

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 25-MAR-2011 PASS # 1 <b>Artwork #</b> ART-00002208 <b>Component #</b> PAA022404 <b>Drawing #</b> DWG-00000785	<b>See art for colors</b>
<b>Identification</b>  Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> 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	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

**ACTUAL SIZE**



128 CODE = 021494

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.55 pt
• SUBHEADINGS/BODY TEXT	4.55 pt
• LEADING	4.55 pt
• BULLETS	3.55 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 14-MAR-2011 PASS # 1 Component # PAA021494 Drawing # 5816 Rev. # 2	(b) (4)
<b>Identification</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
<b>Vendor Identification</b> Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**150%**



**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"/>

**ACTUAL SIZE**



EMBOSSED AREA FOR LOT & EXP

128 CODE = 021495

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.55 pt
• SUBHEADINGS/BODY TEXT	4.55 pt
• LEADING	4.55 pt
• BULLETS	3.55 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 14-MAR-2011 <b>PASS #</b> 1 <b>Component #</b> PAA021495 <b>Drawing #</b> 5817 Rev. 2	
<b>Identification</b>  <b>Package Design &amp; Development</b> Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> <b>Package Design &amp; Development</b> <b>Graphic Artist:</b> (b) (4)	<b>Printer Notes</b> <b>Printer to Replace all FPO Codes with Scannable Art</b> <b>SOME FILES MAY OVERPRINT</b> <b>SEE ELECTRONIC FILE</b>

**150%**



**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"/>

**ACTUAL SIZE**

**Advil LIQUI-GELS**  
Solubilized Ibuprofen Capsules, 200 mg Pain Reliever/Fever Reducer (NSAID)  
40 Liquid Filled Capsules **Liquid Filled Capsules**

**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.**

**3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 021581**

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

**150%**

**Advil LIQUI-GELS**  
Solubilized Ibuprofen Capsules, 200 mg Pain Reliever/Fever Reducer (NSAID)  
40 Liquid Filled Capsules **Liquid Filled Capsules**

**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.**

**PAA021581**

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

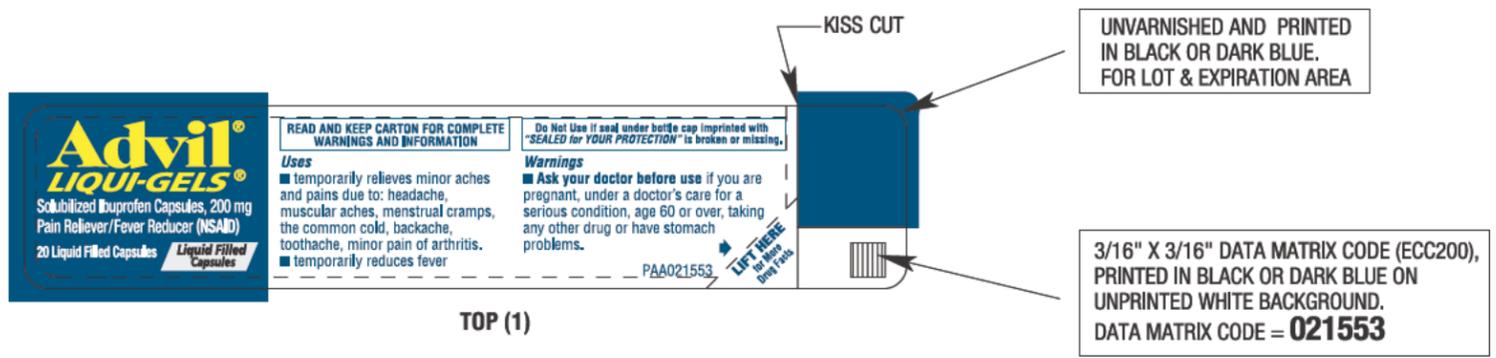
**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

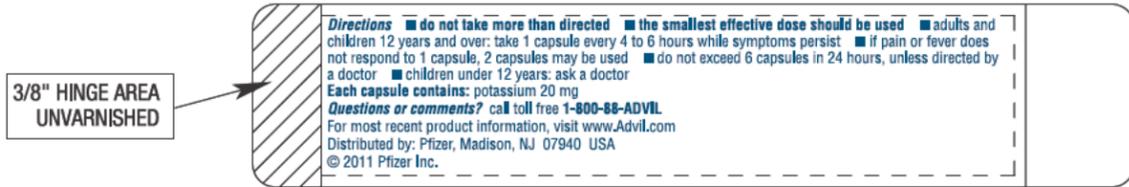
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 10-MAR-2011 PASS # 2 Component # PAA021581 Drawing # 7090 Rev. # 1	(b) (4)
<b>Identification</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

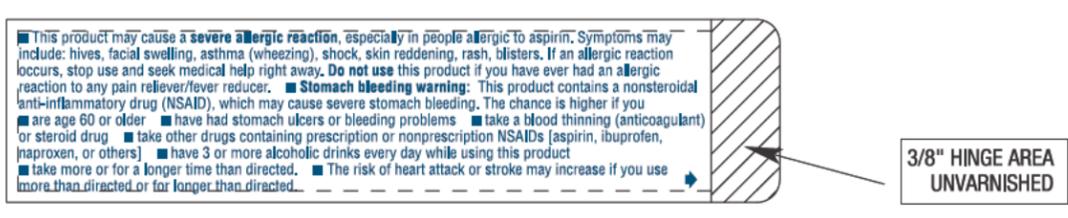
DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Proofread				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs		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



TOP (1)



BASE (3)



RELEASED BACK (2)

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 LINE, HAIRLINES	.5 pt

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 03-MAR-2011 PASS # 2 <b>Component #</b> PAA021553 <b>Drawing #</b> 7301 Rev. # 2	(b) (4)
<b>Identification</b> 	
<b>Package Design &amp; Development</b> Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> <b>Package Design &amp; Development</b> <b>Graphic Artist:</b> _____ (b) (4)	<b>Printer Notes</b> <b>Printer to Replace all FPO Codes with Scannable Art</b> <b>SOME FILES MAY OVERPRINT</b> <b>SEE ELECTRONIC FILE</b>

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"/>

# Advil<sup>®</sup> MIGRAINE

Solubilized Ibuprofen Capsules, 200 mg  
Pain Reliever (NSAID)

40 Liquid Filled  
Capsules

**Liquid Filled  
Capsules**

READ AND KEEP CARTON FOR COMPLETE  
WARNINGS AND INFORMATION

**Use** ■ treats migraine

**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, have stomach problems or have never had migraines diagnosed by a health professional.

■ 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.

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

**Directions**

■ do not take more than directed

■ the smallest effective dose should be used

■ adults: take 2 capsules with a glass of water

■ if symptoms persist or worsen, ask your doctor

■ do not take more than 2 capsules in 24 hours, unless directed by a doctor

■ under 18 years of age: ask a doctor

Each capsule contains:  
potassium 20 mg

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

For most recent product information, visit [www.Advil.com](http://www.Advil.com).

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Madison, NJ 07940 USA  
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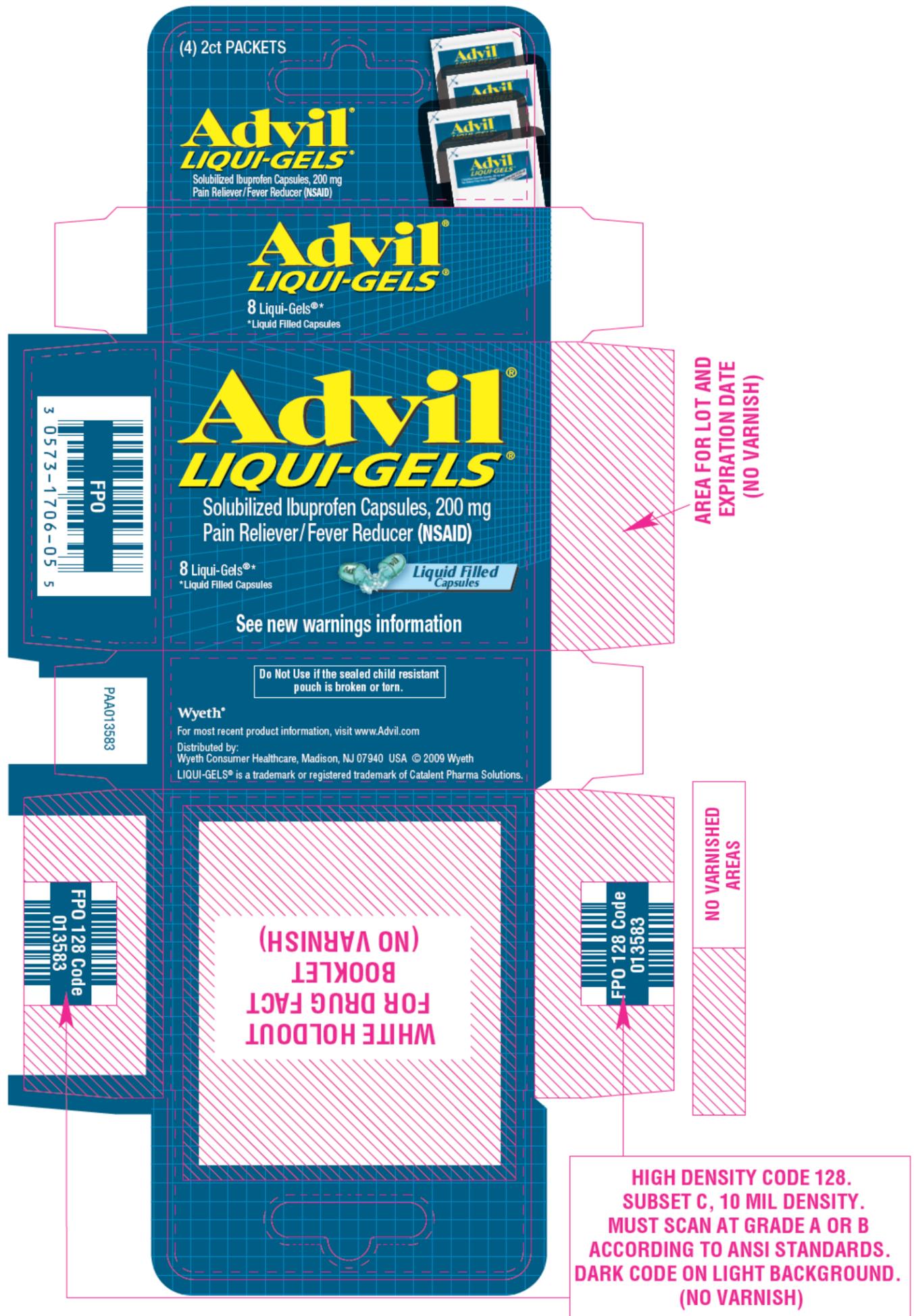
3/16" X 3/16" DATA MATRIX CODE (ECC 200),  
PRINTED IN BLACK OR DARK BLUE ON  
UNPRINTED WHITE BACKGROUND.  
**DATA MATRIX CODE = 022087**

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

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<p>Date 25-MAR-2011 PASS # 1 Artwork # ART-00002200 Component # PAA022087 Drawing # DWG-00000433 = 7090 Rev. # 1</p>	<p>(b) (4)</p>
<b>Identification</b>	
<p>Package Design &amp; Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	
<b>Vendor Identification</b>	<b>Printer Notes</b>
<p>Package Design &amp; Development Graphic Artist: (b) (4)</p>	<p><b>Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE</b></p>

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



**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 12-JAN-2010 PASS # 2 Component # PAA013583 Drawing # 7267 Rev. # 1	(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)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art <b>BACKGROUND GRID IS 302 OVERPRINTING</b> (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"/>

PANEL #2

PANEL #3

**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

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**Drug Facts (continued)**

**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
- migraine headache pain is not relieved or gets worse after the first dose
- 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

PANEL #4

PANEL #1

**Drug Facts (continued)**

**Other information**

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

**Inactive ingredients**  
D&C yellow no. 10, FD&C green no. 3, FD&C red no. 40, gelatin, light mineral oil, pharmaceutical ink, polyethylene glycol, potassium hydroxide, purified water, sorbitan, sorbitol

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

**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	<ul style="list-style-type: none"> <li>■ take 2 capsules with a glass of water</li> <li>■ if symptoms persist or worsen, ask your doctor</li> <li>■ do not take more than 2 capsules in 24 hours, unless directed by a doctor</li> </ul>
under 18 years of age	<ul style="list-style-type: none"> <li>■ ask a doctor</li> </ul>

**Drug Facts (continued)**

- you have the worst headache of your life
- you have fever and stiff neck
- you have headaches beginning after or caused by head injury, exertion, coughing or bending
- you have experienced your first headache after the age of 50
- you have daily headaches
- you have a migraine so severe as to require bed rest
- stomach bleeding warning applies to you
- you have problems or serious side effects from taking pain relievers or fever reducers

LIFT HERE  
Drug Facts

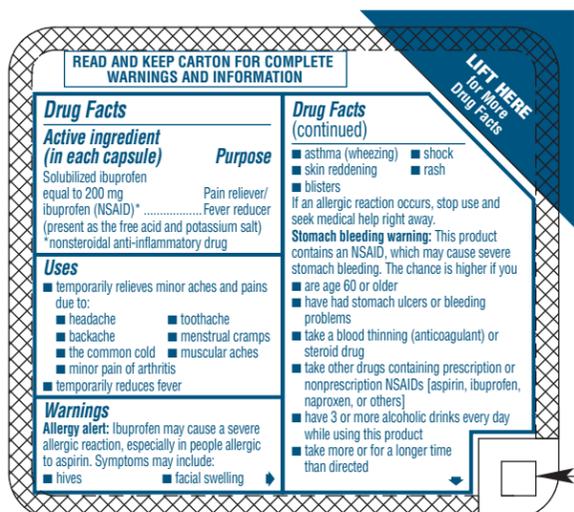
PAA014589

3/16" X 3/16" DATA MATRIX CODE (ECC 200),  
PRINTED IN BLACK OR DARK BLUE ON  
UNPRINTED WHITE BACKGROUND  
**DATA MATRIX CODE = 014589**

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

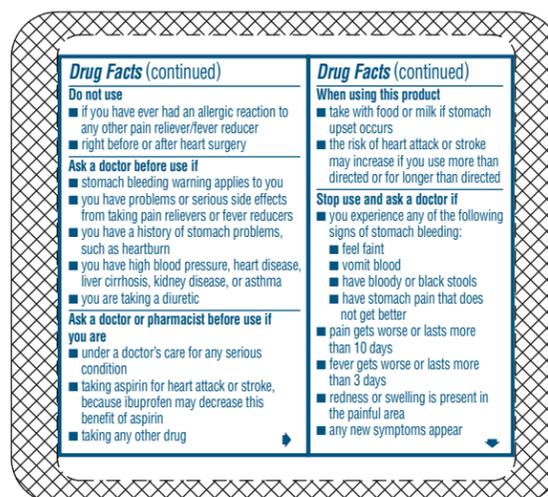
Job Information	Color Legend
<p>Date 23-NOV-2009 PASS # 1                      Artwork # ART-00001413                      Component # PAA014589                      Drawing # DWG-00000306 = 6211 Rev. # 2</p>	<div style="background-color: gray; width: 100px; height: 100px; margin: 0 auto;"></div> <p>(b) (4)</p>
Identification	
<p> <b>Consumer Healthcare</b>                      Labeling Implementation &amp; Graphics Design                      Five Giralda Farms, Madison, NJ 07940                      Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	<p><b>Printer Notes</b></p> <p><b>Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE</b></p>
Vendor Identification	
<p>Labeling Implementation &amp; 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

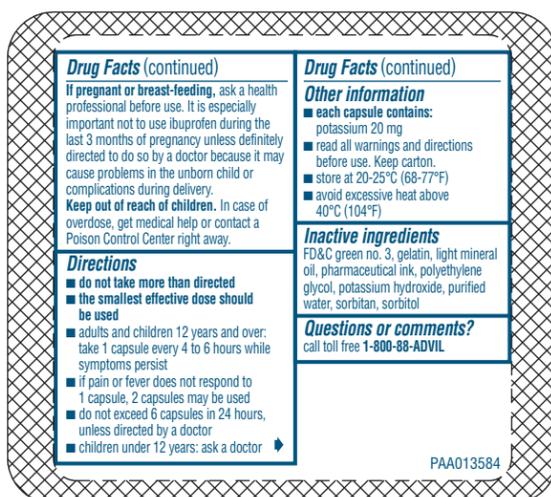


PANEL 1

3/16" X 3/16" DATA MATRIX CODE (ECC 200) PRINTED IN BLACK OR DARK BLUE ON WHITE FIELD WITH WHITE 1/8" QUIET ZONE ON ALL 4 SIDES.  
**DATA MATRIX CODE = 013584**



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 27-JAN-2010 PASS # 2 Component # PAA013584 Drawing # 7266 Rev. # 1	(b) (4)
Identification	
<b>Pfizer Consumer Healthcare</b> 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)	

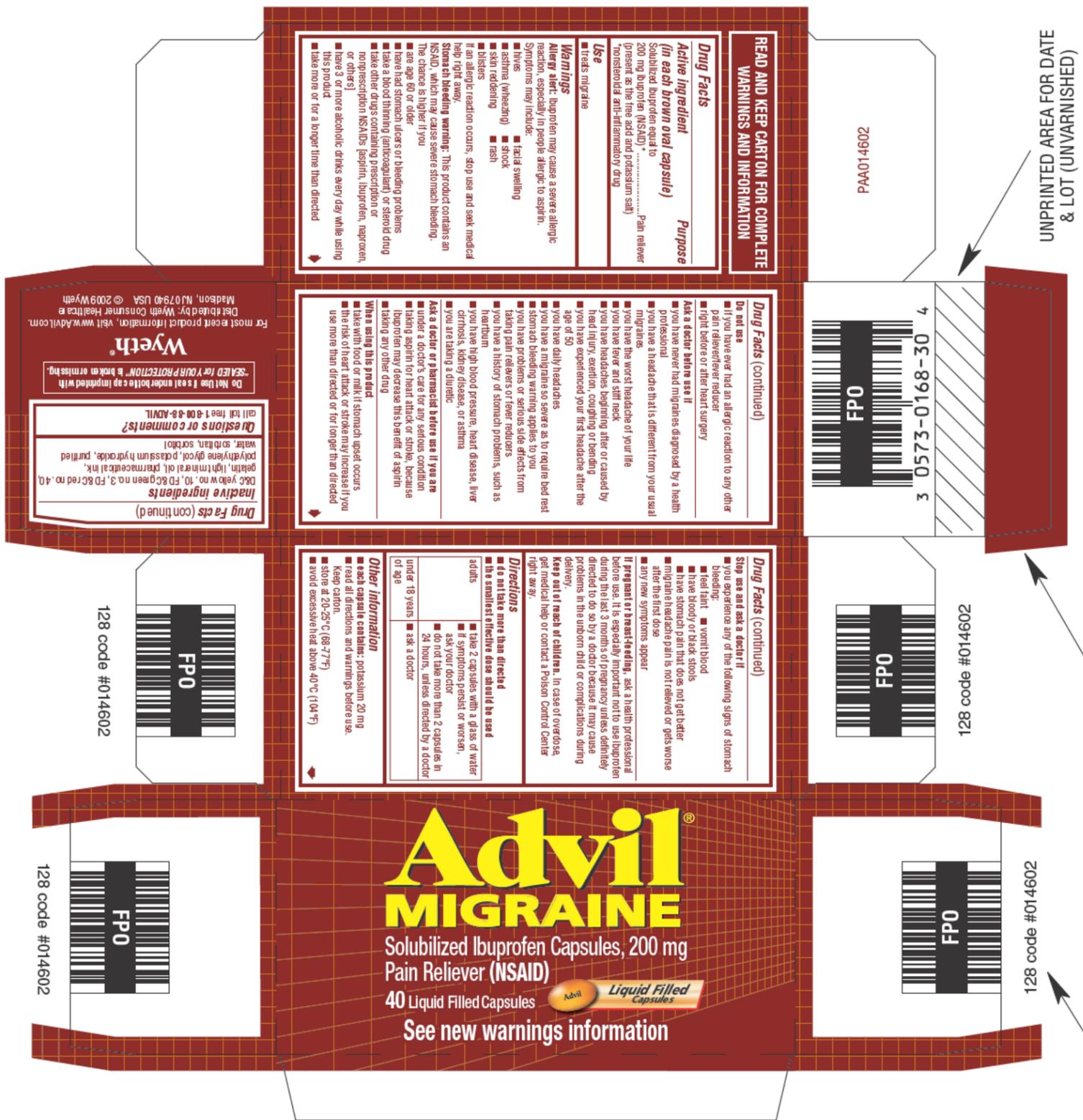
**RELEASED**

(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"/>





UNPRINTED AREA FOR DATE & LOT (UNVARNISHED)

PRINTED AREA FOR DATE & LOT LASER CODING (VARNISHED)

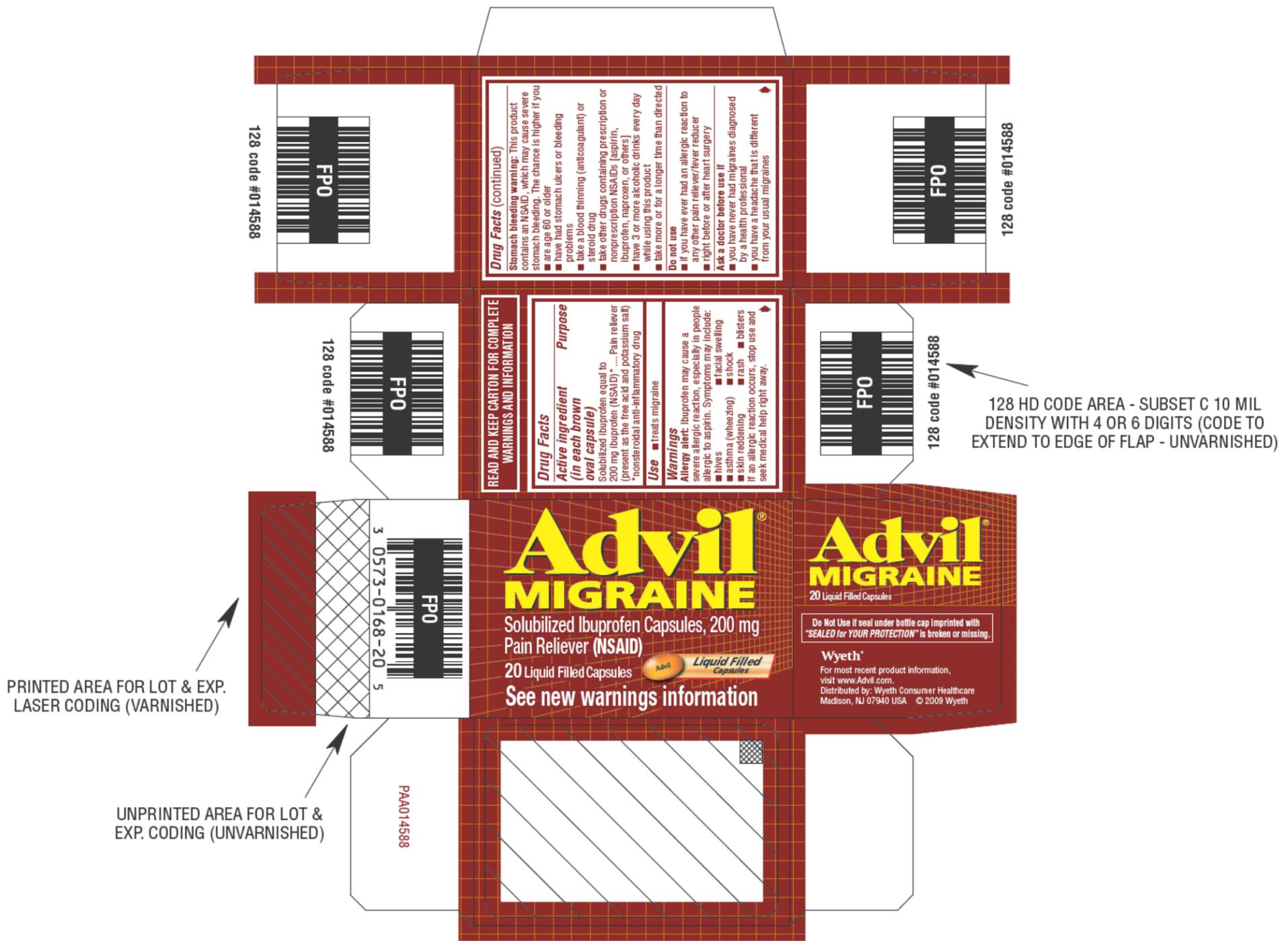
128 CODE AREA - SUBSET C 10 MIL DENSITY WITH 4 OR 6 DIGITS (CODE TO EXTEND TO EDGE OF FLAP - UNVARNISHED) - PRINTED SIDE OF CARTON

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 08-DEC-2009 PASS # 1 <b>Artwork #</b> ART-00001436 <b>Component #</b> PAA014602 <b>Drawing #</b> DWG-00000432 = 7087 Rev. # 1	(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)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art <b>BACKGROUND GRID IS OVERPRINTING</b> (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

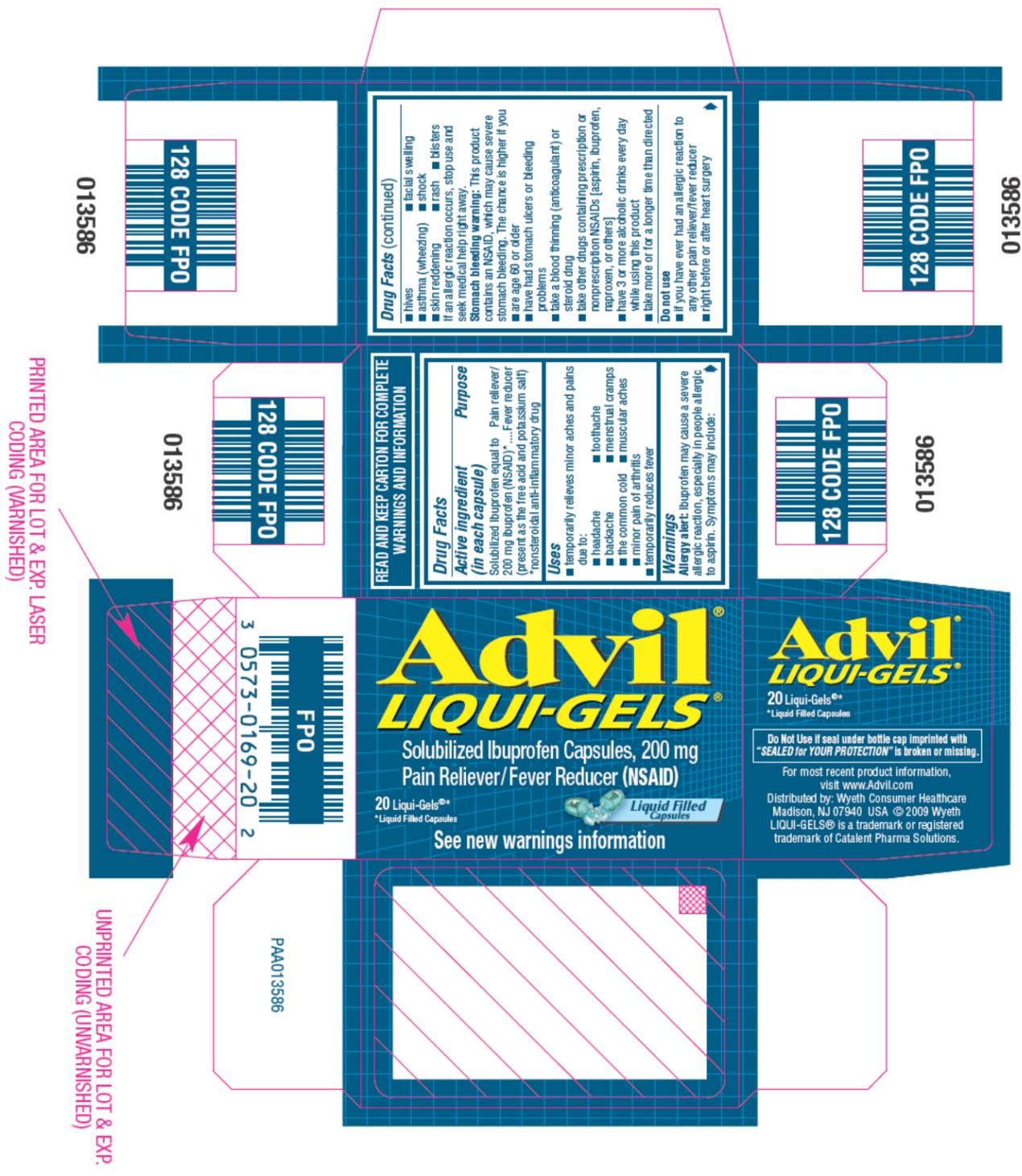




**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 23-NOV-2009 PASS # 1 <b>Artwork #</b> ART-00001412 <b>Component #</b> PAA014588 <b>Drawing #</b> DWG-00000390 = 6208 Rev. # 2	
<b>Identification</b>  Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art <b>BACKGROUND GRID IS OVERPRINTING</b> (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 CODES = 013586

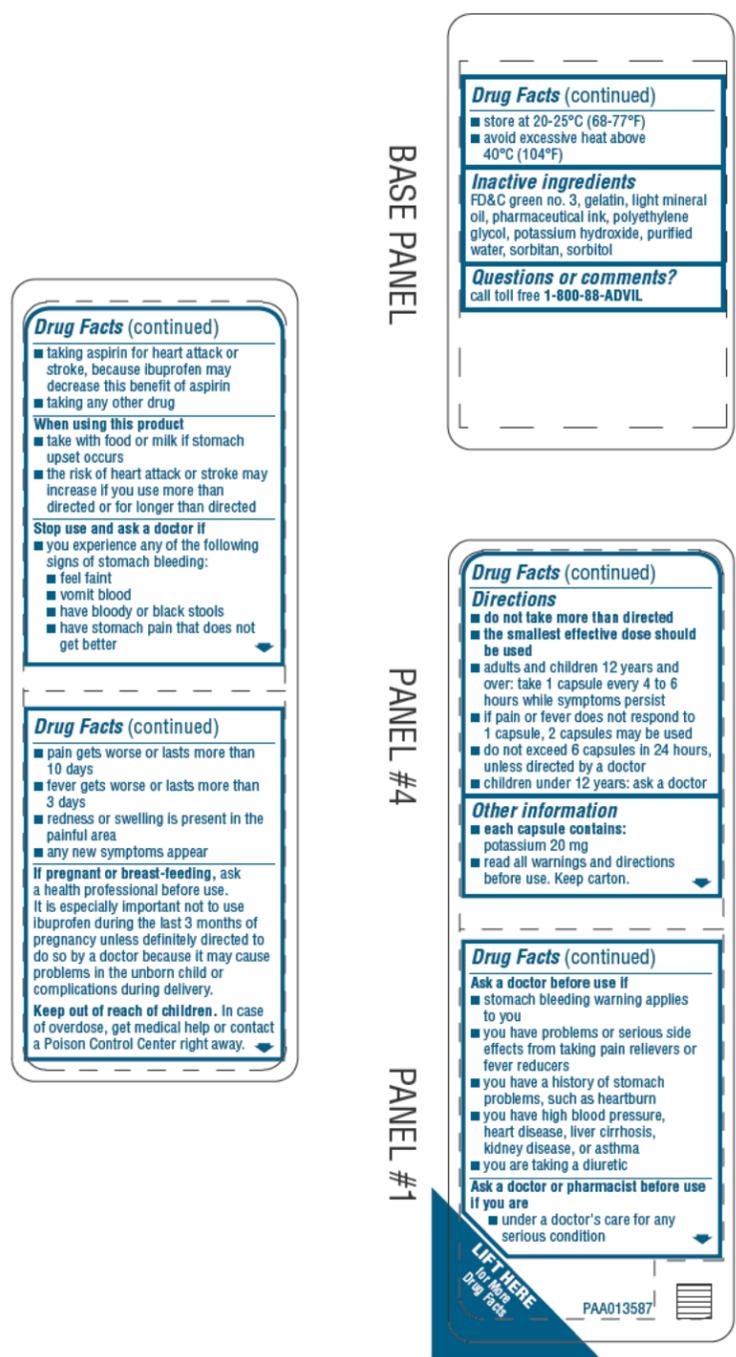
DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 23-OCT-2009 PASS # 2 Component # PAA013586 Drawing # 6208 Rev. # 2	(b) (4)
Identification	
<b>Wyeth Pharmaceuticals</b> 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) 302 OVERPRINTING (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"/>



3/16" X 3/16" DATA MATRIX CODE (ECC200),  
 PRINTED IN BLACK OR DARK BLUE ON  
 UNPRINTED WHITE BACKGROUND  
 DATA MATRIX CODE = 013587

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 23-OCT-2009 PASS # 3 Component # PAA013587 Drawing # 6211 Rev. # 2	(b) (4)  
Identification	
<b>Wyeth</b> <b>Pharmaceuticals</b> 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)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

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

**RELEASED**

(1) \_\_\_\_\_ Date \_\_\_\_\_

(2) \_\_\_\_\_ Date \_\_\_\_\_

TOP LAYER FACE

**Advil LIQUI-GELS**  
Solubilized Ibuprofen Capsules, 200 mg Pain Reliever/Fever Reducer (NSAID)  
240 Liqui-Gels®\*  
\*Liqui-Filled Capsules  
See new warnings information

**Drug Facts**  
**Active ingredient (in each capsule)** Purpose  
Solubilized Ibuprofen equal to 200 mg ibuprofen (NSAID)\* .....Pain reliever/Fever reducer (present as the free acid and potassium salt)  
\*nonsteroidal anti-inflammatory drug

**Uses**  
temporarily relieves minor aches and pains due to:  
headache, toothache, backache, menstrual cramps, the common cold, muscular aches, 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:  
hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters  
If an allergic reaction occurs, stop use and seek medical help right away.

PAA013463  
Wyeth®  
Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.  
FPO  
3 0573-0169-23 3

LIFT HERE for More Drug Facts

3/16"x3/16"DATAMATRIX CODE(ECC200) 013463, PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND WITH A MINIMUM OF 1/8" QUIET ZONE ALL 4 SIDES.

TOP LAYER BACK

**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  
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

**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  
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

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

BASE LAYER

**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 capsule every 4 to 6 hours while symptoms persist  
if pain or fever does not respond to 1 capsule, 2 capsules may be used  
do not exceed 6 capsules in 24 hours, unless directed by a doctor  
children under 12 years: ask a doctor

**Other information**  
each capsule contains: potassium 20 mg  
read all warnings and directions before use.  
store at 20-25°C (68-77°F)  
avoid excessive heat above 40°C (104°F)

**Drug Facts (continued)**  
**Inactive ingredients**  
FD&C green no. 3, gelatin, light mineral oil, pharmaceutical ink, polyethylene glycol, potassium hydroxide, purified water, sorbitan, sorbitol

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

**Wyeth®**  
For most recent product information, visit [www.Advil.com](http://www.Advil.com)  
Distributed by: Wyeth Consumer Healthcare  
Madison, NJ 07940 USA  
© 2009 Wyeth  
LIQUI-GELS® is a trademark or registered trademark of Catalent Pharma Solutions.

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	10 pt
• DRUG FACTS CONTINUED	9 pt
• HEADINGS	9 pt
• SUBHEADINGS/BODY TEXT	7 pt
• LEADING	7.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	6 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 12-NOV-2009 PASS # 1 Component # PAA013463 Drawing # 6341 Rev. # 4	(b) (4)
<b>Identification</b> <b>Wyeth Pharmaceuticals</b> Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
<b>Vendor Identification</b> Labeling Implementation & Graphics Design	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art DATA MATRIX CODE TO PRINT ON BASE LAYER SOME FILES MAY OVERPRINT! SEE ELECTRONIC FILE

**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"/>

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**This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.**  
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/s/  
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JOEL SCHIFFENBAUER  
04/20/2011