







GSK Regulatory Spec Box		Verified Date: 08.08.22	
<b>Drug Facts Info</b>			
<b>Drug Facts</b>	N/A		N/A
<b>Drug Facts</b> (continued)	N/A		N/A
Headings	Helvetica Bold Condensed Italic		4 pt
Subheadings	Helvetica Bold Condensed		4 pt
Body text	Helvetica Condensed / Bold Condensed		4 pt
Bullets	Helvetica Condensed		3.5 pt.
Bullets on same lines: end of statement separated from bulleted statement by two ems			No
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box			N/A
Tracking:	0	Horizontal Scale:	81%
Leading:	4.1 pt.	Maximum Characters/Inch:	> 39
Barlines:	N/A	Hairlines:	N/A
<b>Primary Display Panel Info</b>			
Size of Net Wt/Contents (Smallest character height in inches)*			> 0.0625 in.
PDP dimensions (in square inches)			< 5 sq. in.
Ratio of Statement of Identity to Logo/Largest Copy on PDP			
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)			
Vertical PDP: N/A		Horizontal PDP: 40%	







DO NOT USE IF INNER FOIL SEAL IMPRINTED WITH "SEALED FOR YOUR PROTECTION" IS BROKEN OR MISSING

HALEON

# EXCEDRIN

## MIGRAINE RELIEF

**Acetaminophen 250 mg,  
Aspirin 250 mg (NSAID)  
and Caffeine 65 mg**  
Pain Reliever / Pain Reliever Aid

**250**  
200 CAPLETS\*  
\*CAPSULE-SHAPED TABLETS

**READ ALL PRODUCT INFORMATION BEFORE USING. KEEP BOX FOR IMPORTANT INFORMATION.**  
Acetaminophen 250 mg (NSAID) Pain reliever and analgesic. Aspirin 250 mg (NSAID) Pain reliever and anti-inflammatory drug. Caffeine 65 mg

**Use:** Treats migraine.

**Warnings:** May's symptoms: Can harm and damage who have or are recovering from certain conditions. Do not use if you have had stomach ulcers or bleeding problems. Do not use if you are pregnant or breastfeeding. Do not use if you are taking other products containing aspirin, salicylates, or NSAIDs. Do not use if you are taking other products containing acetaminophen. Do not use if you are taking other products containing caffeine. Do not use if you are taking other products containing aspirin, salicylates, or NSAIDs. Do not use if you are taking other products containing caffeine. Do not use if you are taking other products containing aspirin, salicylates, or NSAIDs. Do not use if you are taking other products containing caffeine.

**Directions:** • **Do not use more than directed.** • **Do not take more than 2 caplets in 24 hours, unless otherwise directed.** • **Do not take more than 2 caplets in 24 hours, unless otherwise directed.** • **Do not take more than 2 caplets in 24 hours, unless otherwise directed.** • **Do not take more than 2 caplets in 24 hours, unless otherwise directed.**

NPA008481

GSK Regulatory Spec Box		Verified Date: 08.29.22	
<b>Drug Facts Info</b>			
Drug Facts	N/A		N/A
Drug Facts (continued)	N/A		N/A
Headings	Helvetica Bold Condensed Italic		4.75 pt.
Subheadings	Helvetica Bold Condensed		4.75 pt.
Body text	Helvetica Condensed / Bold Condensed		4.75 pt.
Bullets	Helvetica Condensed		4 pt.
Bullets on same lines: end of statement separated from bulleted statement by two ems			No
Spacing of the hair lines from edge of box - i.e. Minimum of 2 spaces either side of Drug Fact Box			N/A
Tracking:	0	Horizontal Scale:	82%
Leading:	5.0 pt.	Maximum Characters/Inch:	> 39
Barlines:	N/A	Hairlines:	N/A
<b>Primary Display Panel Info</b>			
Size of Net Wt/Contents (Smallest character height in inches)*			> 0.125 in.
PDP dimensions (in square inches)			< 5 sq. in.
Ratio of Statement of Identity to Logo/Largest Copy on PDP			
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)			
Vertical PDP:	N/A	Horizontal PDP:	36%







GSK Regulatory Spec Box		Verified Date: 08.15.22
<b>Drug Facts Info</b>		
<b>Drug Facts</b>	Helvetica Bold Condensed Italic	9 pt.
<b>Drug Facts (continued)</b>	Helvetica Bold Condensed Italic / Condensed	8 pt.
<b>Headings</b>	Helvetica Bold Condensed Italic	8 pt.
<b>Subheadings</b>	Helvetica Bold Condensed	6 pt.
<b>Body text</b>	Helvetica Condensed / Bold Condensed	6 pt.
<b>Bullets</b>	Helvetica Condensed	5 pt.
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box -i.e. Minimum of 2 spaces either side of Drug Fact Box		No
<b>Tracking:</b>	-7	Horizontal Scale: 81%
<b>Leading:</b>	6.5 pt.	Maximum Characters/Inch: < 39
<b>Barlines:</b>	1.5 pt.	Hairlines: 0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt/Contents (Smallest character height in inches)*		> 0.125 in.
PDP dimensions (in square inches)		5-25 sq. in.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: N/A		Horizontal PDP: 31%



GSK Regulatory Spec Box		Verified Date: 08.15.22
<b>Drug Facts Info</b>		
<b>Drug Facts</b>	Helvetica Bold Condensed Italic	9 pt.
<b>Drug Facts (continued)</b>	Helvetica Bold Condensed Italic / Condensed	8 pt.
<b>Headings</b>	Helvetica Bold Condensed Italic	8 pt.
<b>Subheadings</b>	Helvetica Bold Condensed	6 pt.
<b>Body text</b>	Helvetica Condensed / Bold Condensed	6 pt.
<b>Bullets</b>	Helvetica Condensed	5 pt.
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box -i.e. Minimum of 2 spaces either side of Drug Fact Box		No
<b>Tracking:</b>	-7	Horizontal Scale: 81%
<b>Leading:</b>	6.5 pt.	Maximum Characters/Inch: < 39
<b>Barlines:</b>	1.5 pt.	Hairlines: 0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt/Contents (Smallest character height in inches)*		> 0.125 in.
PDP dimensions (in square inches)		5-25 sq. in.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: N/A		Horizontal PDP: 31%



GSK Regulatory Spec Box		Verified Date: 08.05.22
<b>Drug Facts Info</b>		
<b>Drug Facts</b>	Helvetica Bold Condensed Italic	9 pt.
<b>Drug Facts (continued)</b>	Helvetica Bold Condensed Italic / Condensed	8 pt.
<b>Headings</b>	Helvetica Bold Condensed Italic	8 pt.
<b>Subheadings</b>	Helvetica Bold Condensed	6 pt.
<b>Body text</b>	Helvetica Condensed / Bold Condensed	6 pt.
<b>Bullets</b>	Helvetica Condensed	5 pt.
Bullets on same lines: end of statement separated from bulleted statement by two ems		Yes
Spacing of the hair lines from edge of box -i.e. Minimum of 2 spaces either side of Drug Fact Box		No
<b>Tracking:</b>	-9 Horizontal Scale:	83%
<b>Leading:</b>	6.5 pt. Maximum Characters/Inch:	< 39
<b>Barlines:</b>	1.5 pt. Hairlines:	0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt/Contents (Smallest character height in inches)*		0.125 in.
PDP dimensions (in square inches)		5-25 sq. in.
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: N/A		Horizontal PDP: 29%



GSK Regulatory Spec Box		Verified Date: 08.31.22
<b>Drug Facts Info</b>		
Drug Facts	Helvetica Bold Condensed Italic	9 pt.
Drug Facts (continued)	Helvetica Bold Condensed Italic / Condensed	8 pt.
Headings	Helvetica Bold Condensed Italic	8 pt.
Subheadings	Helvetica Bold Condensed	6 pt.
Body text	Helvetica Condensed / Bold Condensed	6 pt.
Bullets	Helvetica Condensed	5 pt.
Bullets on same line, end of statement separated from bulleted statement by two ems		Yes
Spacing of the bar lines from edge of box - i.e. minimum of 2 spaces either side of Drug Fact Box		No
Tracking:	Horizontal Scale:	81 - 100%
Leading:	6.5 pt.	Maximum Characters/Inch: < 39
Baselines:	1.5 pt.	Headlines: 0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt./Contents (Smallest character height in inches)	> 0.125 in.	
PDP dimensions (in square inches)	5-25 sq. in.	
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: N/A	Horizontal PDP: 36%	



GSK Regulatory Spec Box		Verified Date: 09.07.22
<b>Drug Facts Info</b>		
Drug Facts	Helvetica Bold Condensed Italic	9 pt.
Drug Facts (continued)	Helvetica Bold Condensed Italic / Condensed	8 pt.
Headings	Helvetica Bold Condensed Italic	8 pt.
Subheadings	Helvetica Bold Condensed	6 pt.
Body text	Helvetica Condensed / Bold Condensed	6 pt.
Bullets	Helvetica Condensed	5 pt.
Bullets on same line, end of statement separated from bulleted statement by two ems		Yes
Spacing of the bar lines from edge of box - i.e. minimum of 2 spaces after side of Drug Fact Box		No
Tracking:	0 Horizontal Scale:	81%
Leading:	6.5 pt. Maximum Characters/Inch:	< 39
Barlines:	1.5 pt. Hairlines:	0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt./Contents (Smallest character height in inches)*	> 0.125 in.	
PDP dimensions (in square inches)	5-25 sq. in.	
Ratio of Statement of Identity to Logo/Largest Copy on PDP	5-25 sq. in.	
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)	Vertical PDP: N/A Horizontal PDP: 34%	



GSK Regulatory Spec Box		Verified Date: 08.29.22
<b>Drug Facts Info</b>		
Drug Facts	Helvetica Bold Condensed Italic	9 pt.
Drug Facts (continued)	Helvetica Bold Condensed Italic / Condensed	8 pt.
Headings	Helvetica Bold Condensed Italic	8 pt.
Subheadings	Helvetica Bold Condensed	6 pt.
Body text	Helvetica Condensed / Bold Condensed	6 pt.
Bullets	Helvetica Condensed	5 pt.
Bullets on same line; end of statement separated from bulleted statement by two ems		Yes
Spacing of the bar lines from edge of box - i.e. minimum of 2 spaces after side of Drug Fact Box		No
Tracking:	0 Horizontal Scale:	81%
Leading:	6.5 pt. Maximum Characters/Inch:	> 39
Barlines:	1.5 pt. Hairlines:	0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt./Contents (Smallest character height in inches)*		
> 0.125 in.		
PDP dimensions (in square inches)		
5-25 sq. in.		
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: 41%		Horizontal PDP: 37%



GSK Regulatory Spec Box		Verified Date: 08.29.22
<b>Drug Facts Info</b>		
Drug Facts	Helvetica Bold Condensed Italic	9 pt.
Drug Facts (continued)	Helvetica Bold Condensed Italic / Condensed	8 pt.
Headings	Helvetica Bold Condensed Italic	8 pt.
Subheadings	Helvetica Bold Condensed	6 pt.
Body text	Helvetica Condensed / Bold Condensed	6 pt.
Bullets	Helvetica Condensed	5 pt.
Bullets on same line, end of statement separated from bulleted statement by two ems		Yes
Spacing of the bar lines from edge of box (i.e. minimum of 2 spaces after side of Drug Fact Box)		No
Tracking:	0 Horizontal Scale:	81%
Leading:	6.5 pt. Maximum Characters/Inch:	> 39
Barlines:	1.5 pt. Hairlines:	0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt./Contents (Smallest character height in inches)*	> 0.125 in.	
PDP dimensions (in square inches)	5-25 sq. in.	
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP: 41%	Horizontal PDP: 37%	



GSK Regulatory Spec Box		Verified Date: 09.06.22
<b>Drug Facts Info</b>		
Drug Facts	Helvetica Bold Condensed Italic	9 pt.
Drug Facts (continued)	Helvetica Bold Condensed Italic / Condensed	8 pt.
Headings	Helvetica Bold Condensed Italic	8 pt.
Subheadings	Helvetica Bold Condensed	6 pt.
Body text	Helvetica Condensed / Bold Condensed	6 pt.
Bullets	Helvetica Condensed	5 pt.
Bullets on same line; end of statement separated from bulleted statement by two ems		Yes
Spacing of the bar lines from edge of box - i.e. minimum of 2 spaces either side of Drug Fact Box		No
Tracking:	Horizontal Scale:	81%
Leading:	6.5 pt. Maximum Characters/Inch:	< 39
Barlines:	1.5 pt. Hairlines:	0.5 pt.
<b>Primary Display Panel Info</b>		
Size of Net Wt./Contents (Smallest character height in inches)*	> 0.125 in.	
PDP dimensions (in square inches)	5-25 sq. in.	
Ratio of Statement of Identity to Logo/Largest Copy on PDP		
Statement of Identity (pt.) (Divided by) Largest Logo Copy (pt.)		
Vertical PDP:	N/A	Horizontal PDP: 31%



# EXCEDRIN

**EXCEDRIN**

**MIGRAINE RELIEF**

Acetaminophen 250 mg, Aspirin 250 mg (NSAID)  
and Caffeine 65 mg  
Pain Reliever / Pain Reliever Aid

100

CAPLETS\*



ACTUAL SIZE

100

CAPLETS\*



ACTUAL SIZE

100

CAPLETS\*



ACTUAL SIZE

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CAPLETS\*



ACTUAL SIZE

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CAPLETS\*



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ACTUAL SIZE

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CAPLETS\*



ACTUAL SIZE

**EXCEDRIN**

**MIGRAINE RELIEF**

Acetaminophen 250 mg, Aspirin 250 mg (NSAID)  
and Caffeine 65 mg  
Pain Reliever / Pain Reliever Aid

100

CAPLETS\*



ACTUAL SIZE

100

CAPLETS\*



ACTUAL SIZE

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ACTUAL SIZE

**EXCEDRIN**

**MIGRAINE RELIEF**

Acetaminophen 250 mg, Aspirin 250 mg (NSAID)  
and Caffeine 65 mg  
Pain Reliever / Pain Reliever Aid

100

CAPLETS\*



ACTUAL SIZE

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ACTUAL SIZE

# NEW Packaging, Same Trusted Relief