

TREAT BACK PAIN 2 WAYS

With an FDA approved, OTC combination of Acetaminophen + Ibuprofen

IBUPROFEN TARGETS PAIN CAUSED BY INFLAMMATION



ACETAMINOPHEN BLOCKS PAIN SIGNALS



Advil DUAL ACTION BACK PAIN has a fast onset of action.¹



Advil DUAL ACTION BACK PAIN has a longer duration of relief than Ibuprofen 250 mg and Acetaminophen 650 mg.¹



Advil DUAL ACTION BACK PAIN is superior to each of its individual components.¹



Advil DUAL ACTION BACK PAIN is an alternative to opioids with comparable efficacy and better tolerability without the risk for addiction.²⁻⁴



A FIXED-DOSE, PAIN-FIGHTING PAIR

Advil DUAL ACTION BACK PAIN can be used to temporarily relieve minor aches and pains due to:⁵⁻⁷



As well as:



Headache



Menstrual cramps



Muscular aches



Toothache



Minor pain of arthritis

Advil DUAL ACTION BACK PAIN has a favorable dosing schedule that requires lower maximum daily doses of each medication compared to each monocomponent

ACTIVE INGREDIENTS

Ibuprofen 250 mg
Acetaminophen 500 mg

In each dose

DIRECTIONS

For adults and children 12 years and older:

- Two tablets every 8 hours

DOSE & FREQUENCY

Maximum of 6 tablets over 24 hours

Advil DUAL ACTION BACK PAIN is a combination of ibuprofen + acetaminophen—two distinct mechanisms of action (MOA) working together to fight back pain:

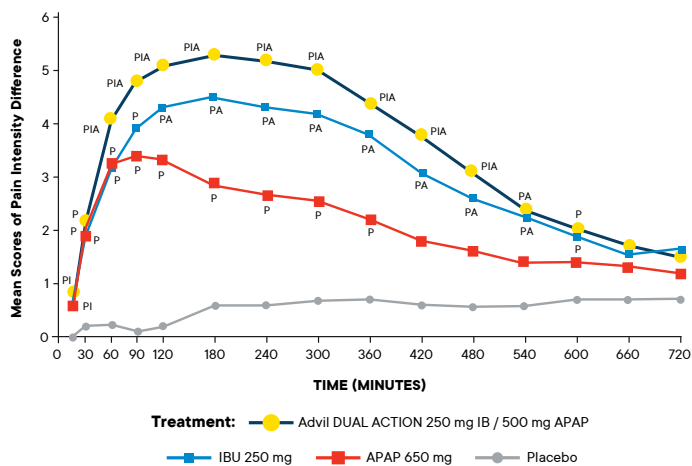
IBUPROFEN
A “traditional” NSAID*
decreases the synthesis of pain- and inflammation-promoting prostaglandins via non-selective inhibition of COX-1 and COX-2⁵

+

ACETAMINOPHEN
A non-NSAID analgesic, is believed to exert its effects via CNS COX inhibition and activation of central serotonergic pathways^{5,6}

Advil DUAL ACTION BACK PAIN is greater than the sum of its parts

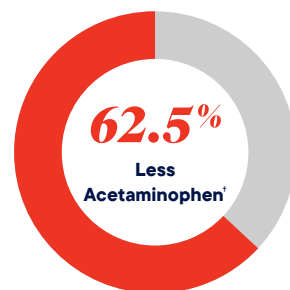
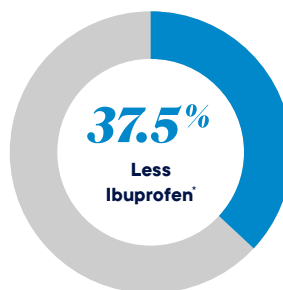
In a clinical study, Advil DUAL ACTION BACK PAIN provided significantly greater analgesic efficacy across primary and secondary endpoints than either ibuprofen 250 mg or acetaminophen 650 mg alone.¹



P, Significantly better than placebo ($P < 0.05$); I, Significantly better than IBU 250 mg ($P < 0.05$); A, Significantly better than APAP ($P < 0.05$)

Lower doses to feel relief

Advil DUAL ACTION BACK PAIN provides more effective, lasting pain relief with lower maximum daily doses of each medication.



*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.

References: 1. 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 Jul; 36(7):495-504. 2. Daniels SE, Goulder MA, Aspley S, Reader S. A randomised, five-parallel-group, placebo-controlled trial comparing the efficacy and tolerability of analgesic combinations including a novel single-tablet combination of ibuprofen/paracetamol for postoperative dental pain. *Pain*. 2011;152(3):632-642. 3. Moore PA, Hersh EV. Combining ibuprofen and acetaminophen for acute pain management after third-molar extractions: translating clinical research to dental practice. *J Am Dent Assoc*. 2013;144(8):898-908. 4. Moore RA, Derry S, Aldington D, Wiffen PJ. Single dose oral analgesics for acute postoperative pain in adults – an overview of Cochrane reviews. *Cochrane Database Syst Rev*. 2015;2015(9):CD008659. 5. Tanner T et al. The pharmacokinetic profile of a novel fixed-dose combination tablet of ibuprofen and paracetamol. *BMC Clin Pharmacol*. 2010;10:10. 6. Dickman A. Choosing over-the-counter analgesics. *Pharm J*. 2008;281:631. 7. Perrott DA et al. Efficacy and safety of acetaminophen vs ibuprofen for treating children's pain or fever: a meta-analysis. *Arch Pediatr Adolesc Med*. 2004;158(6):521-526.

For more information about Advil DUAL ACTION BACK PAIN, Visit the pain relief section of <https://www.haleonhealthpartner.com/en-us/>



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