

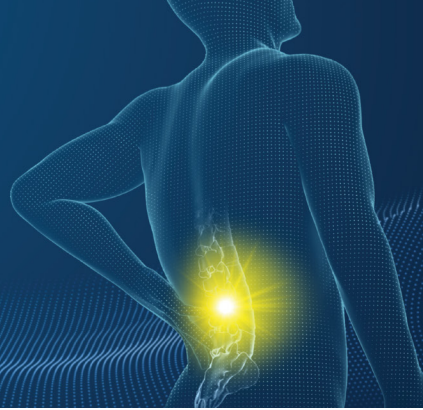
Advil

DUAL ACTION

WITH Acetaminophen

BACK PAIN

HALEON



FREQUENTLY ASKED QUESTIONS

What is Advil DUAL ACTION BACK PAIN and how is it different from regular Advil?

Advil DUAL ACTION BACK PAIN is a combination of ibuprofen (125 mg) and acetaminophen (250 mg)—two distinct mechanisms of action (MOA) working together to fight back pain. Regular Advil features ibuprofen (200 mg) as a stand-alone painkiller.

How does Advil DUAL ACTION BACK PAIN work?

Advil DUAL ACTION BACK PAIN combines the pain-fighting power of its two active ingredients—ibuprofen and acetaminophen. Ibuprofen, a traditional NSAID, decreases the synthesis of pain- and inflammation-promoting prostaglandins via nonselective inhibition of COX-1 and COX-2. Acetaminophen, a non-NSAID analgesic, is believed to exert its effects via central nervous system COX inhibition and activation of central serotonergic pathways.^{1,2}

How does Advil DUAL ACTION BACK PAIN compare to each ingredient used as monotherapy?

In a clinical study, Advil DUAL ACTION BACK PAIN provided significantly greater pain-fighting power across primary and secondary end points than either ibuprofen 250 mg or acetaminophen 650 mg alone.³

- Advil DUAL ACTION BACK PAIN had a fast onset of action³
- Advil DUAL ACTION BACK PAIN had an 8-hour duration of action³

Are there any new side effects or safety concerns with Advil DUAL ACTION BACK PAIN?

Advil DUAL ACTION BACK PAIN combines two of the most widely used analgesics in the world, both with established efficacy and safety profiles. No new safety concerns were identified with Advil DUAL ACTION BACK PAIN compared with each ingredient alone. Refer to the Drug Facts label for specific warnings associated with acetaminophen and NSAID use.

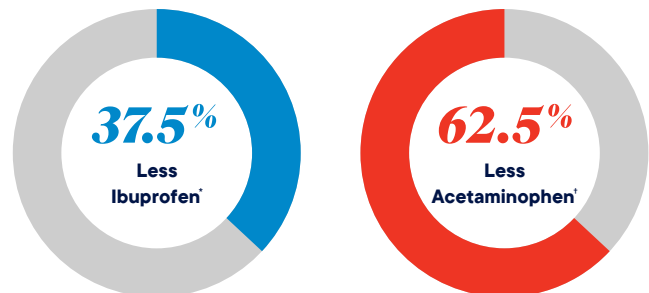
What is the dosing of Advil DUAL ACTION BACK PAIN and how does that compare to single-ingredient ibuprofen and/or acetaminophen?

Each Advil DUAL ACTION BACK PAIN tablet contains 125 mg of ibuprofen and 250 mg of acetaminophen and can be taken as **2 tablets every 8 hours**, for a total of 6 tablets per day.

Individually, ibuprofen and acetaminophen usually need to be dosed every 4-6 hours.^{4,5}

How does Advil DUAL ACTION BACK PAIN provide pain relief in a lower maximum daily dose?

Total daily doses of each component for Advil DUAL ACTION BACK PAIN are less than taking either component alone providing effective, lasting pain relief.



*With Advil DUAL ACTION BACK PAIN, the maximum daily allowance of ibuprofen is 750 mg vs 1200 mg, which is the maximum daily allowance for ibuprofen alone. When you take Advil DUAL ACTION BACK PAIN, you're taking 37.5% less ibuprofen.

*With Advil DUAL ACTION BACK PAIN, the maximum daily allowance of acetaminophen is 1500 mg vs 4000 mg, which is the maximum daily allowance for acetaminophen alone. When you take Advil DUAL ACTION BACK PAIN, you're taking 62.5% less acetaminophen.

Why does Advil DUAL ACTION BACK PAIN work for 8 hours?

Advil DUAL ACTION BACK PAIN lasts 8 hours as a result of the two different modes of action working in concert. While there is not a “delayed-release” effect, the two differing mechanisms make for a prolonged duration of back pain-fighting power.

What types of pain should I recommend Advil DUAL ACTION BACK PAIN for?

Advil DUAL ACTION BACK PAIN can be used to temporarily relieve minor back aches and pains, in addition to relieving headaches, toothache, menstrual cramps, muscular aches, and the minor pain of arthritis.

Why isn't Advil DUAL ACTION BACK PAIN indicated for fever reduction when both ibuprofen and acetaminophen are proven antipyretics?

Both ibuprofen and acetaminophen are proven antipyretics when used alone. While the combination was statistically significant in reducing fever versus placebo, it did not achieve statistical significance over each ingredient alone in clinical studies.

How much will Advil DUAL ACTION BACK PAIN cost?

The average retail price will vary based on retailer and count size.

Where can I learn more about Advil DUAL ACTION BACK PAIN?

You can learn more about Advil DUAL ACTION BACK PAIN by going to the pain relief section of <https://www.haleonhealthpartner.com/en-us/>

Where can I request samples for my patients?

You can request samples to ship directly to your office <https://www.haleonhealthpartner.com/en-us/samples>

Where can my patients find out more information about Advil DUAL ACTION BACK PAIN?

By visiting Advil.com to learn about dosing and safety information, plus sign up to receive exclusive Advil coupons.

References: 1. Tanner T et al. The pharmacokinetic profile of a novel fixed-dose combination tablet of ibuprofen and paracetamol. *BMC Clin Pharmacol*. 2010;10:10. 2. Dickman A. Choosing over-the-counter analgesics. *Pharm J*. 2008;281:631. 3. Searle S et al. Efficacy and safety of single and multiple doses of a fixed-dose combination of ibuprofen and acetaminophen in the treatment of postsurgical dental pain: results from 2 phase 3, randomized, parallel-group, double-blind, placebo-controlled studies. *Clin J Pain*. 2020;36(7):495-504. 4. Advil Drug Facts. Pfizer, 2019. 5. Tylenol Drug Facts. Johnson & Johnson, 2019.

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