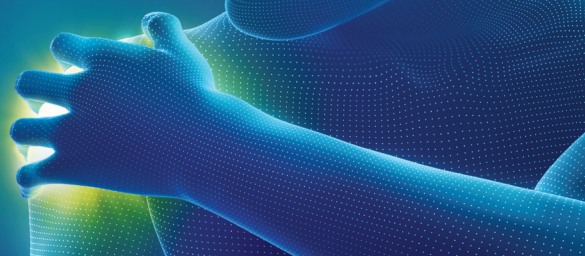


NEW**HALEON****Advil**
TARGETED
RELIEF

FREQUENTLY ASKED QUESTIONS

Why did Advil decide to launch Targeted Relief, a topical product?

Over 50 million adults suffer from chronic pain annually, and we know that pain sufferers use multiple products to manage pain. Advil Targeted Relief is the 1st topical pain reliever from Advil, specially formulated with 4 active ingredients to start to work on contact and target pain at the source. Advil Targeted Relief is designed to be used on acute pain for up to 7 days.

What are the active ingredients in Advil Targeted Relief? Is it different from regular Advil?

There are 4 active ingredients that provide a 4-part plan for pain: menthol, capsaicin, camphor, and methyl salicylate. Targeted Relief does not contain ibuprofen.

How does the unique Mode of Action of Advil Targeted Relief work to deliver pain relief?

Advil Targeted Relief starts working on contact, with each of the 4 ingredients targeting pain in a different way:

- **Menthol** – Provides a cooling sensation on the skin that quickly soothes pain
- **Capsaicin** – Blocks pain by overriding the pain signals from the nerve
- **Camphor** – Desensitizes the area with both cooling and warming sensations
- **Methyl Salicylate** – Stimulates the location of pain when applied and rushes relief to the site

What sizes are available of Advil Targeted Relief?

Advil Targeted Relief is available in a 2.3 oz and a 4.0 oz tube, both with flip-top caps. It's also available on a trial basis in a 2.5 oz tube with massaging applicator cap and a sample-size pouch with only 0.11 oz, however these sizes are not currently available for purchase.

How does Advil Targeted Relief compare to other topical pain relievers?

Advil Targeted Relief is the first topical pain reliever from Advil and the only topical pain reliever with 4 active ingredients (among leading pain brands). Most available OTC topicals contain only 1 or 2, with menthol commonly used as an active ingredient.

What is the dosage for Advil Targeted Relief Cream?

Use Only as Directed.

Adults and Children 12 years and older: Apply to affected area not more than 3 to 4 times daily.

Children under 12 years of age: consult your doctor.

Wash hands after applying.

What indications is this product intended for?

It is indicated for the temporary relief of minor aches and pains of muscles and joints, simple backache, sprains, strains, and bruises.

What are the ingredients in Advil Targeted Relief Cream?

Active Ingredient – 3.1% Camphor, 0.025% Capsaicin, 15% Methyl Salicylate, 10% Menthol.

Inactive Ingredients – Purified Water, Emulsifying Wax, Cetyl Esters Wax, Stearic Acid, Oleth-3-Phosphate, Cetyl Alcohol, Carbopol, Sodium Hydroxide.

Are there any color or dyes in Advil Targeted Relief?

No, Advil Targeted Relief does not have any added color or dyes.

Does Advil Targeted Relief have a child-proof seal?

No.

