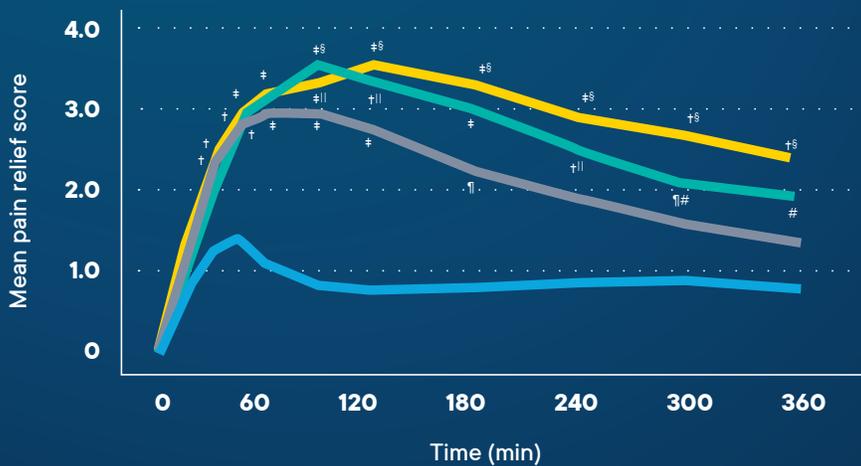




Fact: Advil® is tough on the toughest type of pain

Advil contains the #1 doctor-recommended oral analgesic ingredient.* For patients with dental pain, choose OTC pain relief that works faster than acetaminophen and is stronger than acetaminophen + codeine.

Advil® Liqui-Gels® work fast on dental pain



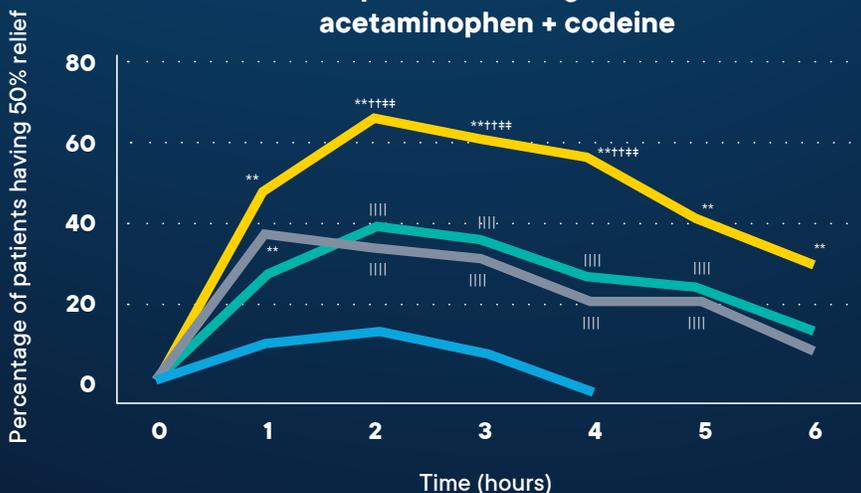
Data show Advil Liqui-Gels (ibuprofen 400 mg) displayed more rapid onset to meaningful relief than Tylenol® Extra Strength (acetaminophen 1000 mg).¹

Advil Liqui-Gels (at both 200 mg and 400 mg) were significantly more efficacious and longer lasting than acetaminophen (1000 mg).¹

- Ibuprofen 400 mg
- Ibuprofen 200 mg
- Acetaminophen 1000 mg
- Placebo

Adapted from Hersh et al.¹ Pain relief was assessed using the following scale: 0=no relief; 1=a little relief; 2=some relief; 3=a lot of relief and 4=complete relief; †P<.01 vs placebo; ‡P<.001 vs placebo; §P<.001 vs acetaminophen 1000 mg; ¶P<.01 vs acetaminophen 1000 mg; *P<.05 vs placebo; #P<.05 vs acetaminophen 1000 mg.

Ibuprofen is stronger than acetaminophen + codeine



Ibuprofen (400 mg) was proven significantly superior in both efficacy and duration to acetaminophen (600 mg) as well as acetaminophen (600 mg) + codeine (60 mg).²

- Ibuprofen 400 mg (n=32)
- Acetaminophen 600 mg (n=36)
- Acetaminophen 600 mg + codeine 60 mg (n=38)
- Placebo (n=34)

Adapted from Forbes et al.² Treatment effect significantly superior to placebo, ^{||||}P<.05, ^{**}P<.01. Treatment effect significantly superior to acetaminophen 600 mg, ^{**}P<.05, ^{§§}P<.01. Treatment effect significantly superior to acetaminophen 600 mg with codeine 60 mg, ^{**}P<.01.

Recommend Advil for your patients with tough dental pain, so they can get the relief they need.

*Based on a survey of healthcare professionals.

Please see proven safety profile on page 2.



Advil[®] stands up to safety concerns

Extensive research shows Advil at OTC doses
has a favorable overall safety profile

Gastrointestinal



Clinical studies show OTC ibuprofen, when taken as directed, offers a very low increased risk of serious GI events, stomach complaints, or bleeding. Furthermore, an epidemiologic study and systematic review found no significant increased risk of serious upper GI toxicity at doses ≤ 1200 mg daily.³⁻⁷

Cardiovascular



Data from a series of studies suggest ibuprofen at OTC doses is not strongly associated with an increased risk of cardiovascular events, such as myocardial infarction and stroke, or a cardio-renal event, such as congestive heart failure.⁸⁻¹¹

Renal



Overall, ibuprofen at OTC doses has a low risk factor for developing acute or chronic renal conditions.^{7,12}

Hepatic



Use of OTC ibuprofen is associated with a very low risk of developing liver injury, especially compared with the severe liver damage observed with acetaminophen overdose and the occasional liver reaction from aspirin.^{5,7}

Visit GSKHealthPartner.com to learn more
about how Advil beats tough dental pain fast.

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Advil