:
 ■ headache
 ■ backache
 ■ the common cold
 ■ minor pain of arthritis
 ■ temporarily reduces fever

Warnings
Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:
 ■ facial swelling
 ■ hives
 ■ asthma (wheezing)
 ■ skin reddening
 ■ rash
 ■ blisters
 If an allergic reaction occurs, stop use and seek medical help right away.

Advil
Ibuprofen Tablets, 200 mg
Pain Reliever/Fever Reducer (NSAID)
60 Coated Tablets
See new warnings information

Advil
60 Coated Tablets
Tablets

Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.
 For most recent product information, visit www.Advil.com
 Wyeth Consumer Healthcare, Madison, NJ 07940 USA
 © 2009 Wyeth U.S. Patent No. 5,087,454
 Appearance of the brown Advil® tablet is a trademark of Wyeth Consumer Healthcare

3 0573-0150-32 3
FPO
PAA015050

DRUG FACTS LABELING AREA

FOR LABEL POSITION ONLY

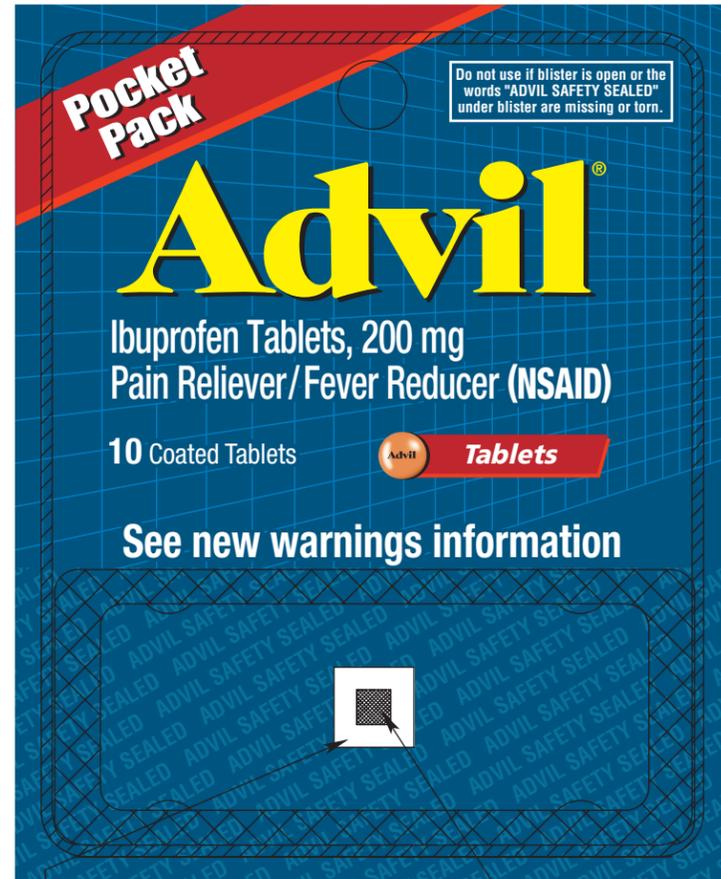
UNPRINTED AREA FOR DATE & LOT (UNVARNISHED)

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 17-DEC-2009 PASS # 1 Artwork # ART-00001445 Component # PAA015050 Drawing # DWG-00000412	(b) (4)
Identification	
 Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	
Printer Notes	
Printer to Replace all FPO Codes with Scannable Art BACKGROUND GRID IS OVERPRINTING (b) (4)	(b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

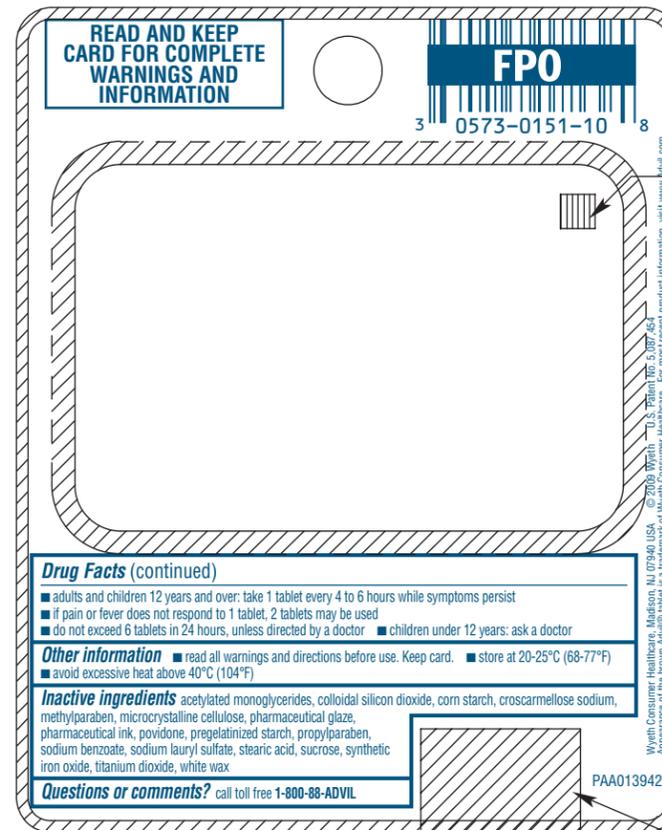
FRONT



1/8" Clear area around Data Matrix - Unprinted

.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND DATA MATRIX CODE = 013942

BACK



FOR LABEL POSITION ONLY

PRINTED AREA FOR LOT & EXP

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 13-OCT-2009 PASS # 2 Component # PAA013942 Drawing # 6307 Rev. # 2	(b) (4)
Identification (b) (4)	
Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Vendor Identification Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	

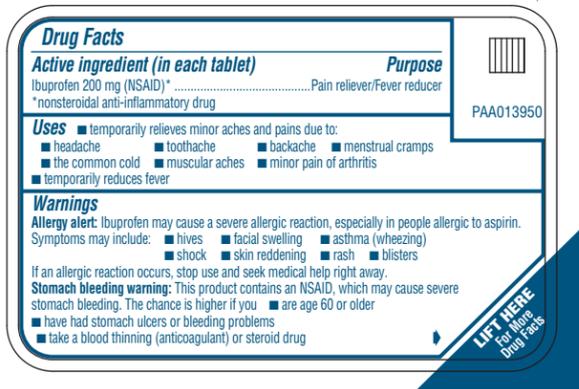
DEPARTMENT	REVIEWED BY		DATE	<input checked="" type="checkbox"/> with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	N/A
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

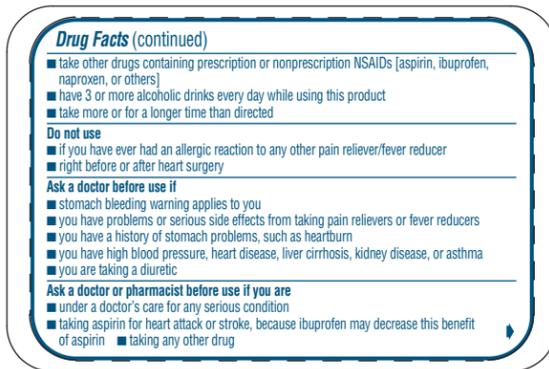
RELEASED	
(1) _____	Date _____
(2) _____	Date _____

3/16" x 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.

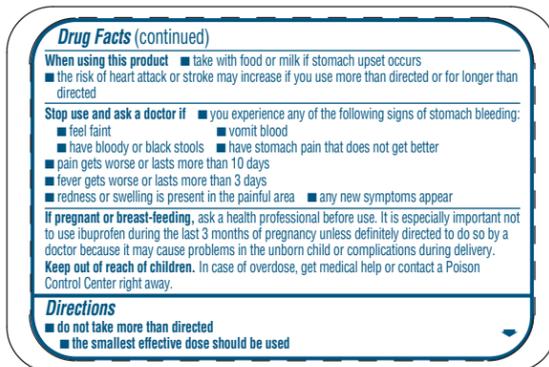
DATA MATRIX CODE = 013950



PANEL 1



PANEL 2



BASE PANEL

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 13-OCT-2009 PASS # 2 Component # PAA013950 Drawing # 6305 Rev. # 1	(b) (4)
Identification (b) (4)	
Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT! SEE ELECTRONIC FILE
Vendor Identification Graphic Systems Group Graphic Artist: (b) (4)	

RELEASED	
(1) _____	Date _____
(2) _____	Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

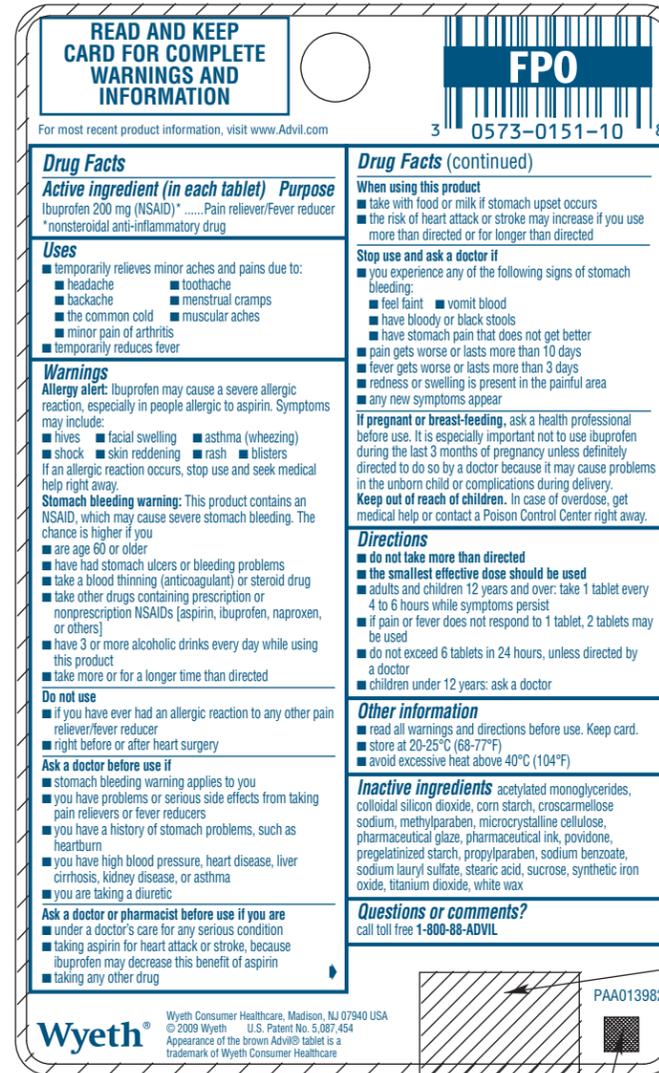
FRONT



1/8" Clear area around Data Matrix - Unprinted

.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 013982

BACK



.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 013982

UNPRINTED AREA FOR ANACIN FOR LOT & EXP.
PRINTED AREA FOR ADVIL LOT & EXP

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 13-OCT-2009 PASS # 2 Component # PAA013982 Drawing # 5832 Rev. # 2	(b) (4)
Identification (b) (4)	
Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	

DEPARTMENT	REVIEWED BY		DATE	<input checked="" type="checkbox"/> with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

RELEASED

(1) _____ Date _____

(2) _____ Date _____

PANEL #2

PANEL #3

Drug Facts (continued)

When using this product

- take with food or milk if stomach upset occurs
- the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

Stop use and ask a doctor if

- you experience any of the following signs of stomach bleeding:
 - feel faint
 - vomit blood
 - have bloody or black stools
 - have stomach pain that does not get better
- pain gets worse or lasts more than 10 days
- fever gets worse or lasts more than 3 days
- redness or swelling is present in the painful area
- any new symptoms appear

Drug Facts (continued)

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions

- do not take more than directed
- the smallest effective dose should be used
- adults and children 12 years and over: take 1 gel caplet every 4 to 6 hours while symptoms persist

BASE PANEL

PANEL #4

PANEL #1

Drug Facts (continued)

Inactive ingredients

colloidal silicon dioxide, corn starch, croscarmellose sodium, FD&C red no. 40, FD&C yellow no. 6, fractionated coconut oil, gelatin, glycerin, hypromellose, pharmaceutical ink, pregelatinized starch, propyl gallate, purified water, sodium lauryl sulfate, stearic acid, synthetic iron oxides, titanium dioxide, triacetin

Questions or comments?
call toll free 1-800-88-ADVIL

Drug Facts (continued)

- if pain or fever does not respond to 1 gel caplet, 2 gel caplets may be used
- do not exceed 6 gel caplets in 24 hours, unless directed by a doctor
- children under 12 years: ask a doctor

Other information

- read all warnings and directions before use. Keep carton.
- store at 20-25°C (68-77°F)
- avoid excessive heat above 40°C (104°F)

Drug Facts (continued)

- you have a history of stomach problems, such as heartburn
- you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
- you are taking a diuretic

Ask a doctor or pharmacist before use if you are

- under a doctor's care for any serious condition
- taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
- taking any other drug

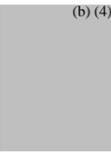
LIFT HERE for More Drug Facts

PAA014211



DATA MATRIX CODE = 014211

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
<p>Date 28-OCT-2009 PASS # 1</p> <p>Artwork # ART-00001316</p> <p>Component # PAA014211</p> <p>Drawing # DWG-00000307 = 6215 Rev. # 2</p>	<p>(b) (4)</p> 
Identification	
<p>Pfizer Consumer Healthcare</p> <p>Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	<p>Printer Notes</p> <p>Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE</p>
Vendor Identification	
<p>Labeling Implementation & Graphics Design Graphic Artist: (b) (4)</p>	

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	N/A
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

PANEL #2

PANEL #3

Drug Facts (continued)
Ask a doctor or pharmacist before use if you are
 ■ under a doctor's care for any serious condition
 ■ taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
 ■ taking any other drug

When using this product
 ■ take with food or milk if stomach upset occurs
 ■ the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

Stop use and ask a doctor if
 ■ you experience any of the following signs of stomach bleeding:
 ■ feel faint
 ■ vomit blood
 ■ have bloody or black stools

Drug Facts (continued)
 ■ have stomach pain that does not get better
 ■ pain gets worse or lasts more than 10 days
 ■ fever gets worse or lasts more than 3 days
 ■ redness or swelling is present in the painful area
 ■ any new symptoms appear

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

BASE PANEL

PANEL #4

PANEL #1

Drug Facts (continued)
Inactive ingredients
 colloidal silicon dioxide, corn starch, croscarmellose sodium, FD&C red no. 40, FD&C yellow no. 6, fractionated coconut oil, gelatin, glycerin, hypromellose, pharmaceutical ink, pregelatinized starch, propyl gallate, purified water, sodium lauryl sulfate, stearic acid, synthetic iron oxides, titanium dioxide, triacetin

Questions or comments?
 call toll free 1-800-88-ADVIL

Drug Facts (continued)
Directions
 ■ do not take more than directed
 ■ the smallest effective dose should be used
 ■ adults and children 12 years and over: take 1 gel caplet every 4 to 6 hours while symptoms persist
 ■ if pain or fever does not respond to 1 gel caplet, 2 gel caplets may be used
 ■ do not exceed 6 gel caplets in 24 hours, unless directed by a doctor
 ■ children under 12 years: ask a doctor

Other information
 ■ read all warnings and directions before use. Keep carton.
 ■ store at 20-25°C (68-77°F)
 ■ avoid excessive heat above 40°C (104°F)

Drug Facts (continued)
Ask a doctor before use if
 ■ stomach bleeding warning applies to you
 ■ you have problems or serious side effects from taking pain relievers or fever reducers
 ■ you have a history of stomach problems, such as heartburn
 ■ you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
 ■ you are taking a diuretic

LIFT HERE
 for Non-Pain Drug Facts

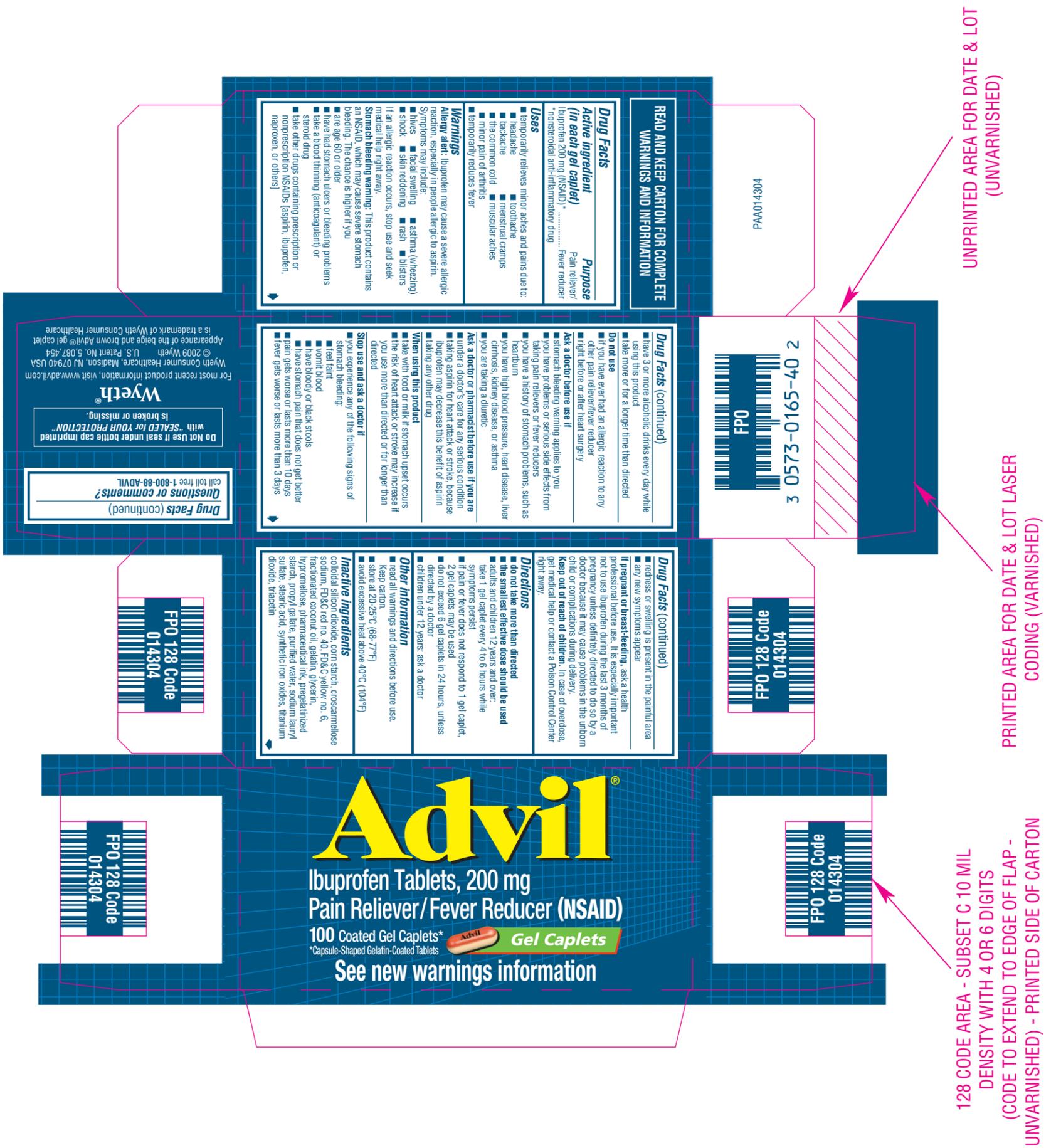
PAA014286

3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 014286

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 04-NOV-2009 PASS # 1 Artwork # ART-00001353 Component # PAA014286 Drawing # DWG-00000306 = 6211 Rev. # 2	(b) (4)
Identification	
 Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	N/A pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces



DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 04-NOV-2009 PASS # 1 Artwork # ART-00001361 Component # PAA014304 Drawing # DWG-00000432 = 7087 Rev. # 1	(b) (4)
Identification	
 Labeling Implementation & Graphics Design Five Giraldi Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art BACKGROUND GRID IS (b) (4) OVERPRINTING (b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

128 HD CODE AREA - SUBSET C 10 MIL DENSITY
WITH 4 OR 6 DIGITS (CODE TO EXTEND
TO EDGE OF FLAP - UNVARNISHED)
128 CODES = 014287

PRINTED AREA FOR LOT
& EXP. LASER CODING
(VARNISHED)

UNPRINTED AREA FOR LOT
& EXP. CODING (UNVARNISHED)

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 04-NOV-2009 PASS # 2 Artwork # ART-00001354 Component # PAA014287 Drawing # DWG-00000390 = 6208 Rev. # 2	
Identification Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT! SEE ELECTRONIC FILE BACKGROUND GRID IS (b) (4) OVERPRINTING (b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

128 CODE AREA - SUBSET C 10 MIL DENSITY
WITH 4 OR 6 DIGITS (CODE TO EXTEND
TO EDGE OF FLAP - UNVARNISHED)
PRINTED SIDE OF CARTON

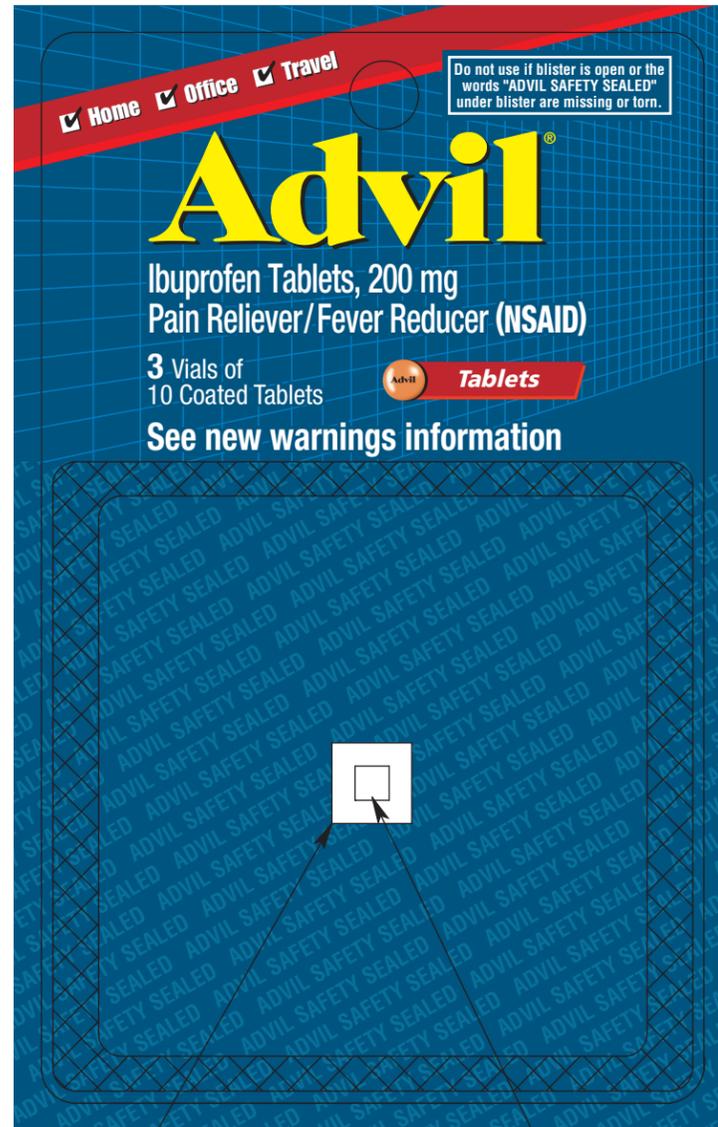
PRINTED AREA
FOR DATE & LOT
LASER CODING
(VARNISHED)

UNPRINTED AREA
FOR DATE & LOT
(UNVARNISHED)

DIGITAL MECHANICAL - NOT COLOR ACCURATE

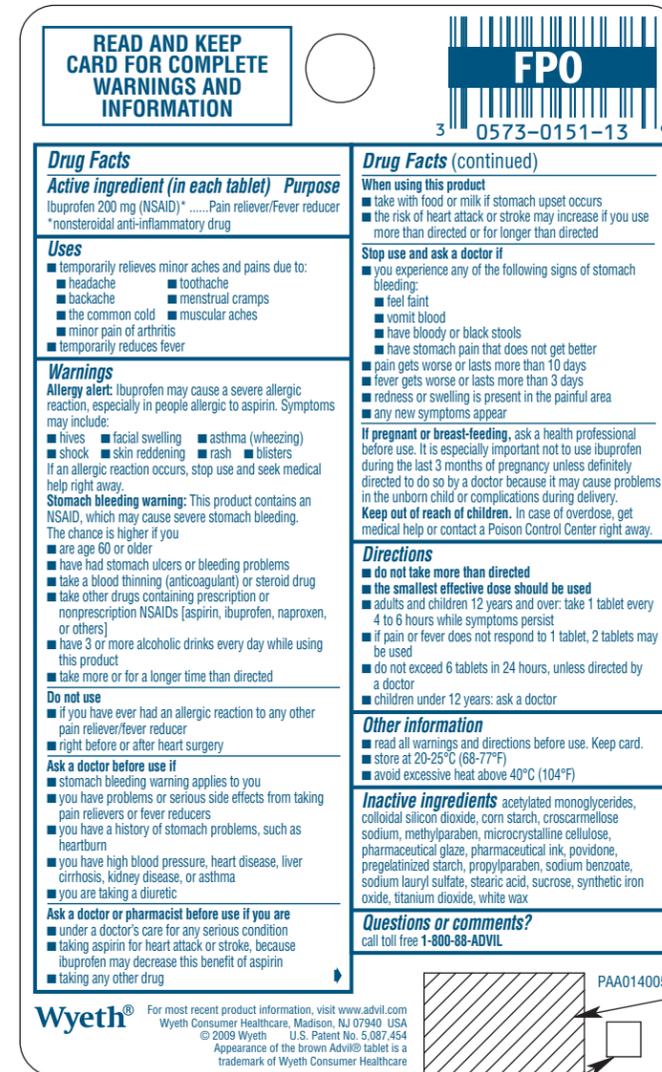
Job Information	Color Legend
Date 28-OCT-2009 PASS # 1 Artwork # ART-00001315 Component # PAA014150 Drawing # DWG-00000412	(b) (4)
Identification  Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art BACKGROUND GRID IS (b) (4) OVERPRINTING (b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces



1/8" Clear area around Data Matrix - Unprinted

.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 014005



.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 014005

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 04-NOV-2009 PASS # 1 Component # PAA014005 Drawing # 5944 Rev. # 2	(b) (4)
Identification	
Pfizer Consumer Healthcare Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	BACKGROUND GRID IS (b) (4) OVERPRINTING (b) (4)

DEPARTMENT	REVIEWED BY		DATE
	PRINT NAME	SIGNATURE	
Graphic Artist			
Labeling Compliance			
Medical			
Regulatory Affairs			
Marketing			
Legal			
Trademark			
Display Services			
Promotions			
Graphic Artist Closed			

with Changes

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

RELEASED

(1) _____ Date _____

(2) _____ Date _____

PANEL #2

Drug Facts (continued)

Ask a doctor or pharmacist before use if you are

- under a doctor's care for any serious condition
- taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
- taking any other drug

When using this product

- take with food or milk if stomach upset occurs
- the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

Stop use and ask a doctor if

- you experience any of the following signs of stomach bleeding:
 - feel faint
 - vomit blood

PANEL #3

Drug Facts (continued)

- have bloody or black stools
- have stomach pain that does not get better
- pain gets worse or lasts more than 10 days
- fever gets worse or lasts more than 3 days
- redness or swelling is present in the painful area
- any new symptoms appear

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

BASE PANEL

Drug Facts (continued)

- store at 20-25°C (68-77°F)
- avoid excessive heat above 40°C (104°F)

Inactive ingredients

acetylated monoglycerides, colloidal silicon dioxide, corn starch, croscarmellose sodium, methylparaben, microcrystalline cellulose, pharmaceutical glaze, pharmaceutical ink, povidone, pregelatinized starch, propylparaben, sodium benzoate, sodium lauryl sulfate, stearic acid, sucrose, synthetic iron oxide, titanium dioxide, white wax

Questions or comments?
call toll free 1-800-88-ADVIL

PANEL #4

Drug Facts (continued)

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions

- do not take more than directed
- the smallest effective dose should be used
- adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist
- if pain or fever does not respond to 1 tablet, 2 tablets may be used
- do not exceed 6 tablets in 24 hours, unless directed by a doctor
- children under 12 years: ask a doctor

Other information

- read all warnings and directions before use. Keep carton.

PANEL #1

Drug Facts (continued)

Ask a doctor before use if

- stomach bleeding warning applies to you
- you have problems or serious side effects from taking pain relievers or fever reducers
- you have a history of stomach problems, such as heartburn
- you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
- you are taking a diuretic

LIFT HERE for more drug facts

PAA014282

3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND

DATA MATRIX CODE = 014282

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
<p>Date 04-NOV-2009 PASS # 2 Artwork # ART-00001348 Component # PAA014282 Drawing # DWG-00000306=6211 Rev. 2</p>	<p>(b) (4)</p>
Identification	
<p>Pfizer Consumer Healthcare Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	
Vendor Identification	
<p>Labeling Implementation & Graphics Design Graphic Artist: (b) (4)</p>	
	<p>Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT! SEE ELECTRONIC FILE</p>

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	N/A
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

JOEL SCHIFFENBAUER
04/26/2011