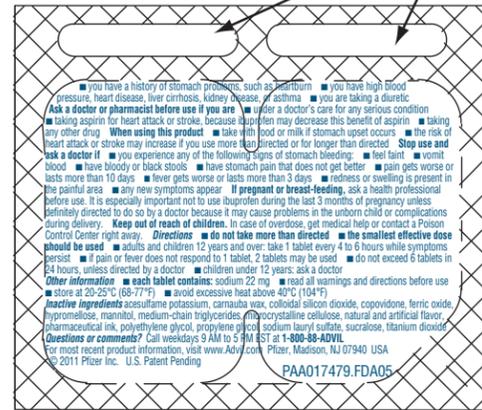
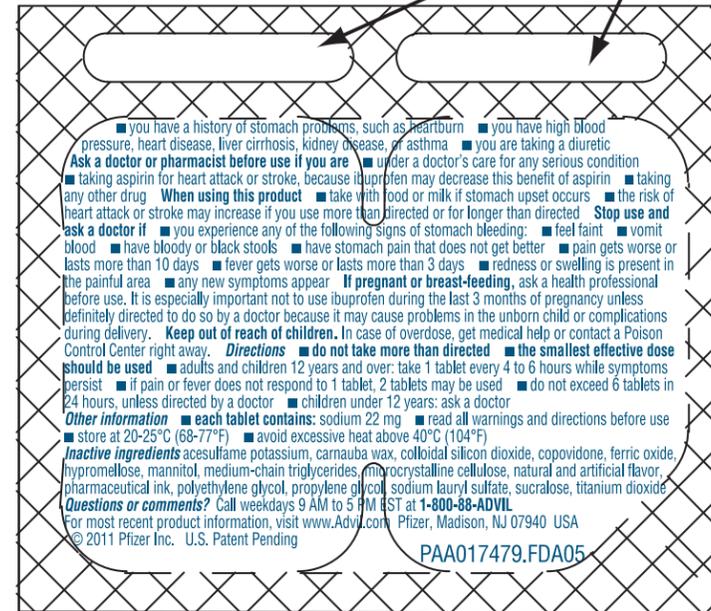


ACTUAL SIZE



EMBOSSSED AREA FOR LOT & EXP

ACTUAL SIZE



EMBOSSSED AREA FOR LOT & EXP

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
<p>Date 21-APR-2011 PASS # 1 Component # PAA017479.FDA05 Drawing # 5817 Rev. # 2</p>	(b) (4)
Identification	
<p>Pfizer Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	
Vendor Identification	
<p>Package Design & Development 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>

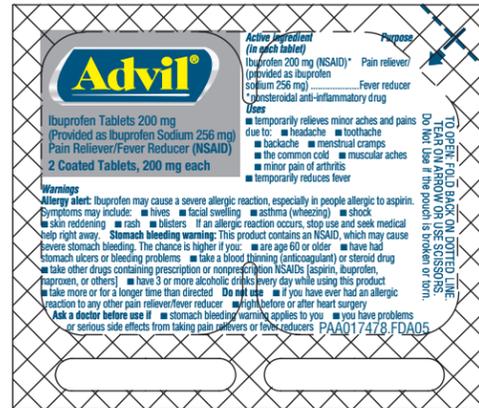
DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

RELEASED

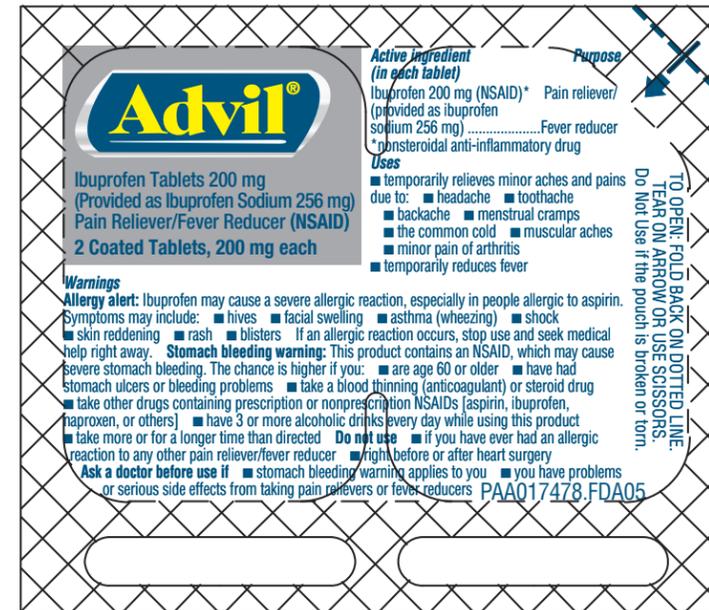
Name _____ Date _____

ACTUAL SIZE



128 CODE = 017478

ACTUAL SIZE



128 CODE = 017478

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 21-APR-2011 PASS # 1 Component # PAA017478.FDA05 Drawing # 5816 Rev. # 2	(b) (4)
Identification	
Package Design & Development Five Giraldi 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	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

RELEASED

Name _____ Date _____



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 = 017726

FRONT

READ AND KEEP CARD FOR COMPLETE WARNINGS AND INFORMATION

FPO

3 0573-0133-09 8

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

<p>Drug Facts</p> <p>Active ingredient (in each tablet) Purpose Ibuprofen sodium 200 mg (provided as ibuprofen sodium 256 mg) (NSAID)* Pain reliever/ Fever reducer *nonsteroidal anti-inflammatory drug</p> <p>Uses temporarily relieves minor aches and pains due to: <ul style="list-style-type: none"> headache toothache backache menstrual cramps the common cold muscular aches minor pain of arthritis temporarily reduces fever </p> <p>Warnings Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include: <ul style="list-style-type: none"> hives facial swelling asthma (wheezing) shock skin reddening 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:- <ul style="list-style-type: none"> 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 </p> <p>Do not use <ul style="list-style-type: none"> if you have ever had an allergic reaction to any other pain reliever/fever reducer right before or after heart surgery </p> <p>Ask a doctor before use if <ul style="list-style-type: none"> 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 </p> <p>Ask a doctor or pharmacist before use if you are <ul style="list-style-type: none"> 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 </p>	<p>Drug Facts (continued)</p> <p>When using this product <ul style="list-style-type: none"> 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 </p> <p>Stop use and ask a doctor if <ul style="list-style-type: none"> you experience any of the following signs of stomach bleeding: <ul style="list-style-type: none"> 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 </p> <p>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.</p> <p>Directions <ul style="list-style-type: none"> 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 </p> <p>Other information <ul style="list-style-type: none"> each tablet contains: sodium 22 mg read all warnings and directions before use. Keep card. store at 20-25°C (68-77°F) avoid excessive heat above 40°C (104°F) </p> <p>Inactive ingredients acetyl salicylic acid, potassium, carnauba wax, colloidal silicon dioxide, copovidone, ferric oxide, hypromellose, mannitol, medium-chain triglycerides, microcrystalline cellulose, natural and artificial flavor, pharmaceutical ink, polyethylene glycol, propylene glycol, sodium lauryl sulfate, sucralose, titanium dioxide</p> <p>Questions or comments? Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL</p>
--	--

PAA017726.FDA05

Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc.
U.S. Patent Pending

BACK

.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND
DATA MATRIX CODE = 017726

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

DIGITAL MECHANICAL - NOT COLOR ACCURATE

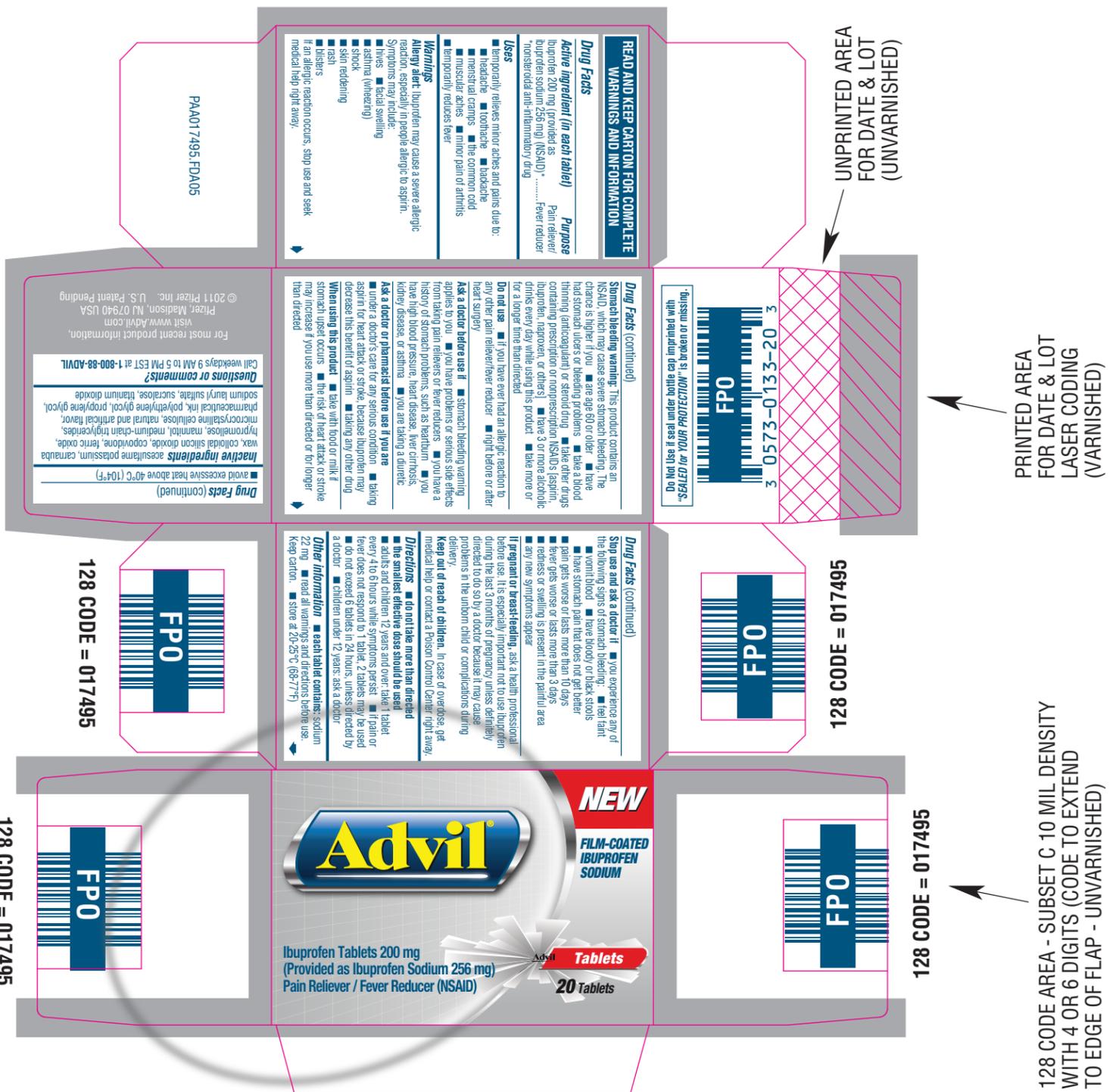
Job Information	Color Legend
Date 21-APR-2011 PASS # 1 Component # PAA017726.FDA05 Drawing # 5832 Rev. # 2	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

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

Name _____ Date _____



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 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

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 15-APR-2011 PASS # 3 Component # PAA017495.FDA05 Drawing # (b) (4)-00001042	(b) (4)
Identification	
 Package Design & Development Five Giraldi Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

RELEASED

Name _____ Date _____

Actual Size

TOP

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

3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE= 017493

3/8" HINGE AREA UNVARNISHED

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.

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

LIFT HERE for More Drug Facts

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

BASE

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
 each tablet contains: sodium 22 mg

Questions or comments? Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL
 For most recent product information, visit www.Advil.com
 Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc. PAA017493.FDA05

RELEASED BACK

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.

3/8" HINGE AREA UNVARNISHED

150%

TOP

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.

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

LIFT HERE for More Drug Facts

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

BASE

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
 each tablet contains: sodium 22 mg

Questions or comments? Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL
 For most recent product information, visit www.Advil.com
 Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc. PAA017493.FDA05

RELEASED BACK

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.

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017493.FDA05 Drawing # (b) -00000785	(b) (4)
Identification	
Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes
	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"/>
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"/>

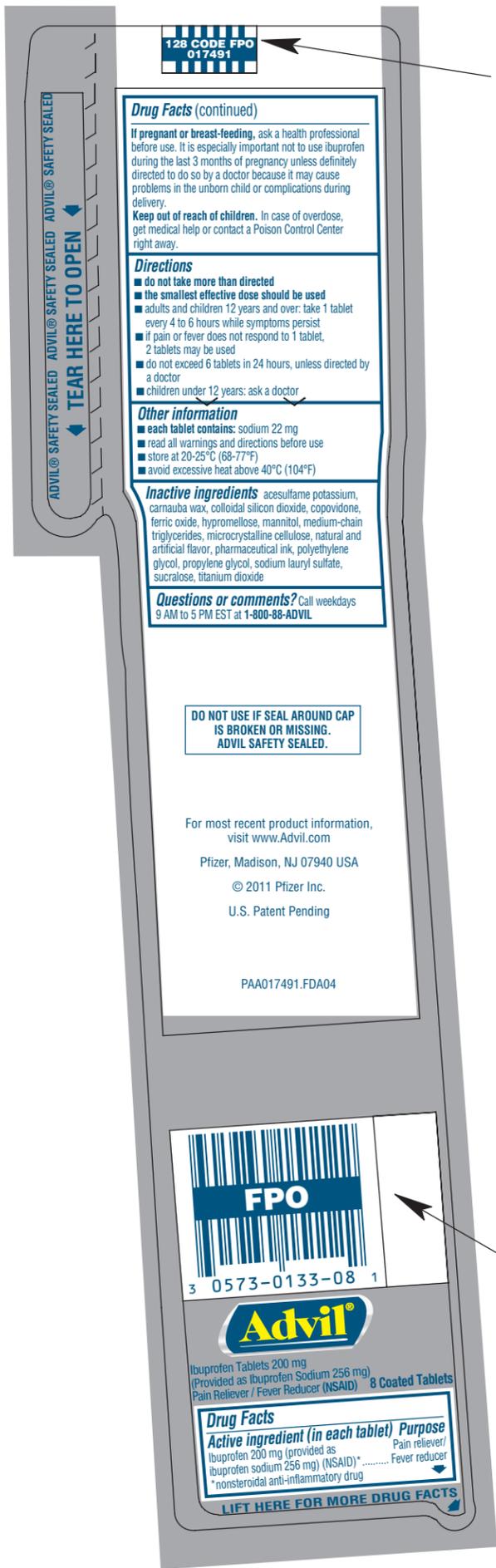
DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

RELEASED

Name _____ Date _____

OUTSIDE

INSIDE



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

UNVARNISHED
AREA FOR LOT
AND EXP. DATE



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

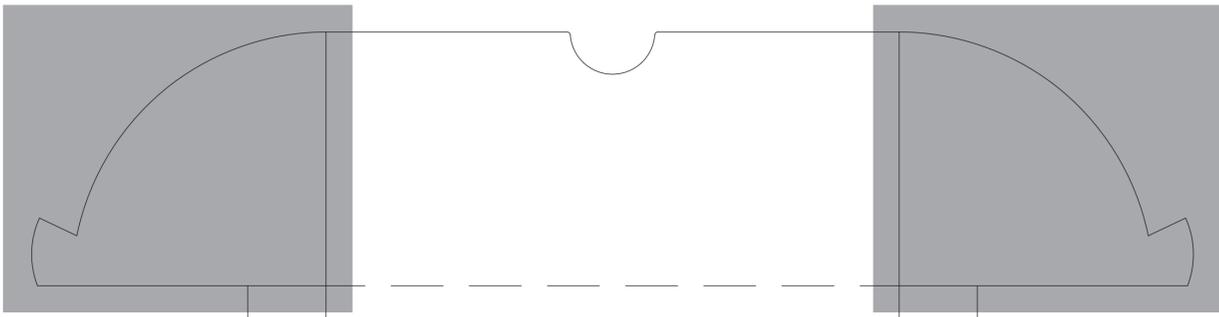
DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
<p>Date 14-APR-2011 PASS # 2 Component # PAA017491.FDA04 Drawing # 6256 Rev. # 3</p>	(b) (4)
<p>Identification</p> <p>Pfizer Consumer Healthcare</p> <p>Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	
<p>Vendor Identification</p> <p>Graphic Systems Group Graphic Artist: (b) (4)</p>	<p>Printer Notes</p> <p>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	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

RELEASED

Name _____ Date _____



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Do Not Use if the sealed child resistant pouch is broken or torn.

Questions or comments? Call weekdays 9 AM to 5 PM EST at 1-800-86-ADVI.

Active ingredients: Each tablet contains sodium 256 mg. **Other information:** Read all warnings and directions before use. **Directions:** Do not use more than directed. **Warnings:** Do not use if you are allergic to any of the ingredients. **Uses:** For the relief of minor aches and pains. **Drug Facts:** See the back of the dispenser for full drug facts information.



128 CODE AREA - SUBSET C
10 MIL DENSITY WITH 4 OR 6 DIGITS-
UNVARNISHED

NEW

**FILM-COATED
IBUPROFEN
SODIUM**

**Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever / Fever Reducer (NSAID)**

Tablets

PA0017480.FDA04

NEW

**Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever / Fever Reducer (NSAID)**

Tablets

- ✓ Headache
- ✓ Muscular Aches
- ✓ Minor Pain of Arthritis
- ✓ Menstrual Cramps
- ✓ Toothache
- ✓ Fever

50 PACKETS OF 2 COATED TABLETS EACH

NEW

**FILM-COATED
IBUPROFEN
SODIUM**

**Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever / Fever Reducer (NSAID)**

Tablets

- ✓ Headache
- ✓ Muscular Aches
- ✓ Minor Pain of Arthritis
- ✓ Menstrual Cramps
- ✓ Toothache
- ✓ Fever

50 PACKETS OF 2 COATED TABLETS EACH
See Full Drug Facts information on the back of this dispenser

NEW

**Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever / Fever Reducer (NSAID)**

Tablets

- ✓ Headache
- ✓ Muscular Aches
- ✓ Minor Pain of Arthritis
- ✓ Menstrual Cramps
- ✓ Toothache
- ✓ Fever

50 PACKETS OF 2 COATED TABLETS EACH

UNVARNISHED AREA
FOR LOT & EXP



DIGITAL MECHANICAL - NOT COLOR ACCURATE

<p>Job Information</p> <p>Date: 14-APR-2011 PASS # 2 Component # PAA017480.FDA04 Drawing # 6900 Rev. # 1</p> <p>Identification</p> <p>Pfizer Consumer Healthcare Package Design & Development Five Granda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048</p> <p>Vendor Identification</p> <p>Package Design & Development Graphic Artist: [Redacted]</p>	<p>Color Legend (b) (4)</p> <p>Printer Notes</p> <p>Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE</p>
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DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	N/A
• 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

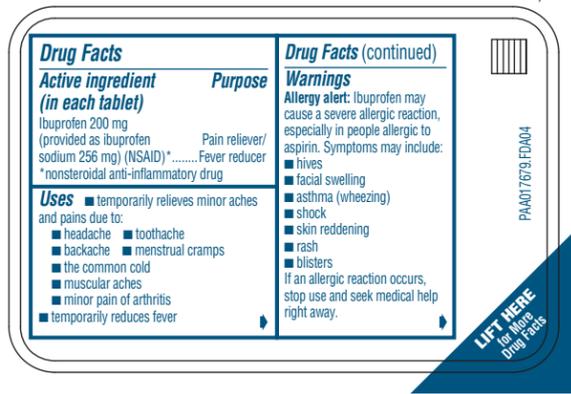
DEPARTMENT	REVIEWED BY			with Changes
	PRINT NAME	SIGNATURE	DATE	
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				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

RELEASED

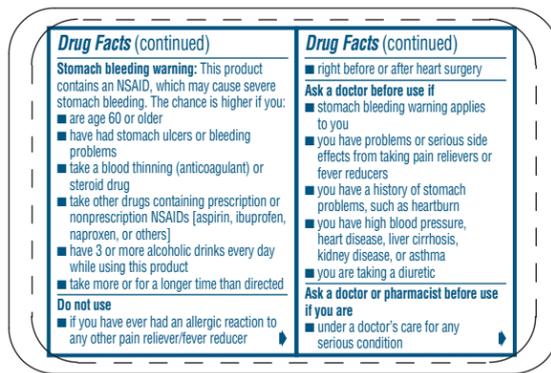
Name _____ Date _____

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

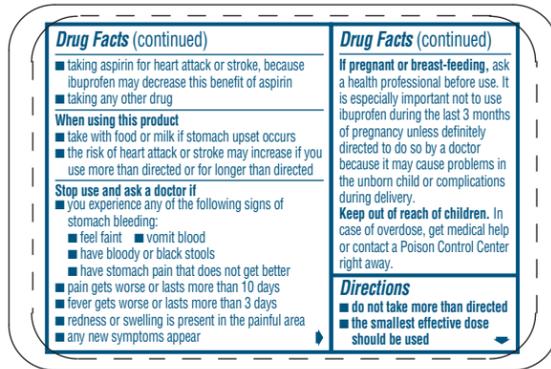
DATA MATRIX CODE = **017679**



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

RELEASED

Name _____ Date _____

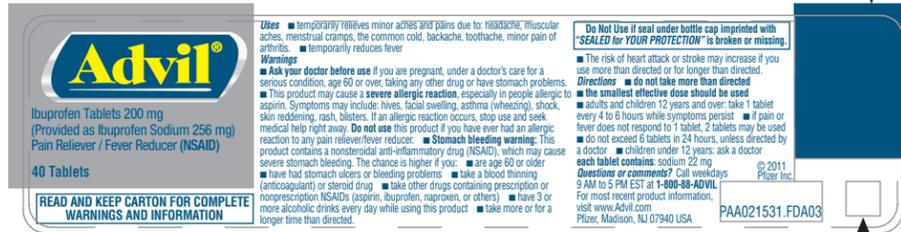
DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 13-APR-2011 PASS # 1 Component # PAA017679.FDA04 Drawing # 6305 Rev. # 1	(b) (4)
Identification Pfizer 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

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

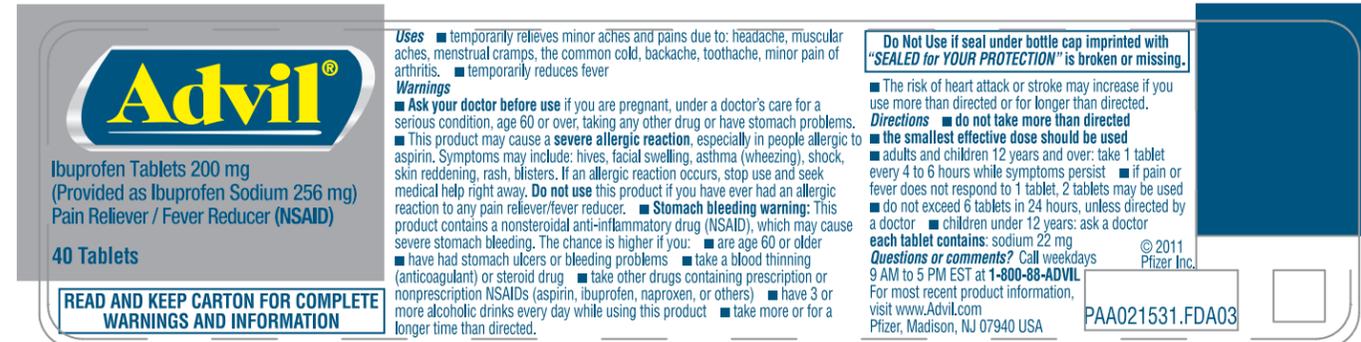
ACTUAL SIZE

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 = 021531

150%



DIGITAL MECHANICAL - NOT COLOR ACCURATE

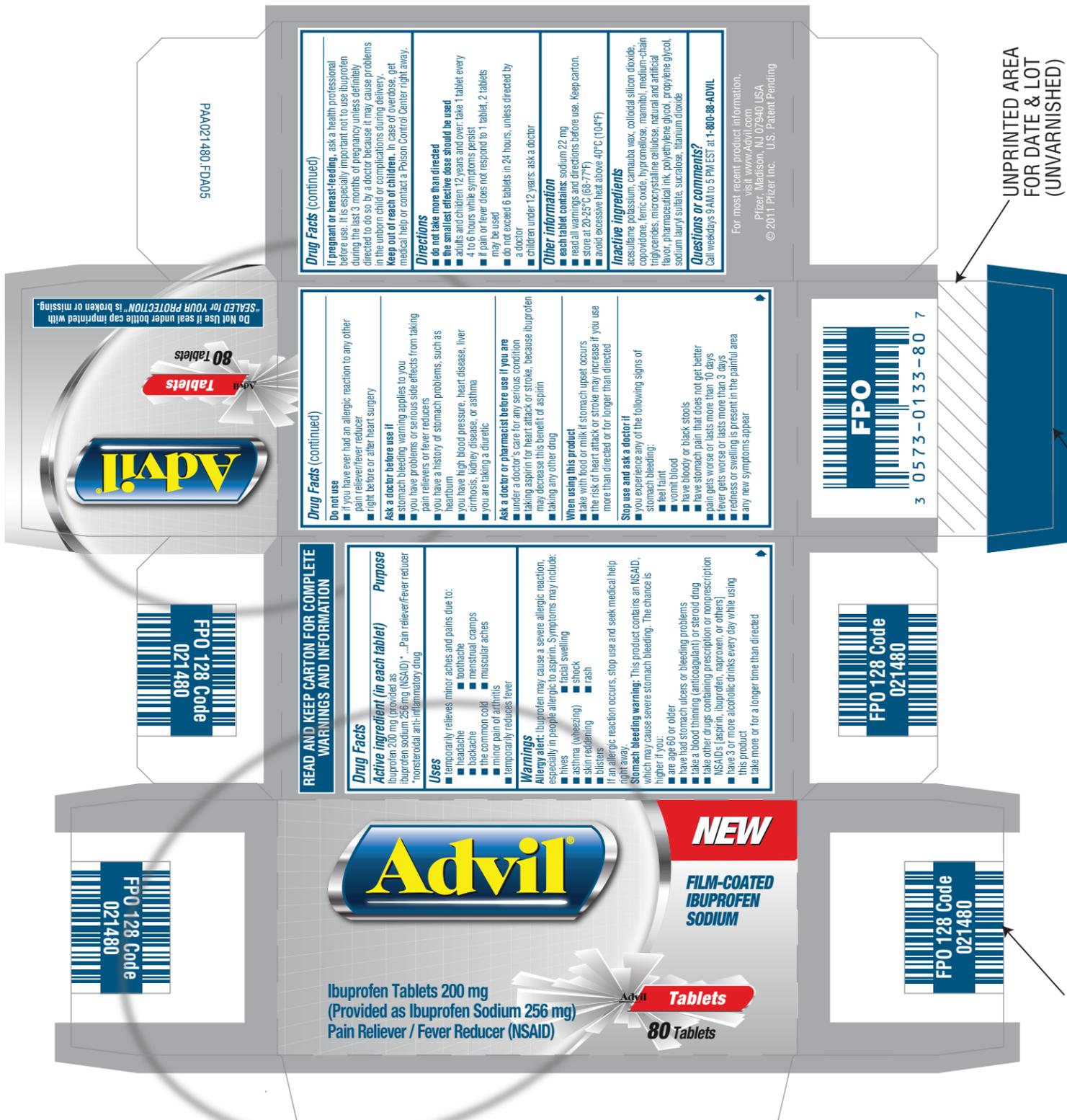
Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA021531.FDA03 Drawing # 7098 Rev. # 1	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics 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
• 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 LINE, HAIRLINES	.5 pt

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

RELEASED

Name _____ Date _____



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 15-APR-2011 PASS # 3a Component # PAA021480.FDA05 Drawing # 7087 Rev. # 1	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

RELEASED

Name _____ Date _____

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>



Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever/Fever Reducer (NSAID)
80 Tablets

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

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
each tablet contains: sodium 22 mg

Questions or comments?
 Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL
 For most recent product information, visit www.Advil.com
 Pfizer, Madison, NJ 07940 USA
 © 2011 Pfizer Inc.

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

PAA021479.FDA05

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

3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 021479

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

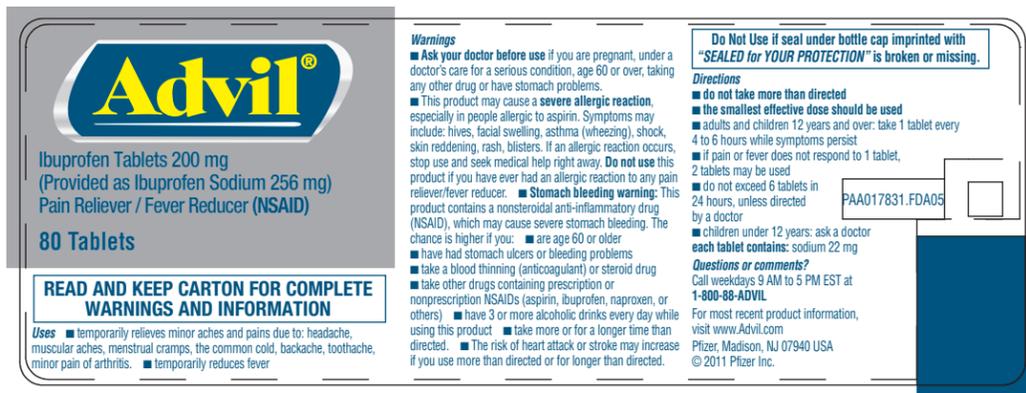
RELEASED

Name _____ Date _____

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA021479.FDA05 Drawing # 7090 Rev. # 1	(b) (4)
Identification	
 Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes 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"/>
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"/>



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

3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 017831

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

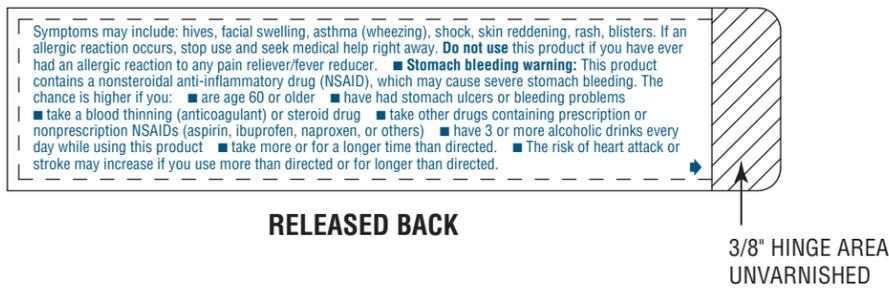
RELEASED

Name _____ Date _____

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-FEB-2011 PASS # 2 Component # PAA017831.FDA05 Drawing # 7090 Rev. # 1	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	(b) (4)
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	(b) (4)
Printer Notes 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"/>
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"/>



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

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017734.FDA05 Drawing # (b) (4)00000785	(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

RELEASED

Name _____ Date _____

TOP LAYER FACE

NEW
FILM-COATED
IBUPROFEN
SODIUM

Advil

Ibuprofen Tablets 200 mg
(Provided as Ibuprofen Sodium 256 mg)
Pain Reliever / Fever Reducer (NSAID)

240 Coated Tablets

Drug Facts
Active ingredient (in each tablet) Purpose
Ibuprofen 200 mg (provided as
ibuprofen sodium 256 mg) (NSAID)* Pain reliever/Fever reducer
*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.

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

FPO
3 0573-0133-90 6

PAA017733.FDA05

LIFT HERE
for more Drug Facts

3/16" x 3/16" DATA MATRIX CODE (ECC 200),
PRINTED IN BLACK OR DARK BLUE ON
UNPRINTED WHITE BACKGROUND WITH A
MINIMUM OF 1/8" QUIET ZONE ALL 4 SIDES.
DATA MATRIX CODE = 017733

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

TOP LAYER BACK

NO COPY HINGED AREA

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

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 LAYER

NO COPY HINGED AREA

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 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
■ each tablet contains: sodium 22 mg
■ 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
acesulfame potassium, carnauba wax, colloidal silicon dioxide,
copovidone, ferric oxide, hypromellose, mannitol, medium-chain
triglycerides, microcrystalline cellulose, natural and artificial flavor,
pharmaceutical ink, polyethylene glycol, propylene glycol, sodium lauryl
sulfate, sucralose, titanium dioxide

Questions or comments?
Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL

Advil

For most recent product information, visit www.Advil.com
Pfizer, Madison, NJ 07940 USA
© 2011 Pfizer Inc.
U.S. Patent Pending

NO COPY AREA

DRUG FACTS MODIFIED 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

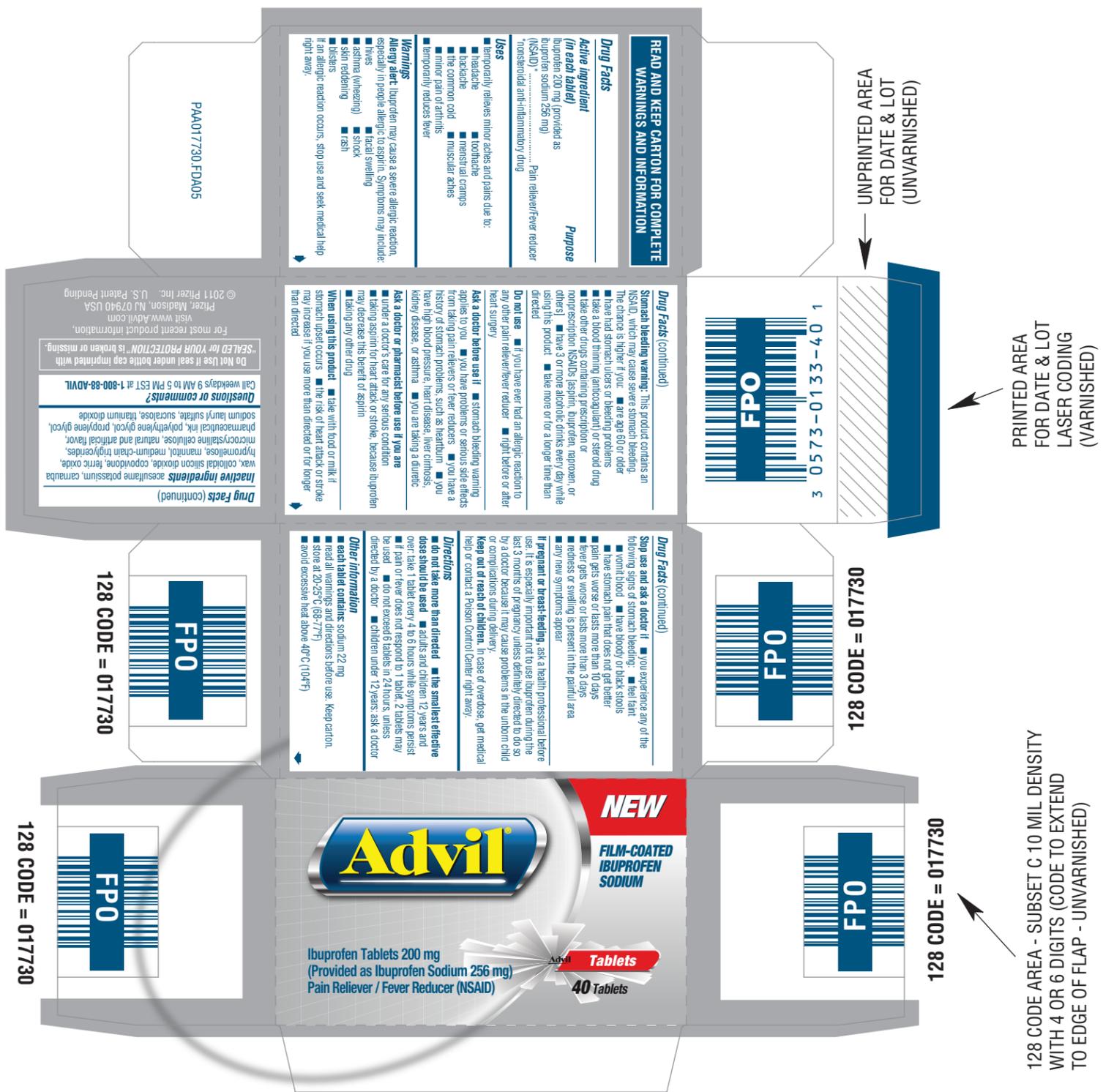
DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017733.FDA05 Drawing # 6341 Rev. # 4	See art for colors
Identification	
Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Reference ID: 293 (b) (4)	Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

RELEASED

Name _____ Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 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 15-APR-2011 PASS # 3 Component # PAA017730.FDA05 Drawing # (b) (4)-00001041	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

RELEASED

Name _____ Date _____

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

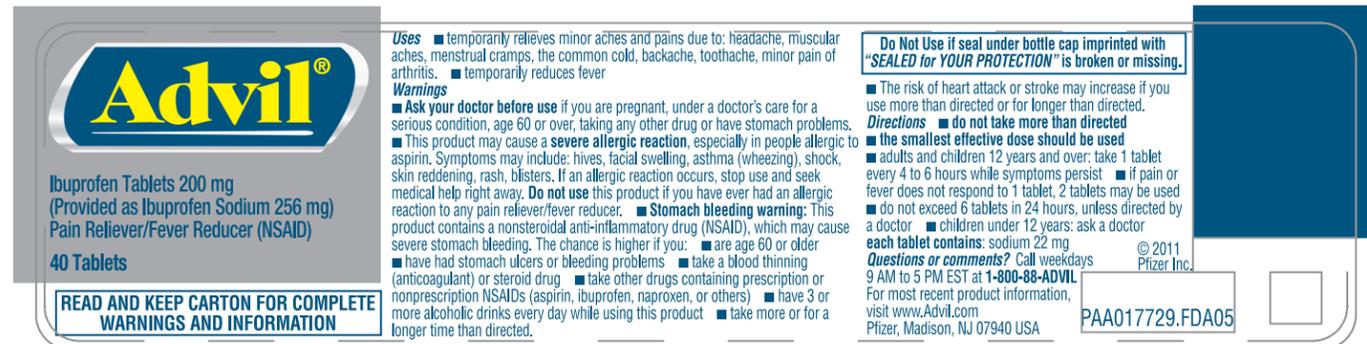
ACTUAL SIZE

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 = 017729

150%



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 LINE, HAIRLINES	.5 pt

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017729.FDA05 Drawing # 7098 Rev. # 1	(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	
Graphic Systems Group Graphic Artist: (b) (4)	
Printer Notes Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

RELEASED

(1) _____ 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"/>

OUTSIDE

INSIDE

HIGH DENSITY CODE 128 LOCATION.
SUBSET C, 10 MIL DENSITY.
MUST SCAN AT GRADE A OR B
ACCORDING TO ANSI STANDARDS



128 CODE FPO
017727

ADVIL® SAFETY SEALED ADVIL® SAFETY SEALED ADVIL® SAFETY SEALED
TEAR HERE TO OPEN

■ 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

each tablet contains: sodium 22 mg

Questions or comments? Call weekdays 9 AM to 5 PM EST at **1-800-88-ADVIL**

DO NOT USE
 unless vial was sealed in unbroken plastic blister on cardboard card.

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

Pfizer, Madison, NJ 07940 USA
 © 2011 Pfizer Inc.
 PAA017727.FDA04

LOT & EXP. AREA



Advil

Ibuprofen Tablets 200 mg
 (Provided as Ibuprofen Sodium 256 mg)
 Pain Reliever / Fever Reducer (NSAID)
8 Tablets

READ AND KEEP CARD FOR COMPLETE WARNINGS AND INFORMATION

Uses

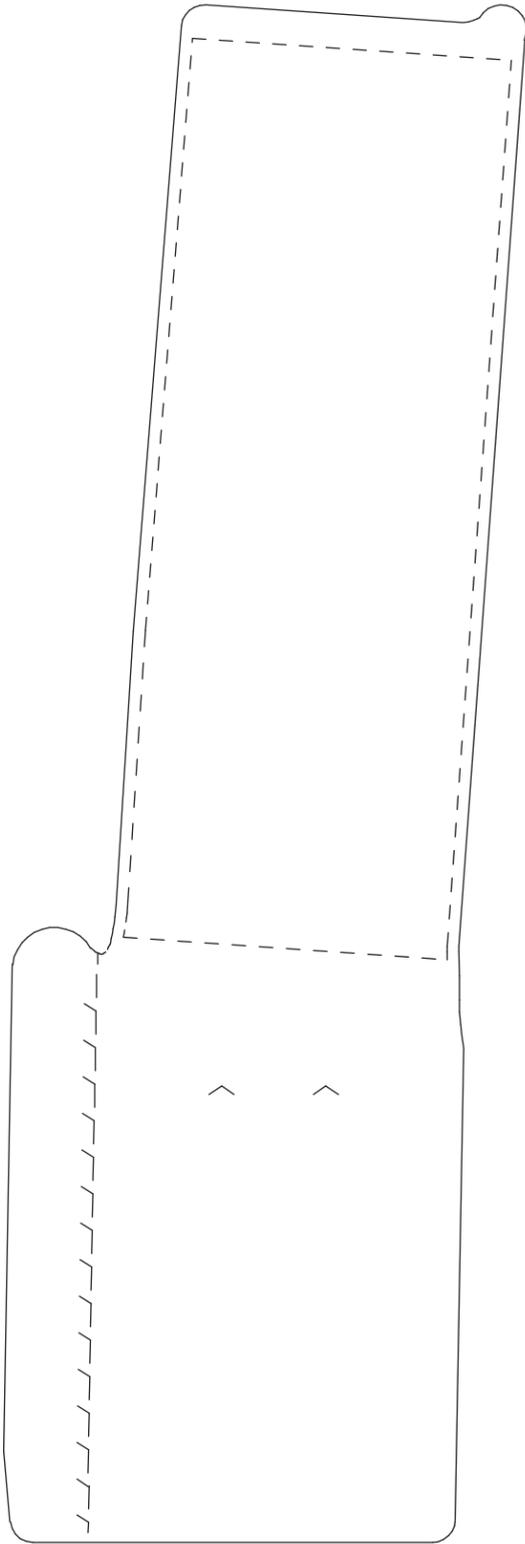
■ temporarily relieves minor aches and pains due to: headache, muscular aches, menstrual cramps, the common cold, backache, toothache, minor pain of arthritis.

■ 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.

OPEN HERE TO VIEW MORE PRODUCT INFORMATION



DIGITAL MECHANICAL - NOT COLOR ACCURATE

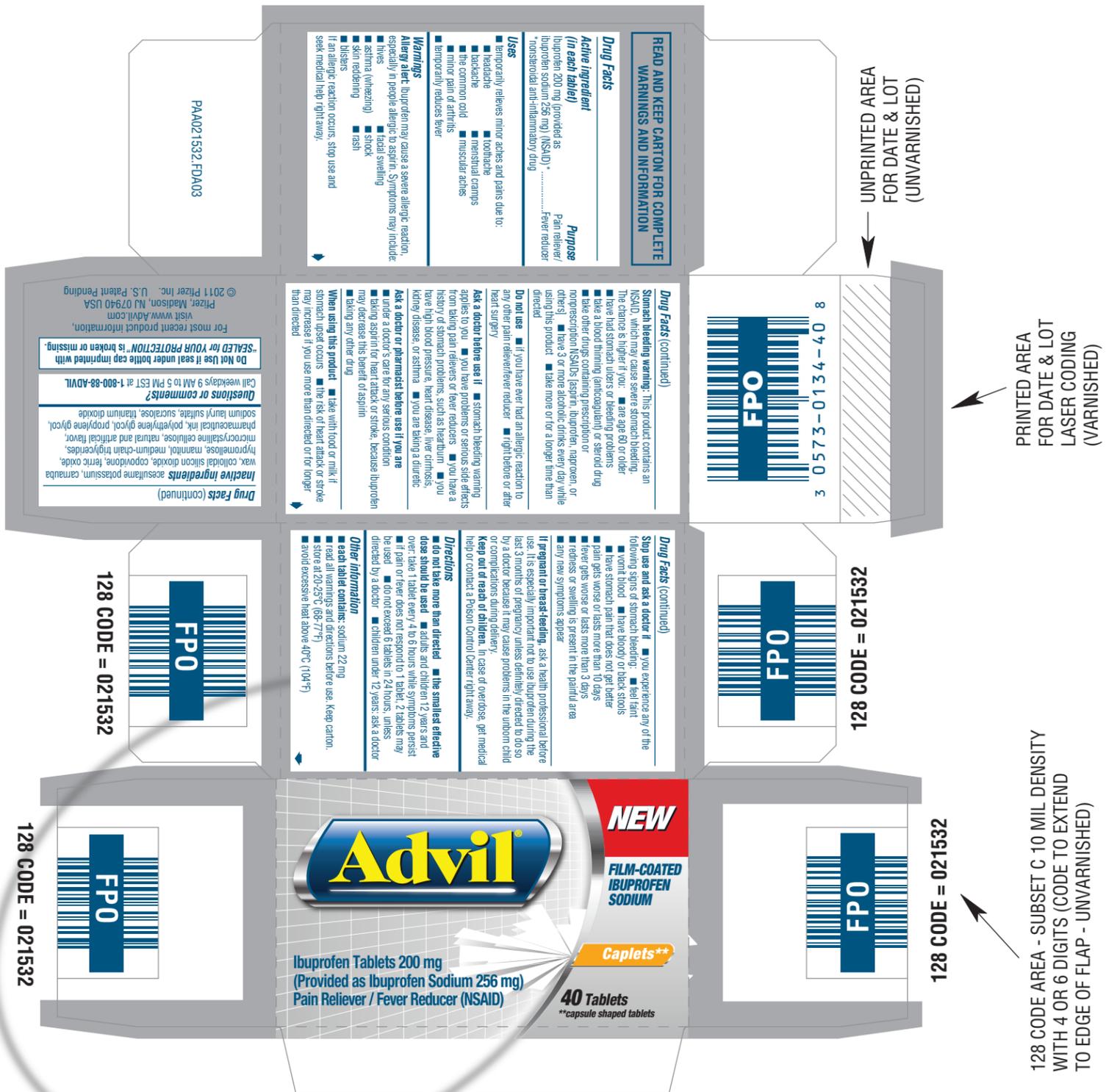
Job Information	Color Legend
Date 14-Apr-2011 PASS # 2 Component # PAA017727.FDA04 Drawing # 6009 Rev. # 3	(b) (4)
Identification	
 <p>Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048</p>	
Vendor Identification	
Graphic Systems Group Graphic 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	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

RELEASED

Name _____ Date _____



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 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

DEPARTMENT	REVIEWED BY		DATE	with Changes <input checked="" type="checkbox"/>
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<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"/>

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 15-APR-2011 PASS # 3 Component # PAA021532.FDA03 Drawing # (b) (4)-00001041	(b) (4)
Identification	
 Package Design & Development Five Girarda 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

RELEASED

Name _____ Date _____

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
06/12/2012