

FRONT

128 CODE = 080260

PRODUCTION

(NOT COLOR ACCURATE)



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

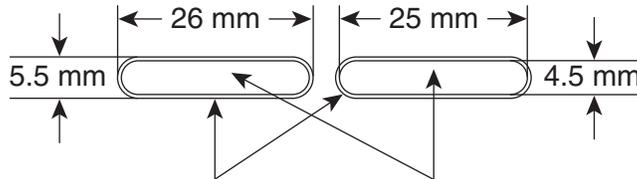
BACK



SEAL AREA FOR LOT & EXP
25 mm x 4.5 mm

AREA FOR LOT AND EXP
TO BE PRINTED IN DARK COLOR 128 CODE = 080261
26 mm x 5.5 mm

FOR BACK ONLY



AREA FOR LOT AND EXP
TO BE PRINTED IN DARK COLOR
26 mm x 5.5 mm
(OUTER OVAL)

SEAL AREA FOR LOT & EXP
25 mm x 4.5 mm
(INNER OVAL)

PRODUCTION (NOT COLOR ACCURATE)



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

HIGH DENSITY CODE 128. SUBSET C, 10 MIL DENSITY. MUST SCAN AT GRADE A OR B ACCORDING TO ANSI STANDARDS. DARK CODE ON LIGHT BACKGROUND. (NO VARNISH)



WHITE HOLDOUT (NO VARNISH)

HIGH DENSITY CODE 128. SUBSET C, 10 MIL DENSITY. MUST SCAN AT GRADE A OR B ACCORDING TO ANSI STANDARDS. DARK CODE ON LIGHT BACKGROUND. (NO VARNISH)

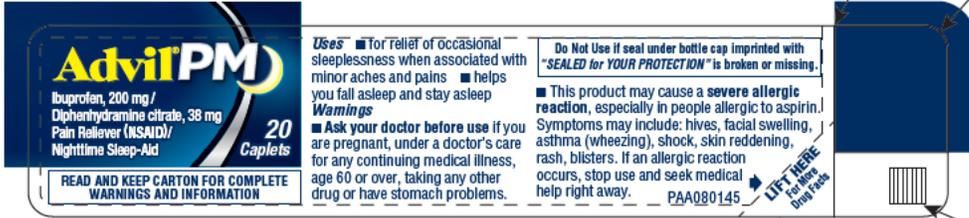
PRODUCTION

(NOT COLOR ACCURATE)

(b) (4)

DRUG FACTS MODIFIED 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

(b) (4)



TOP
PANEL 1

F.P.O.
PEEL HERE AREA

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 = 080145

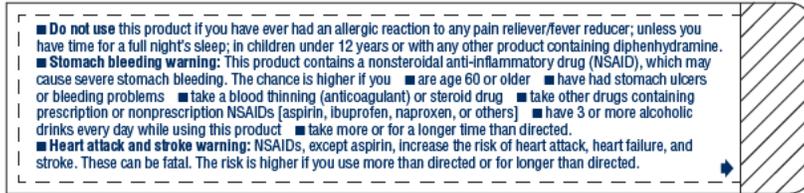
(b) (4)



BASE
PANEL 3

3/8" HINGE AREA
UNVARNISHED

(b) (4)



RELEASED BACK
PANEL 2

3/8" HINGE AREA
UNVARNISHED

PRODUCTION (NOT COLOR ACCURATE)

(b) (4)

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.3 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

TOP PANEL 1

NO COPY 1/16" (0.0625") FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

KISS CUT

LIFT HERE For More Drug Facts

ART BLEDS OFF 1/16" (0.0625") OUT FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

THIS LINE INDICATES DIE AND DOES NOT PRINT.

3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 080436

PAA080436

3 0 5 7 3 0 1 6 4 6 5 8

FPO

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

(b) (4)

BASE PANEL 3

3/8" HINGE AREA UNVARNISHED (LINES DO NOT PRINT)

ART BLEDS OFF 1/16" (0.0625") OUT FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

THIS LINE INDICATES DIE AND DOES NOT PRINT.

NO COPY 1/16" (0.0625") FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

(b) (4)

For most recent product information, visit www.Advil.com.
Pfizer, Madison, NJ 07940 USA © 2016 Pfizer Inc. U.S. Patent 8,263,647

RELEASED BACK PANEL 2

3/8" HINGE AREA UNVARNISHED (LINES DO NOT PRINT)

ART BLEDS OFF 1/16" (0.0625") OUT FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

THIS LINE INDICATES DIE AND DOES NOT PRINT.

NO COPY 1/16" (0.0625") FROM DIE. DOTTED LINE FOR HOLDING ONLY AND DOES NOT PRINT.

(b) (4)

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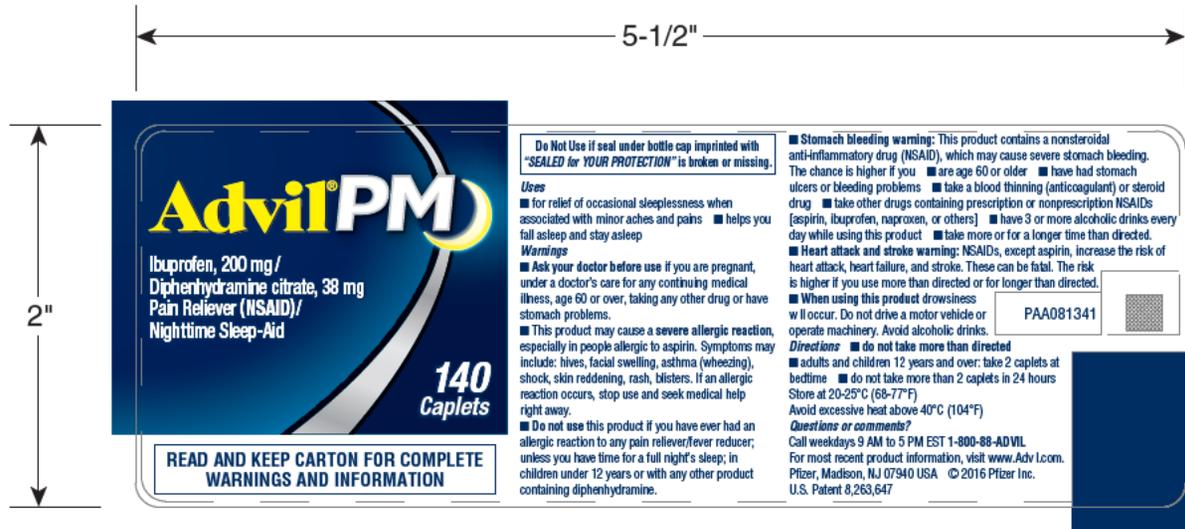
PRODUCTION (NOT COLOR ACCURATE)



DRUG FACTS MODIFIED 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



Printer Notes:
FPO Silver Foil is only representative of Foil Stamp. Do not separate or print.



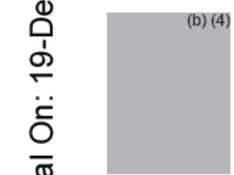
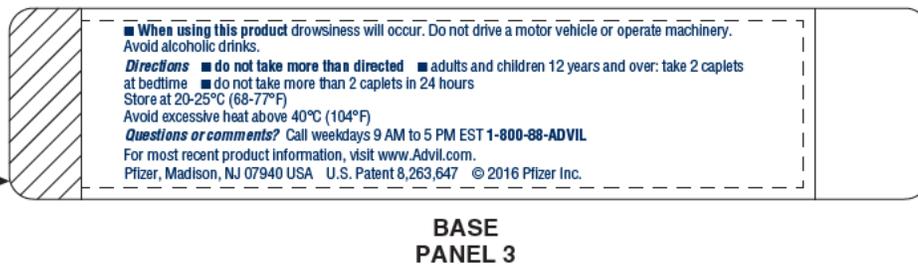
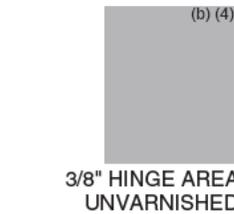
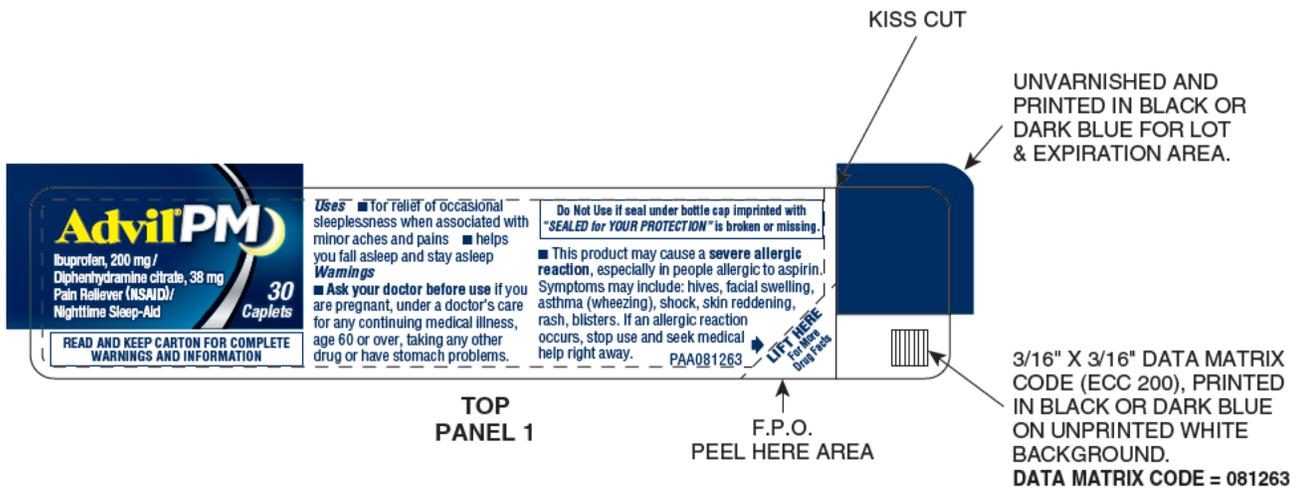
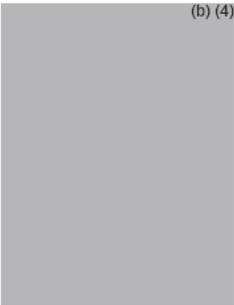
3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 081341
 UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA.

PRODUCTION

(NOT COLOR ACCURATE)



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

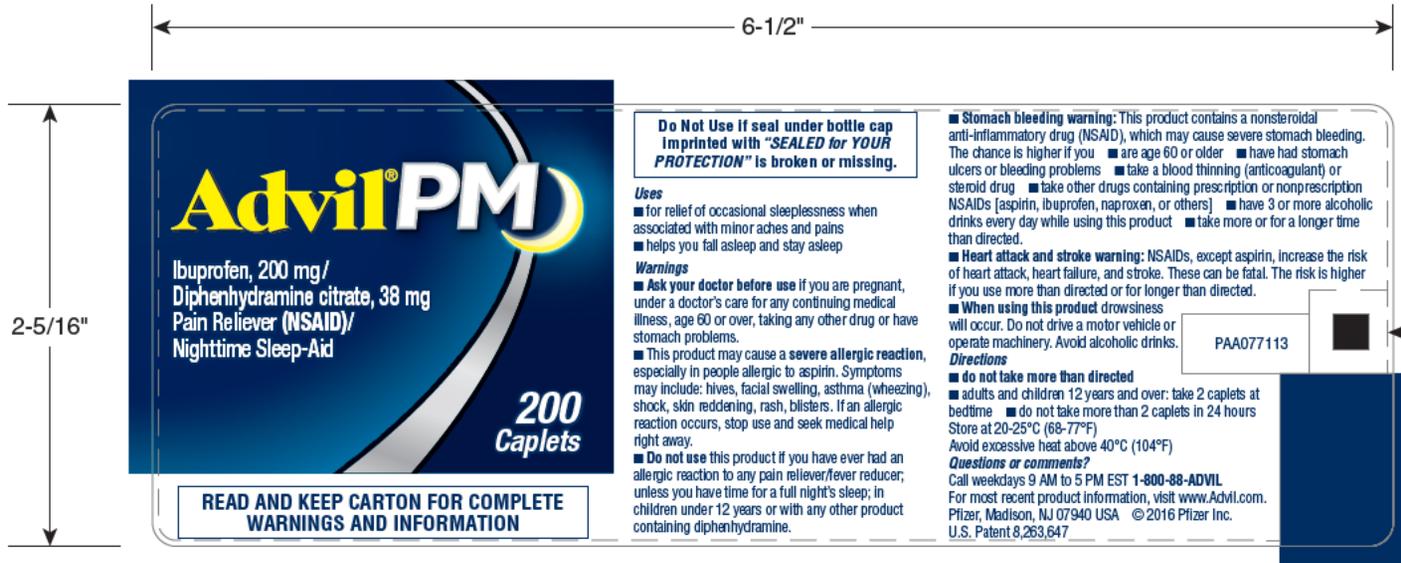


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PRODUCTION (NOT COLOR ACCURATE)



DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.3 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.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 = 077113

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

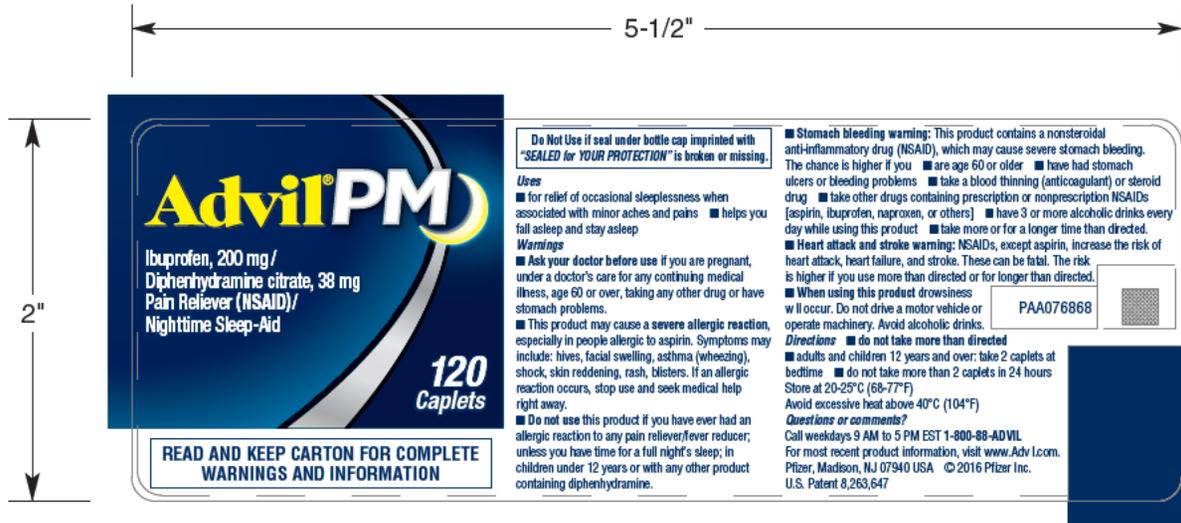
PRODUCTION

(NOT COLOR ACCURATE)

(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 LINE, HAIRLINES	.5 pt



3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.
DATA MATRIX CODE = 076868

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

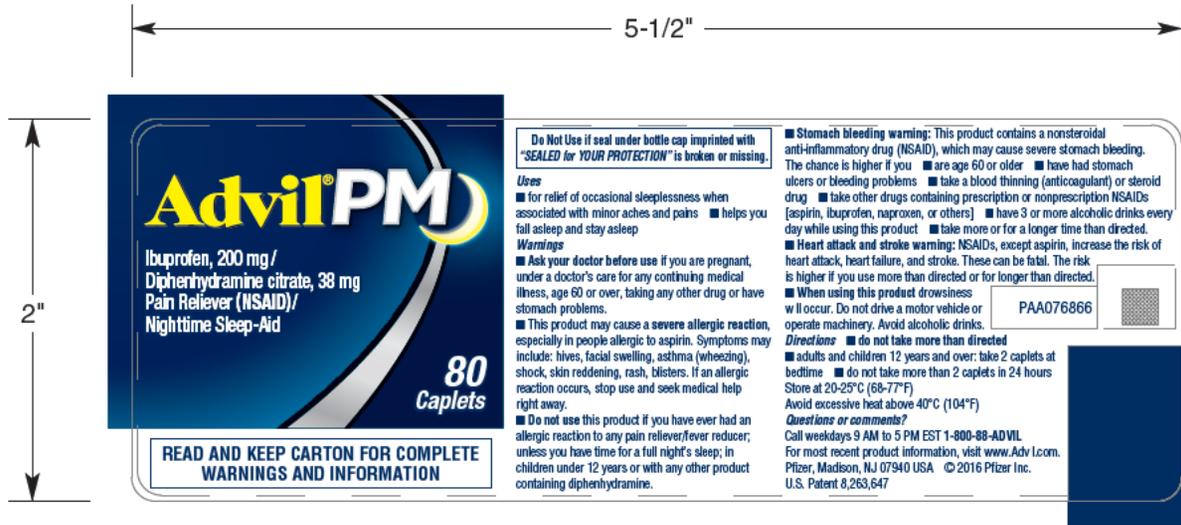
PRODUCTION

(NOT COLOR ACCURATE)

(b) (4)



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



3/16" X 3/16" DATA MATRIX CODE (ECC200),
 PRINTED IN BLACK OR DARK BLUE ON
 UNPRINTED WHITE BACKGROUND.
DATA MATRIX CODE = 076866

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

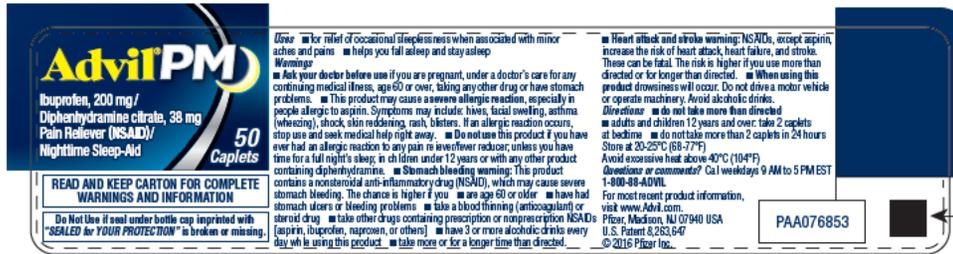
PRODUCTION

(NOT COLOR ACCURATE)

(b) (4)



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



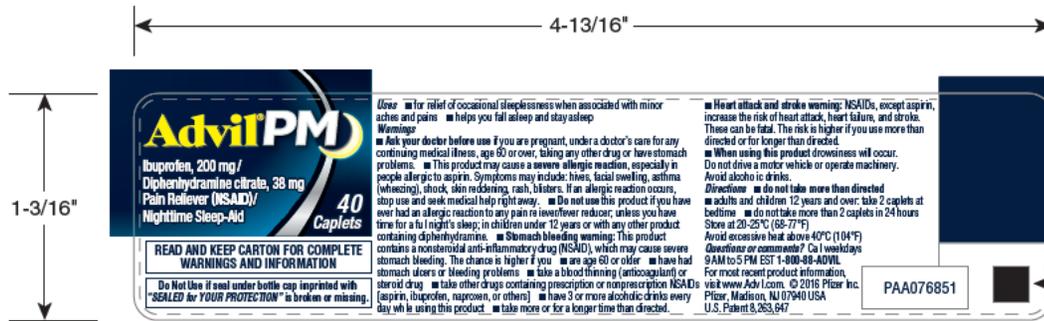
UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE FOR LOT & EXPIRATION AREA.

3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 076853

PRODUCTION (NOT COLOR ACCURATE)



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



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 = 076851

PRODUCTION (NOT COLOR ACCURATE)

(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

HIGH DENSITY CODE 128. SUBSET C, 10 MIL DENSITY.
MUST SCAN AT GRADE A OR B ACCORDING TO ANSI STANDARDS.
DARK CODE ON LIGHT BACKGROUND.
(NO VARNISH)
128 CODE = 081395

3/16" x 3/16" DATA MATRIX CODE
WITH 1/8" QUIET ZONE ON ALL SIDES
DATA MATRIX CODE = 081395



090177e18adf292e\Final\Final On: 19-Dec-2016 16:55

HIGH DENSITY CODE 128. SUBSET C, 10 MIL DENSITY.
MUST SCAN AT GRADE A OR B ACCORDING TO ANSI STANDARDS.
DARK CODE ON LIGHT BACKGROUND.
(NO VARNISH)
128 CODE = 081395

WHITE HOLDOUT (NO VARNISH)

PRODUCTION (NOT COLOR ACCURATE)

(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

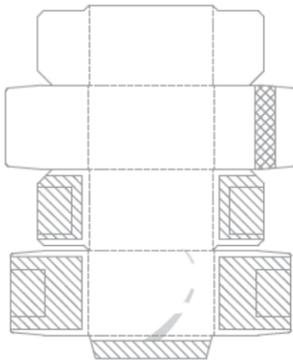
PRODUCTION

(NOT COLOR ACCURATE)

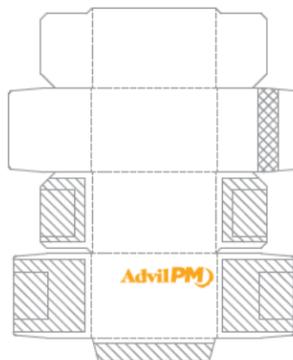
(b) (4)

DRUG FACTS MODIFIED 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

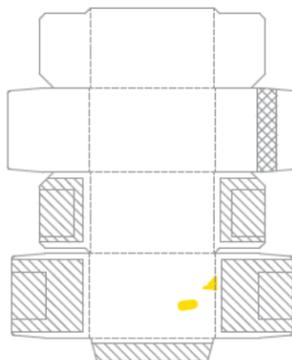
Silver Foil Stamp
Full size file on Silver Foil layer



Embossing
Full size file on Emboss layer



Embossing - 2nd level
Full size file on Emboss layer



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

PAAD081262

3 0573 0164 21 4



FPO

081262

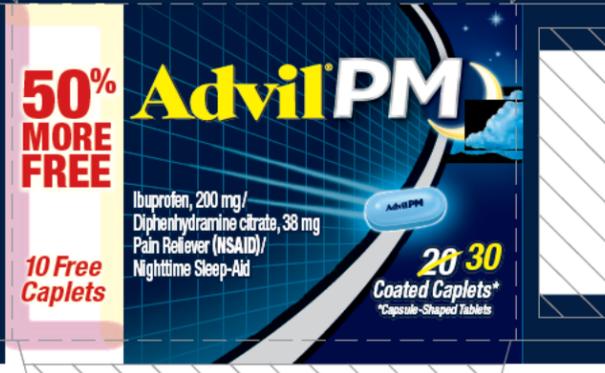


128 CODE FPO

081262



128 CODE FPO



50% MORE FREE

10 Free Caplets

20 30
Coated Caplets*
*Capsule-Shaped Tablets

Ibuprofen, 200 mg/
Diphenhydramine citrate, 38 mg
Pain Reliever (NSAID)/
Nighttime Sleep-Aid

081262



128 CODE FPO

081262



128 CODE FPO

081262



128 CODE FPO

081262



128 CODE FPO

081262



128 CODE FPO

081262



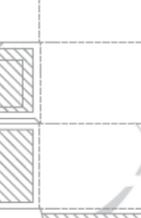
128 CODE FPO

081262



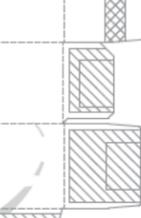
128 CODE FPO

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128 CODE FPO

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128 CODE FPO

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128 CODE FPO

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128 CODE FPO

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128 CODE FPO

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128 CODE FPO

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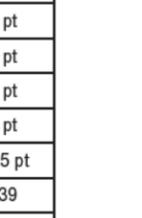
128 CODE FPO

081262



128 CODE FPO

081262



128 CODE FPO

081262



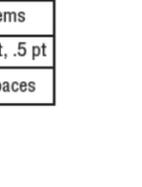
128 CODE FPO

081262



128 CODE FPO

081262



128 CODE FPO

081262

PRINTED AREA FOR DATE & LOT
LASER CODING (VARNISHED)

UNPRINTED AREA FOR DATE & LOT
CODING (UNVARNISHED)

READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION

Drug Facts
Active ingredients (in each caplet) **Purposes**
Ibuprofen 200 mg (NSAID).....Nighttime sleep-aid
Diphenhydramine citrate 38 mg.....Pain reliever
Nonsteroidal anti-inflammatory drug

Uses
■ for relief of occasional sleeplessness when associated with minor aches and pains
■ helps you fall asleep and stay asleep

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
■ use other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)
■ take 3 or more additional caplets every day while using this product
■ take more or for a longer time than directed
Heart attack and stroke warning: NSAIDs, except aspirin, increase the risk of heart attack, heart failure, and stroke. These can be fatal. The risk is higher if you use more than directed or for longer than directed.
Do not use
■ if you have ever had an allergic reaction to any other pain reliever/fever reducer
■ unless you have time for a full night's sleep
■ in children under 12 years of age
■ right before or after heart surgery

Drug Facts (continued)

■ with any other product containing diphenhydramine, even one used on skin
■ if you have sleeplessness without pain

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, asthma, or had a stroke
■ you are taking diuretic
■ you have a breathing problem such as emphysema or chronic bronchitis
■ you have diabetes
■ you have trouble urinating due to an enlarged prostate gland

Ask a doctor or pharmacist before use if you are
■ taking sedatives or tranquilizers or any other sleep-aid
■ under a doctor's care for any continuing medical illness
■ taking any other anti-blood thinners
■ taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
■ taking any other drug

When using this product
■ drowsiness will occur ■ avoid alcoholic drinks
■ do not drive a motor vehicle or operate machinery
■ take with food or milk if stomach upset occurs

Stop use and ask a doctor if
■ you experience any of the following signs of stomach bleeding:
■ heartburn ■ vomit blood
■ have bloody or black stools
■ have stomach pain that does not get better
■ chest pain ■ trouble breathing
■ weakness in one part or side of body
■ slurred speech
■ leg swelling
■ pain gets worse or lasts more than 10 days

Drug Facts (continued)

■ sleeplessness persists continuously for more than 2 weeks. Insomnia may be a symptom of a serious underlying medical illness.
■ 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.

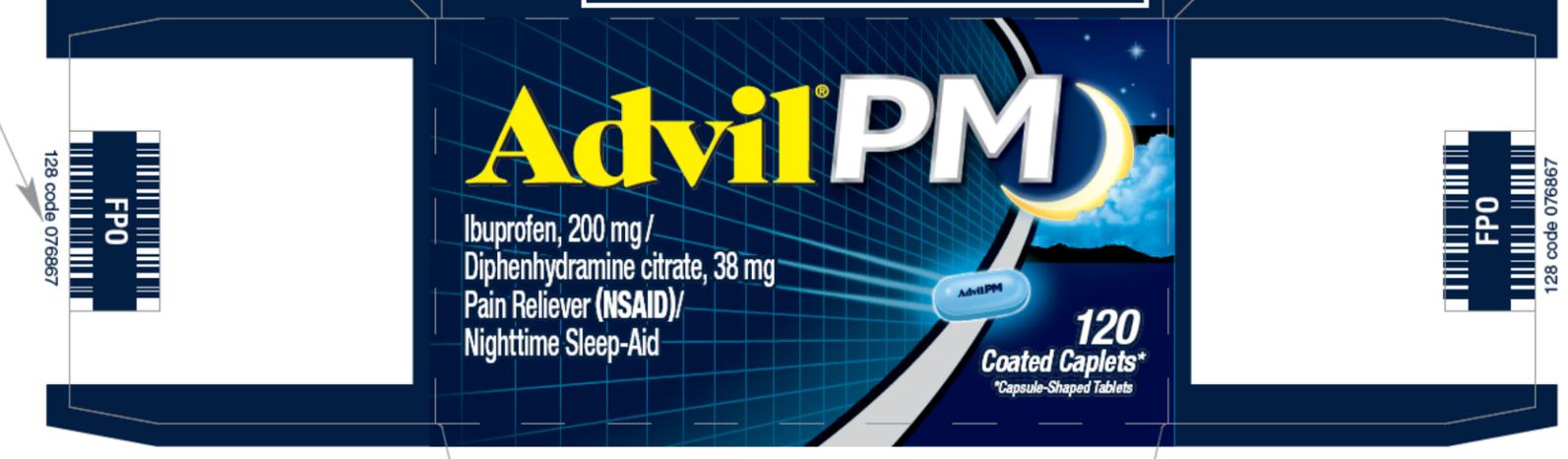
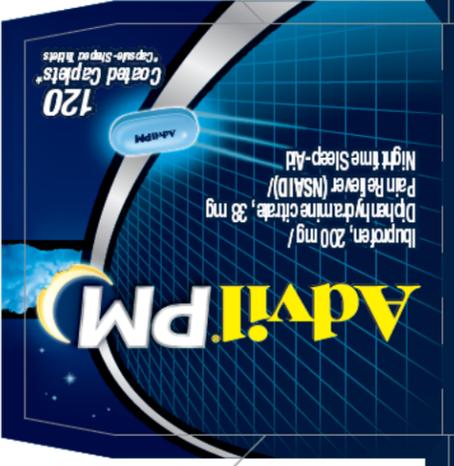
Directions
■ do not take more than directed
■ adults and children 12 years and over: take 2 caplets at bedtime
■ do not take more than 2 caplets in 24 hours

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: calcium stearate, carnuba wax, colloidal silicon dioxide, corn starch, croscarmellose sodium, FD&C Blue no. 2 aluminum lake, glyceryl behenate, hypromellose, lactose monohydrate, microcrystalline cellulose, pharmaceutical ink, polyethylene glycol, pregelatinized starch, sodium lauryl sulfate, sodium starch glycolate, stearic acid, 1 tam un doxide

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

Do Not Use if seal under bottle is an imprinted with "SEALED FOR YOUR PROTECTION" is broken or missing.
For most recent product information, visit www.Advii.com.
Pfizer, Madison, NJ 07940 USA © 2016 Pfizer, Inc. U.S. Patent 8,283,847



PAA076867

128 code 076867

FPO

128 code 076867

FPO

128 code 076867

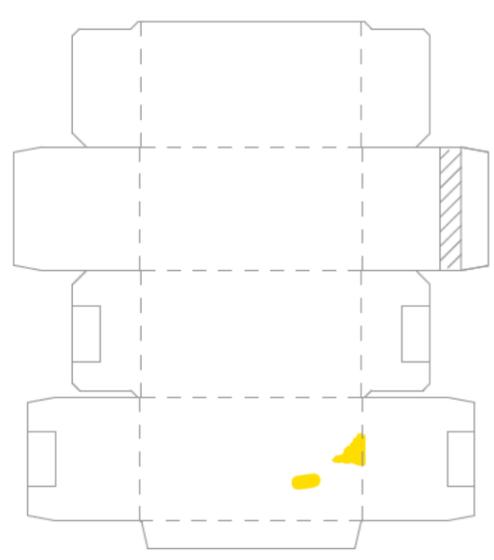
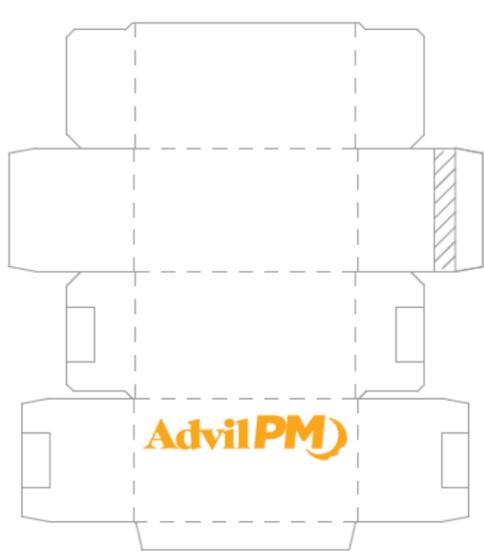
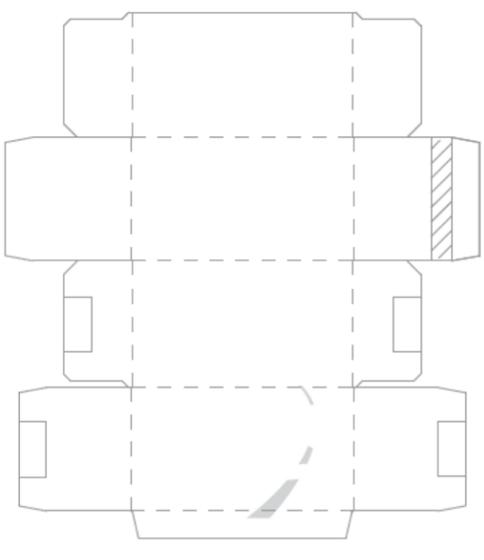
FPO

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

Silver Foil Stamp
Full size file on Silver Foil layer

Embossing - #1
Full size file on Emboss layer

Embossing - #2 sculptured
Full size file on Emboss layer



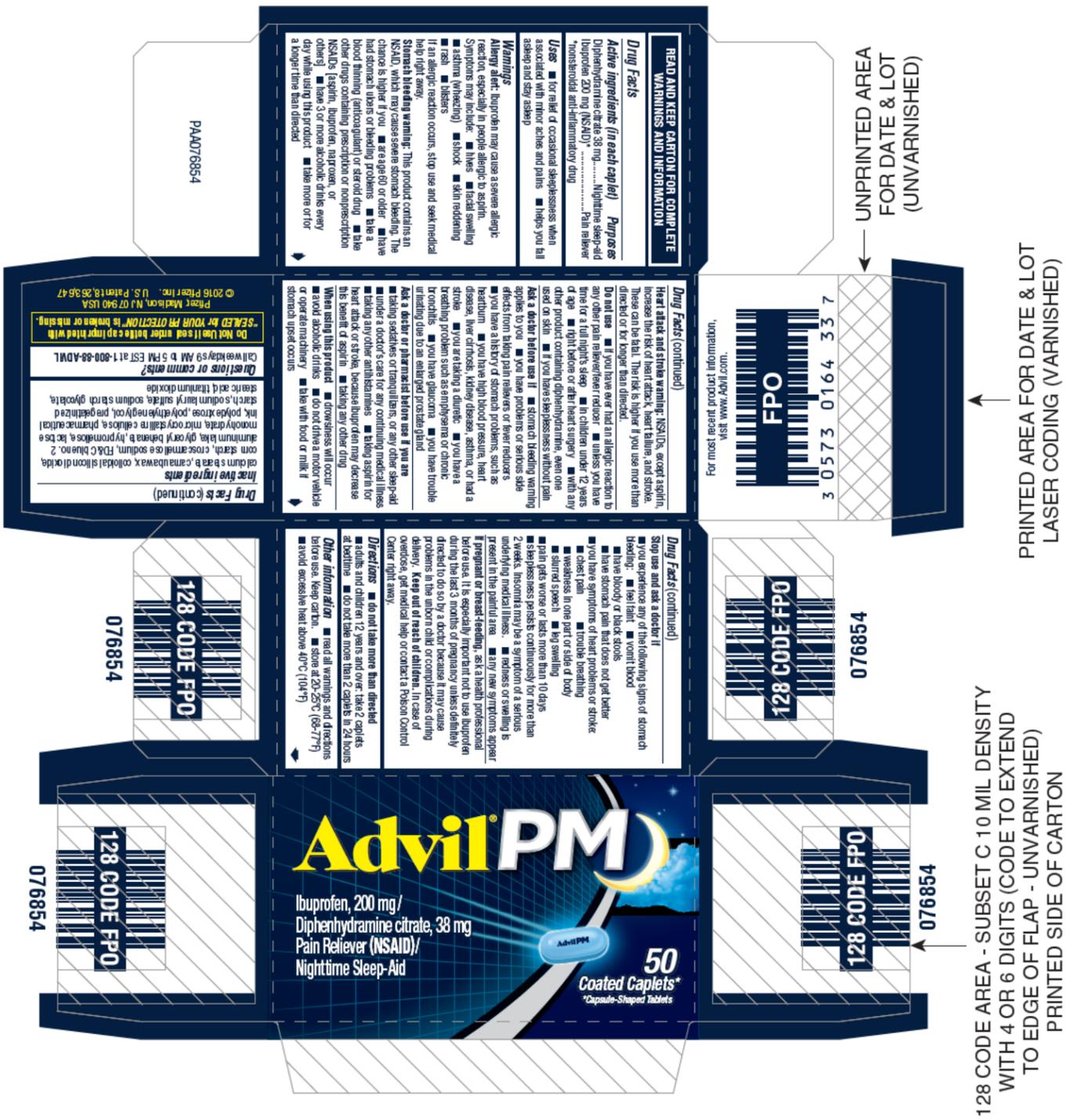
PRODUCTION

(NOT COLOR ACCURATE)

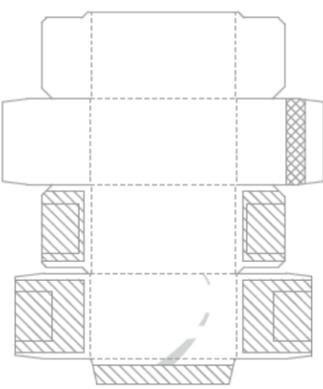
(b) (4)

DRUG FACTS MODIFIED 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

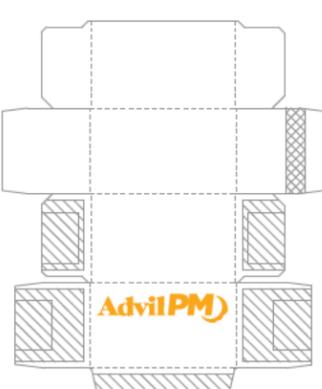
Printer Notes:
FPO Silver Foil is only representative of Foil Stamp. Do not separate or print.



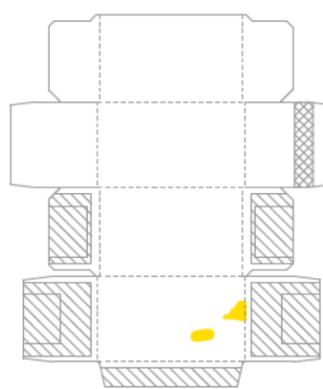
Silver Foil Stamp
Full size file on Silver Foil layer



Embossing
Full size file on Emboss layer



Embossing - 2nd level
Full size file on Emboss layer



PRODUCTION (NOT COLOR ACCURATE)

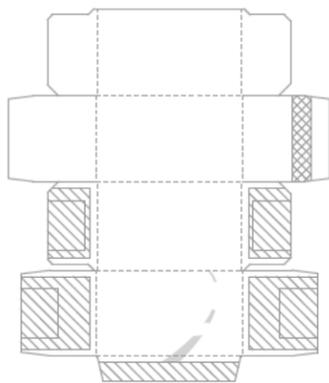
(b) (4)

DRUG FACTS MODIFIED 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

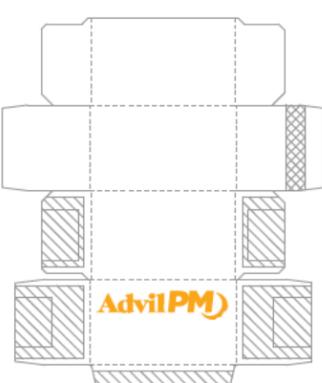
Printer Notes:
FPO Silver Foil is only representative of Foil Stamp. Do not separate or print.



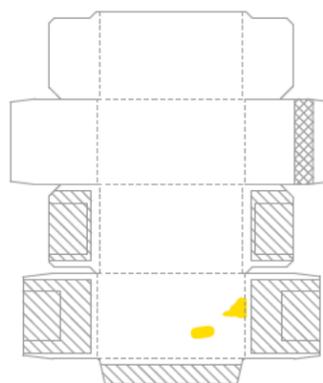
Silver Foil Stamp
Full size file on Silver Foil layer



Embossing
Full size file on Emboss layer



Embossing - 2nd level
Full size file on Emboss layer



PRODUCTION (NOT COLOR ACCURATE)



DRUG FACTS MODIFIED 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

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/s/

KAREN M MAHONEY
03/30/2017