

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 21-APR-2011 PASS # 1 Component # PAA017479.FDA05 Drawing # 5817 Rev. # 2	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

**ACTUAL SIZE**



128 CODE = 017478

**ACTUAL SIZE**



128 CODE = 017478

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 21-APR-2011 PASS # 1 Component # PAA017478.FDA05 Drawing # 5816 Rev. # 2	(b) (4)
Identification	
<b>Pfizer Consumer Healthcare</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	N/A

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_



1/8" Clear area around Data Matrix - Unprinted

187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND  
DATA MATRIX CODE = 017726

FRONT

**READ AND KEEP CARD FOR COMPLETE WARNINGS AND INFORMATION**

For most recent product information, visit [www.Advil.com](http://www.Advil.com)

**FPO**  
3 0573-0133-09 8

**Drug Facts**  
**Active ingredient (in each tablet)** Purpose  
Ibuprofen sodium 200 mg (provided as Ibuprofen sodium 256 mg) (NSAID)\* Pain reliever/  
\*nonsteroidal anti-inflammatory drug Fever reducer

**Uses**  
temporarily relieves minor aches and pains due to:  
headache toothache  
backache menstrual cramps  
the common cold muscular aches  
minor pain of arthritis  
temporarily reduces fever

**Warnings**  
**Allergy alert:** Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:  
hives facial swelling asthma (wheezing)  
shock skin reddening rash blisters  
If an allergic reaction occurs, stop use and seek medical help right away.  
**Stomach bleeding warning:** This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you:  
are age 60 or older  
have had stomach ulcers or bleeding problems  
take a blood thinning (anticoagulant) or steroid drug  
take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)  
have 3 or more alcoholic drinks every day while using this product  
take more or for a longer time than directed

**Do not use**  
if you have ever had an allergic reaction to any other pain reliever/fever reducer  
right before or after heart surgery

**Ask a doctor before use if**  
stomach bleeding warning applies to you  
you have problems or serious side effects from taking pain relievers or fever reducers  
you have a history of stomach problems, such as heartburn  
you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma  
you are taking a diuretic

**Ask a doctor or pharmacist before use if you are**  
under a doctor's care for any serious condition  
taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin  
taking any other drug

**Drug Facts (continued)**  
**When using this product**  
take with food or milk if stomach upset occurs  
the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

**Stop use and ask a doctor if**  
you experience any of the following signs of stomach bleeding:  
feel faint vomit blood  
have bloody or black stools  
have stomach pain that does not get better  
pain gets worse or lasts more than 10 days  
fever gets worse or lasts more than 3 days  
redness or swelling is present in the painful area  
any new symptoms appear

**If pregnant or breast-feeding,** ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.  
**Keep out of reach of children.** In case of overdose, get medical help or contact a Poison Control Center right away.

**Directions**  
do not take more than directed  
the smallest effective dose should be used  
adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist  
if pain or fever does not respond to 1 tablet, 2 tablets may be used  
do not exceed 6 tablets in 24 hours, unless directed by a doctor  
children under 12 years: ask a doctor

**Other information**  
each tablet contains sodium 22 mg  
read all warnings and directions before use. Keep card.  
store at 20-25°C (68-77°F)  
avoid excessive heat above 40°C (104°F)

**Inactive ingredients** acesulfame potassium, carnauba wax, colloidal silicon dioxide, copovidone, ferric oxide, hypromellose, mannitol, medium-chain triglycerides, microcrystalline cellulose, natural and artificial flavor, pharmaceutical ink, polyethylene glycol, propylene glycol, sodium lauryl sulfate, sucralose, titanium dioxide

**Questions or comments?**  
Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL

PAA017726.FDA05

Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc.  
U.S. Patent Pending

BACK

.187 DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND  
DATA MATRIX CODE = 017726

UNPRINTED AREA FOR ANACIN FOR LOT & EXP.  
PRINTED AREA FOR ADVIL LOT & EXP

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 21-APR-2011 PASS # 1 Component # PAA017726.FDA05 Drawing # 5832 Rev. # 2	(b) (4)
<b>Identification</b>	
<b>Pfizer Consumer Healthcare</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
<b>Vendor Identification</b>	
Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 15-APR-2011 PASS # 3 Component # PAA017495.FDA05 Drawing # (b) (4)-00001042	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

Actual Size

**UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA**

3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.  
**DATA MATRIX CODE= 017493**

3/8" HINGE AREA UNVARNISHED

**BASE**

**Directions**  
 ■ do not take more than directed ■ the smallest effective dose should be used  
 ■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist  
 ■ if pain or fever does not respond to 1 tablet, 2 tablets may be used ■ do not exceed 6 tablets in 24 hours, unless directed by a doctor ■ children under 12 years: ask a doctor  
 each tablet contains: sodium 22 mg  
**Questions or comments?** Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL  
 For most recent product information, visit [www.Advil.com](http://www.Advil.com)  
 Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc. PAA017493.FDA05

**RELEASED BACK**

3/8" HINGE AREA UNVARNISHED

Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer. ■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you: ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed. ■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

150%

**TOP**

**Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.**

serious condition, age 60 or over, taking any other drug or have stomach problems. ■ This product may cause a **severe allergic reaction**, especially in people allergic to aspirin.

**LIFT HERE for More Drug Facts**

**Directions**  
 ■ do not take more than directed ■ the smallest effective dose should be used  
 ■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist  
 ■ if pain or fever does not respond to 1 tablet, 2 tablets may be used ■ do not exceed 6 tablets in 24 hours, unless directed by a doctor ■ children under 12 years: ask a doctor  
 each tablet contains: sodium 22 mg  
**Questions or comments?** Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL  
 For most recent product information, visit [www.Advil.com](http://www.Advil.com)  
 Pfizer, Madison, NJ 07940 USA © 2011 Pfizer Inc. PAA017493.FDA05

**BASE**

**RELEASED BACK**

Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer. ■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you: ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed. ■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

DIGITAL MECHANICAL - NOT COLOR ACCURATE

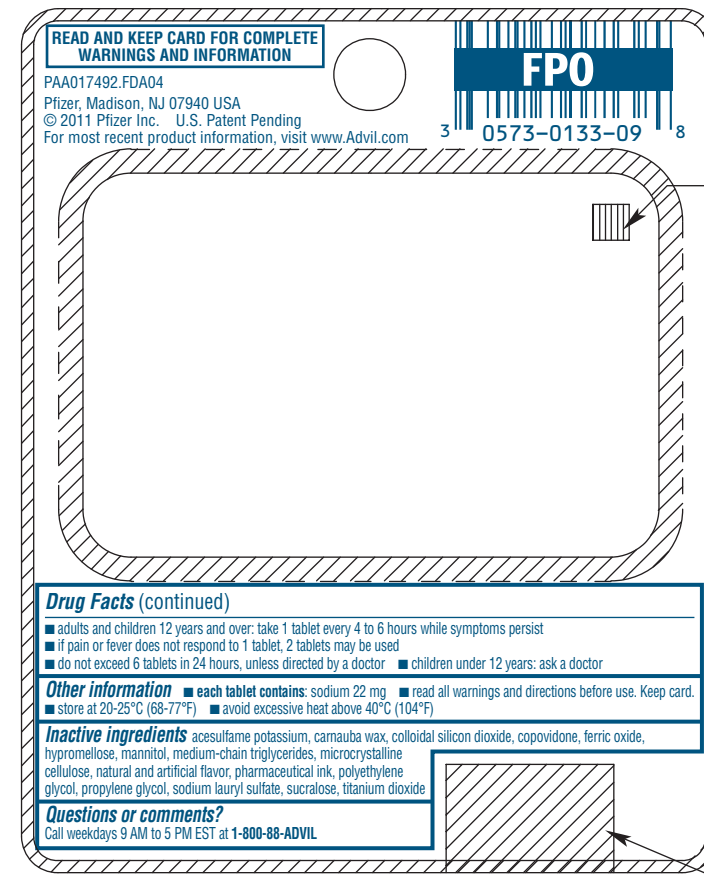
Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017493.FDA05 Drawing # (b) (4)-00000785	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_



1/8" Clear area around Data Matrix - Unprinted

187 DATA-MATRIX CODE (ECC200), PRINTED IN BLACK OR BLUE ON UNPRINTED WHITE BACKGROUND  
 DATA MATRIX CODE = 017492

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017492.FDA04 Drawing # 6307 Rev. # 2	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	<input checked="" type="checkbox"/> with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

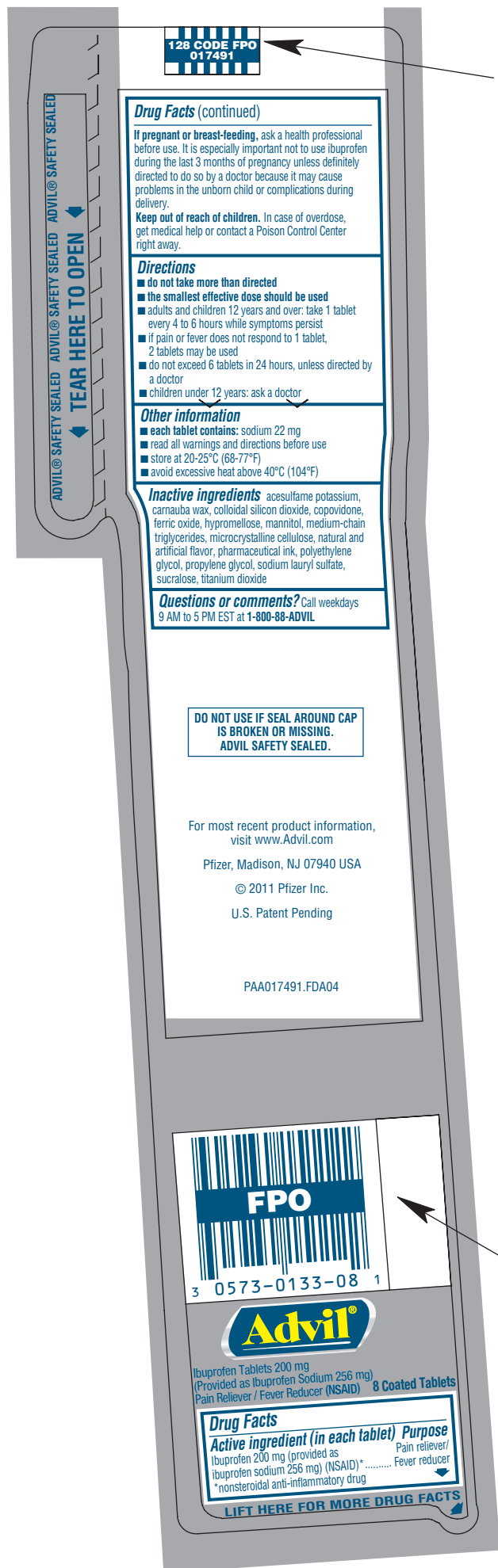
DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	N/A
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

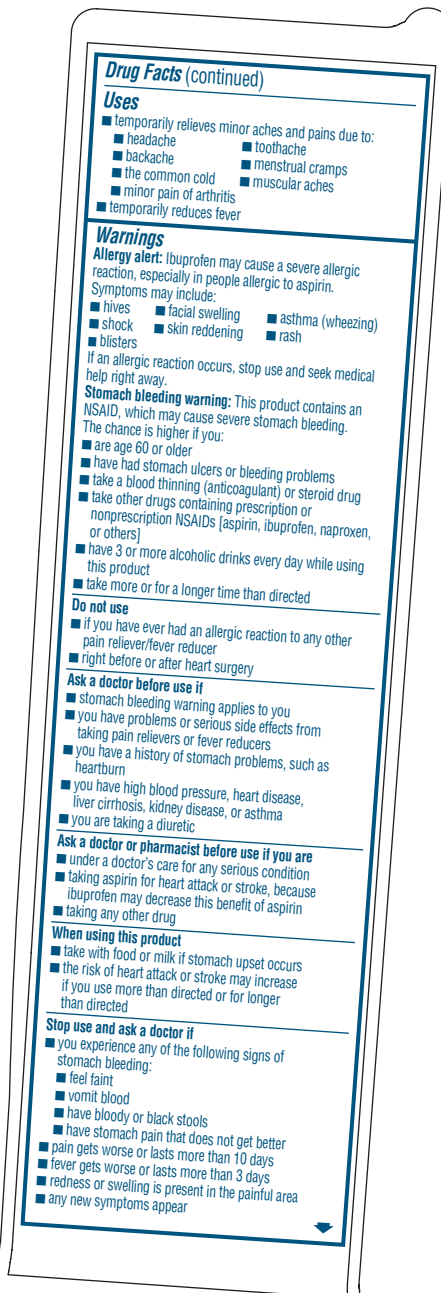
OUTSIDE

INSIDE



128 CODE AREA — SUBSET C  
10 MIL DENSITY  
WITH 4, 6 OR 8 DIGITS  
(UNVARNISHED)

UNVARNISHED  
AREA FOR LOT  
AND EXP. DATE



with  
Changes

DEPARTMENT	REVIEWED BY		DATE
	PRINT NAME	SIGNATURE	
Graphic Artist			
Labeling Compliance			
Packaging Engineer			
Medical			
Regulatory Affairs			
Marketing			
Legal			
Trademark			
Display Services			
Promotions			
Graphic Artist Closed			

DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017491.FDA04 Drawing # 6256 Rev. # 3	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

RELEASED

Name \_\_\_\_\_ Date \_\_\_\_\_

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017480.FDA04 Drawing # 6900 Rev. # 1	(b) (4)
Identification	
Pfizer Consumer Healthcare Package Design & Development Five Giralds Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (6)	
Printer Notes	
Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	N/A
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

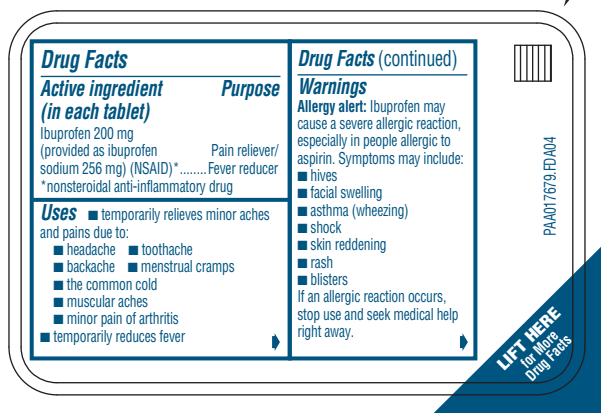
DEPARTMENT	REVIEWED BY			with Changes
	PRINT NAME	SIGNATURE	DATE	
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**RELEASED**

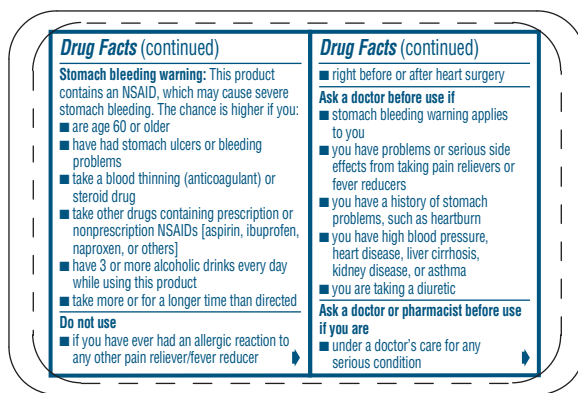
Name \_\_\_\_\_ Date \_\_\_\_\_

3/16" x 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.

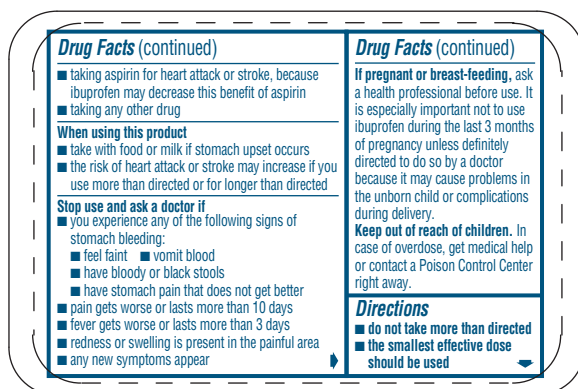
DATA MATRIX CODE = 017679



PANEL 1



PANEL 2



BASE PANEL

DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

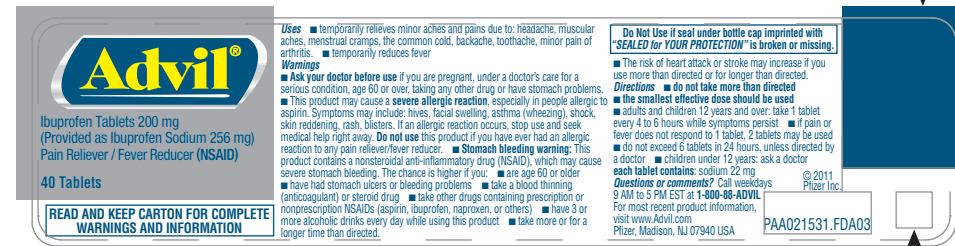
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 13-APR-2011 PASS # 1 Component # PAA017679.FDA04 Drawing # 6305 Rev. # 1	(b) (4)
<b>Identification</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Package Design & Development Graphic Artist: _____ (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

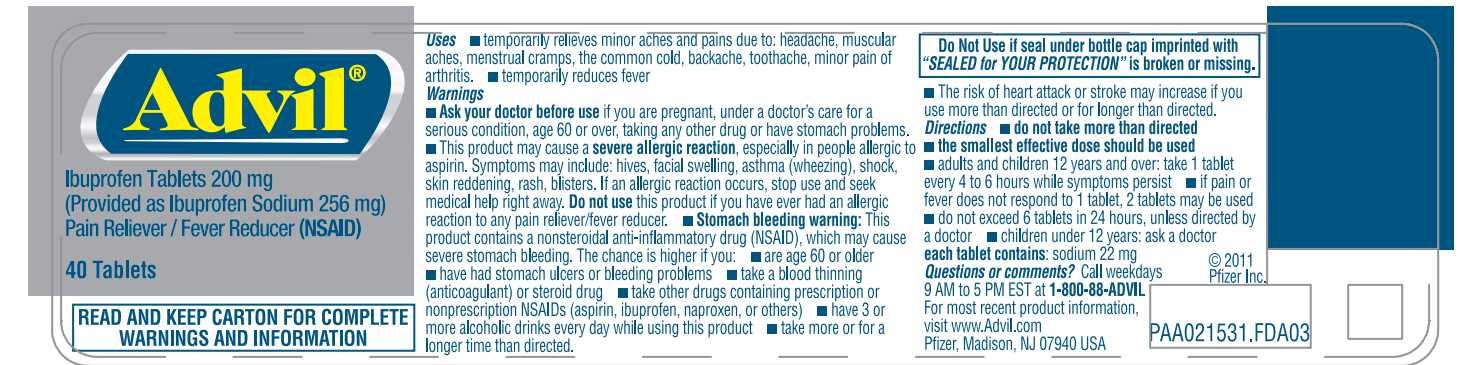
ACTUAL SIZE

UNVARNISHED AND PRINTED  
IN BLACK OR DARK BLUE.  
FOR LOT & EXPIRATION AREA



3/16" X 3/16" DATA MATRIX CODE (ECC 200),  
PRINTED IN BLACK OR DARK BLUE  
ON UNPRINTED WHITE BACKGROUND.  
DATA MATRIX CODE = 021531

150%



**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

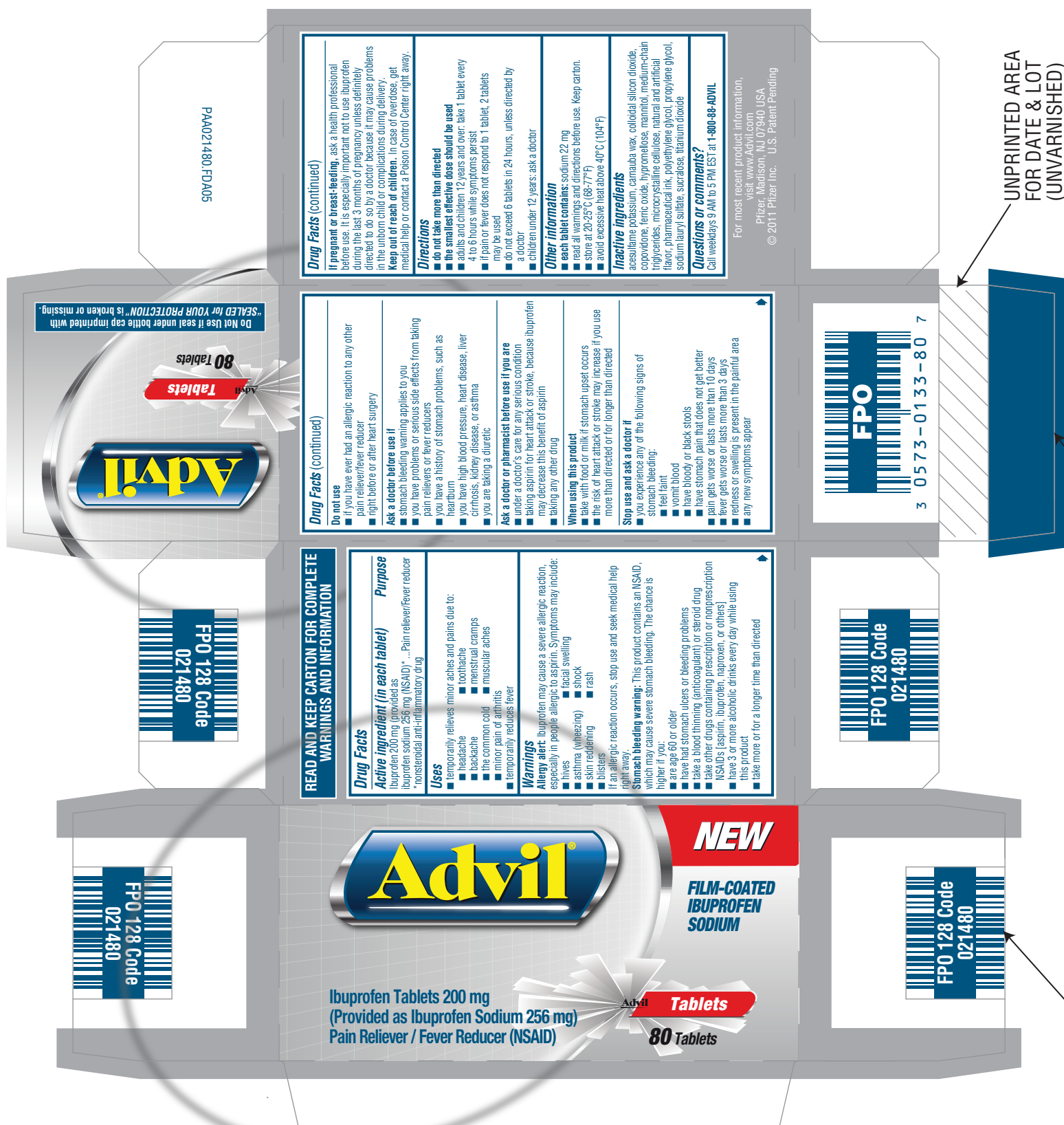
Job Information	Color Legend
<b>Date</b> 14-APR-2011 PASS # 2 <b>Component #</b> PAA021531.FDA03 <b>Drawing #</b> 7098 Rev. # 1	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Labeling Implementation & Graphics Design Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

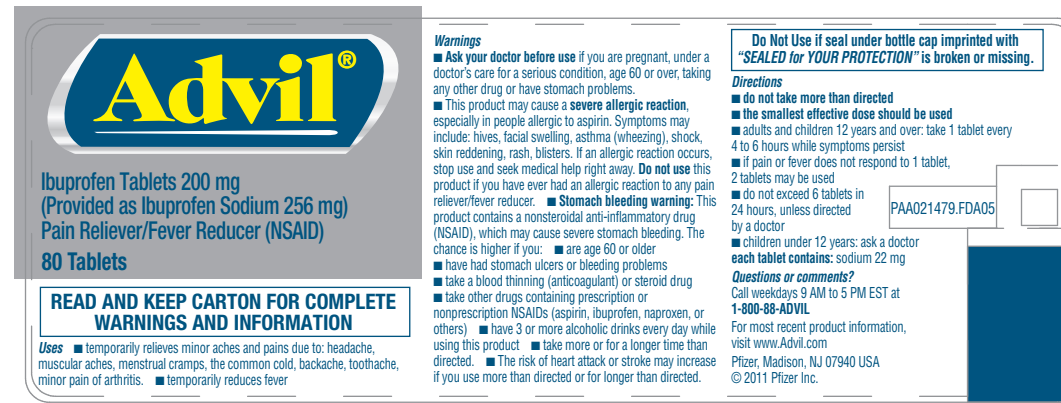
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 15-APR-2011 PASS # 3a Component # PAA021480.FDA05 Drawing # 7087 Rev. # 1	(b) (4)
<b>Identification</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Graphic Systems Group Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>




DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	5.5 pt
• SUBHEADINGS/BODY TEXT	5.5 pt
• LEADING	6 pt
• BULLETS	4.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

3/16" X 3/16" DATA MATRIX CODE (ECC 200),  
 PRINTED IN BLACK OR DARK BLUE  
 ON UNPRINTED WHITE BACKGROUND.  
**DATA MATRIX CODE = 021479**

UNVARNISHED AND PRINTED  
 IN BLACK OR DARK BLUE.  
 FOR LOT & EXPIRATION AREA

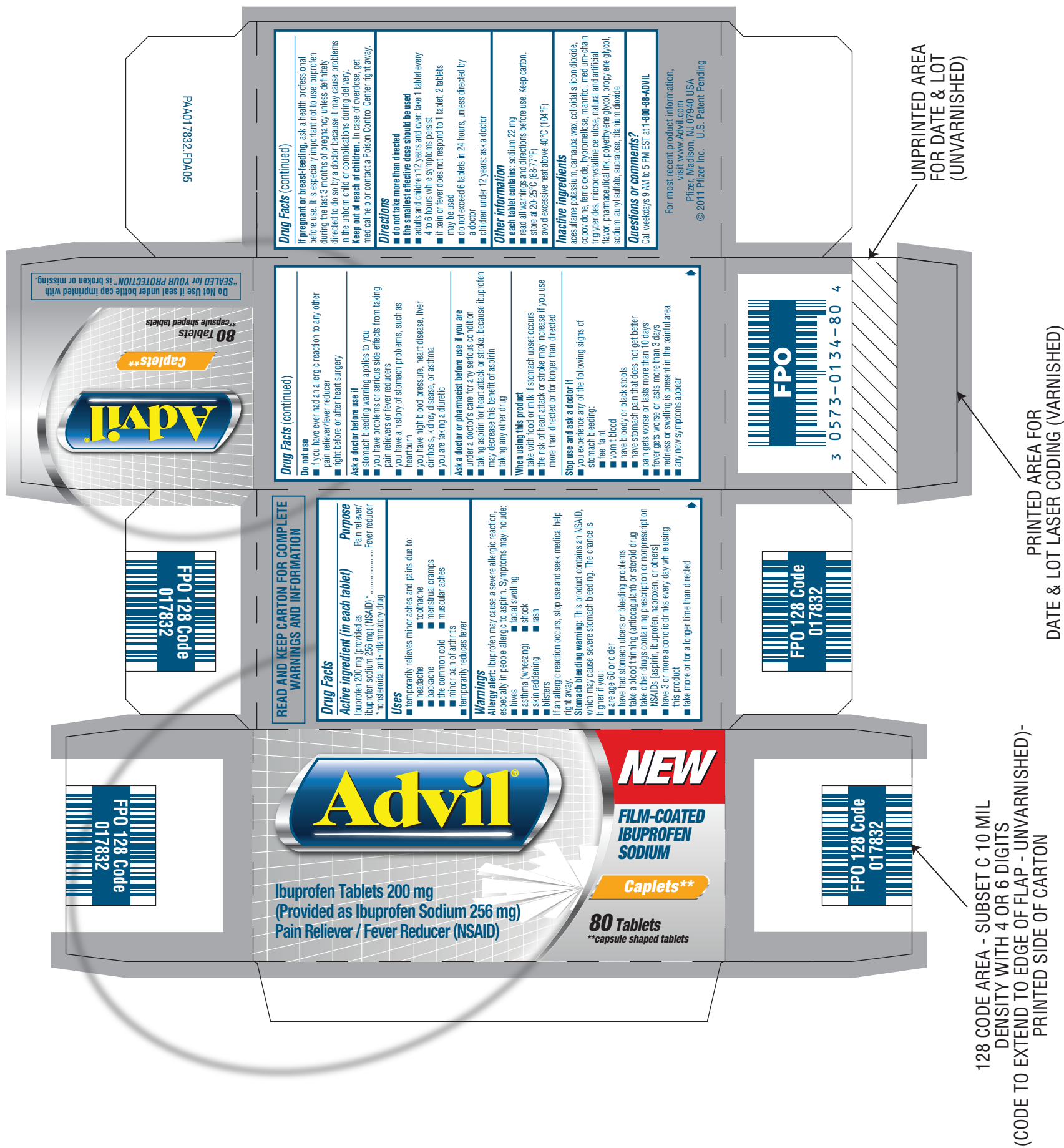
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA021479.FDA05 Drawing # 7090 Rev. # 1	(b) (4)
<b>Identification</b>  Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 Fax: (973) 660-6048	
<b>Vendor Identification</b> Graphic Systems Group Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	9 pt
• DRUG FACTS CONTINUED	8 pt
• HEADINGS	8 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input checked="" type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 15-APR-2011 PASS # 3 Component # PAA017832.FDA05 Drawing # 7087 Rev. # 1	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	
Printer Notes	
Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

RELEASED

Name \_\_\_\_\_ Date \_\_\_\_\_

**Advil**  
 Ibuprofen Tablets 200 mg  
 (Provided as Ibuprofen Sodium 256 mg)  
 Pain Reliever / Fever Reducer (NSAID)  
 80 Tablets

**READ AND KEEP CARTON FOR COMPLETE WARNINGS AND INFORMATION**

**Warnings**  
 ■ Ask your doctor before use if you are pregnant, under a doctor's care for a serious condition, age 60 or over, taking any other drug or have stomach problems.  
 ■ This product may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. Do not use this product if you have ever had an allergic reaction to any pain reliever/fever reducer. ■ Stomach bleeding warning: This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you: ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed. ■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

**Directions**  
 ■ do not take more than directed  
 ■ the smallest effective dose should be used  
 ■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist  
 ■ if pain or fever does not respond to 1 tablet, 2 tablets may be used  
 ■ do not exceed 6 tablets in 24 hours, unless directed by a doctor  
 ■ children under 12 years: ask a doctor  
 each tablet contains: sodium 22 mg

**Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.**

PAA017831.FDA05

**Questions or comments?**  
 Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL  
 For most recent product information, visit [www.Advil.com](http://www.Advil.com)  
 Pfizer, Madison, NJ 07940 USA  
 © 2011 Pfizer Inc.

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	5.5 pt
• SUBHEADINGS/BODY TEXT	5.5 pt
• LEADING	6 pt
• BULLETS	4.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

3/16" X 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND. DATA MATRIX CODE = 017831

UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE. FOR LOT & EXPIRATION AREA

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

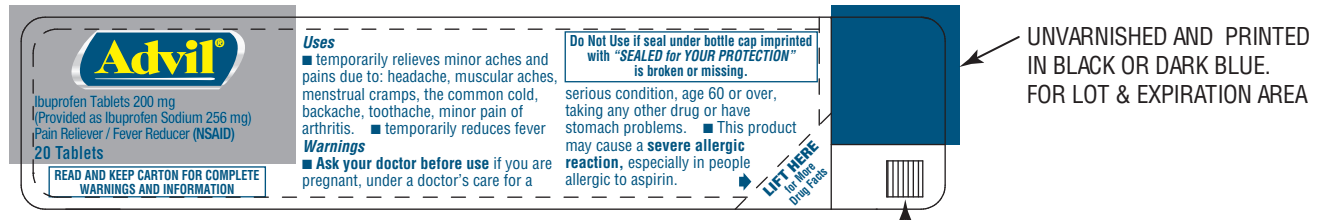
Job Information	Color Legend
Date 14-FEB-2011 PASS # 2 Component # PAA017831.FDA05 Drawing # 7090 Rev. # 1	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>



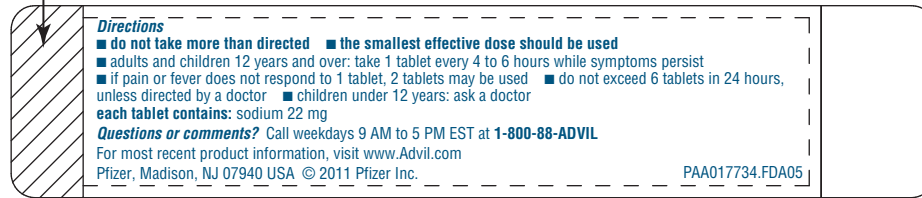


UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE FOR LOT & EXPIRATION AREA

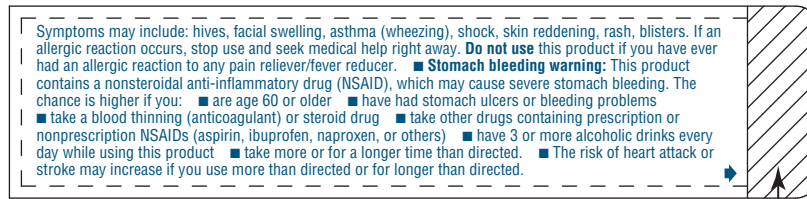
TOP

3/16" X 3/16" DATA MATRIX CODE (ECC200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND.  
**DATA MATRIX CODE = 017734**

3/8" HINGE AREA UNVARNISHED



BASE



RELEASED BACK

3/8" HINGE AREA UNVARNISHED

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017734.FDA05 Drawing # (b) (4)00000785	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

TOP LAYER FACE

**NEW**  
**FILM-COATED IBUPROFEN SODIUM**

**Advil**

Ibuprofen Tablets 200 mg  
(Provided as Ibuprofen Sodium 256 mg)  
Pain Reliever / Fever Reducer (NSAID)

**Tablets**  
240 Coated Tablets

**Drug Facts**

**Active ingredient (in each tablet)**  
Ibuprofen 200 mg (provided as ibuprofen sodium 256 mg) (NSAID)\* .....Pain reliever/Fever reducer  
\*nonsteroidal anti-inflammatory drug

**Purpose**  
Pain reliever/Fever reducer

**Uses**

- temporarily relieves minor aches and pains due to:
  - headache
  - toothache
  - backache
  - menstrual cramps
  - the common cold
  - muscular aches
  - minor pain of arthritis
  - temporarily reduces fever

**Warnings**

**Allergy alert:** Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:

- hives
- facial swelling
- asthma (wheezing)
- shock
- skin reddening
- rash
- blisters

If an allergic reaction occurs, stop use and seek medical help right away.

**Do Not Use if seal under bottle cap imprinted with "SEALED for YOUR PROTECTION" is broken or missing.**

**FPO**

3 0573-0133-90 6

PAA017733.FDA05

LIFT HERE for more drug facts

(b) (4)

3/16" x 3/16" DATA MATRIX CODE (ECC 200), PRINTED IN BLACK OR DARK BLUE ON UNPRINTED WHITE BACKGROUND WITH A MINIMUM OF 1/8" QUIET ZONE ALL 4 SIDES.  
**DATA MATRIX CODE = 017733**

FOR LOT & EXPIRATION AREA UNVARNISHED AND PRINTED IN BLACK OR DARK BLUE.

TOP LAYER BACK

**NO COPY HINGED AREA**

**Drug Facts (continued)**

**Stomach bleeding warning:** This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you:

- are age 60 or older
- have had stomach ulcers or bleeding problems
- take a blood thinning (anticoagulant) or steroid drug
- take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)
- have 3 or more alcoholic drinks every day while using this product
- take more or for a longer time than directed

**Do not use**

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- right before or after heart surgery

**Ask a doctor before use if**

- stomach bleeding warning applies to you
- you have problems or serious side effects from taking pain relievers or fever reducers
- you have a history of stomach problems, such as heartburn
- you have high blood pressure, heart disease, liver cirrhosis, kidney disease, or asthma
- you are taking a diuretic

**Drug Facts (continued)**

**Ask a doctor or pharmacist before use if you are**

- under a doctor's care for any serious condition
- taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin
- taking any other drug

**When using this product**

- take with food or milk if stomach upset occurs
- the risk of heart attack or stroke may increase if you use more than directed or for longer than directed

**Stop use and ask a doctor if**

- you experience any of the following signs of stomach bleeding:
  - feel faint
  - vomit blood
  - have bloody or black stools
  - have stomach pain that does not get better
- pain gets worse or lasts more than 10 days
- fever gets worse or lasts more than 3 days
- redness or swelling is present in the painful area
- any new symptoms appear

**If pregnant or breast-feeding,** ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

**Keep out of reach of children.** In case of overdose, get medical help or contact a Poison Control Center right away.

(b) (4)

BASE LAYER

**NO COPY HINGED AREA**

**Drug Facts (continued)**

**Directions**

- do not take more than directed
- the smallest effective dose should be used
- adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist
- if pain or fever does not respond to 1 tablet, 2 tablets may be used
- do not exceed 6 tablets in 24 hours, unless directed by a doctor
- children under 12 years: ask a doctor

**Other information**

- each tablet contains: sodium 22 mg
- read all warnings and directions before use
- store at 20-25°C (68-77°F)
- avoid excessive heat above 40°C (104°F)

**Inactive ingredients**  
acesulfame potassium, carnauba wax, colloidal silicon dioxide, copovidone, ferric oxide, hypromellose, mannitol, medium-chain triglycerides, microcrystalline cellulose, natural and artificial flavor, pharmaceutical ink, polyethylene glycol, propylene glycol, sodium lauryl sulfate, sucralose, titanium dioxide

**Questions or comments?**  
Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL

**Advil**

For most recent product information, visit [www.Advil.com](http://www.Advil.com)

Pfizer, Madison, NJ 07940 USA  
© 2011 Pfizer Inc.  
U.S. Patent Pending

**NO COPY AREA**

(b) (4)

DRUG FACTS MODIFIED TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	10 pt
• DRUG FACTS CONTINUED	9 pt
• HEADINGS	9 pt
• SUBHEADINGS/BODY TEXT	7 pt
• LEADING	7.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	6 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

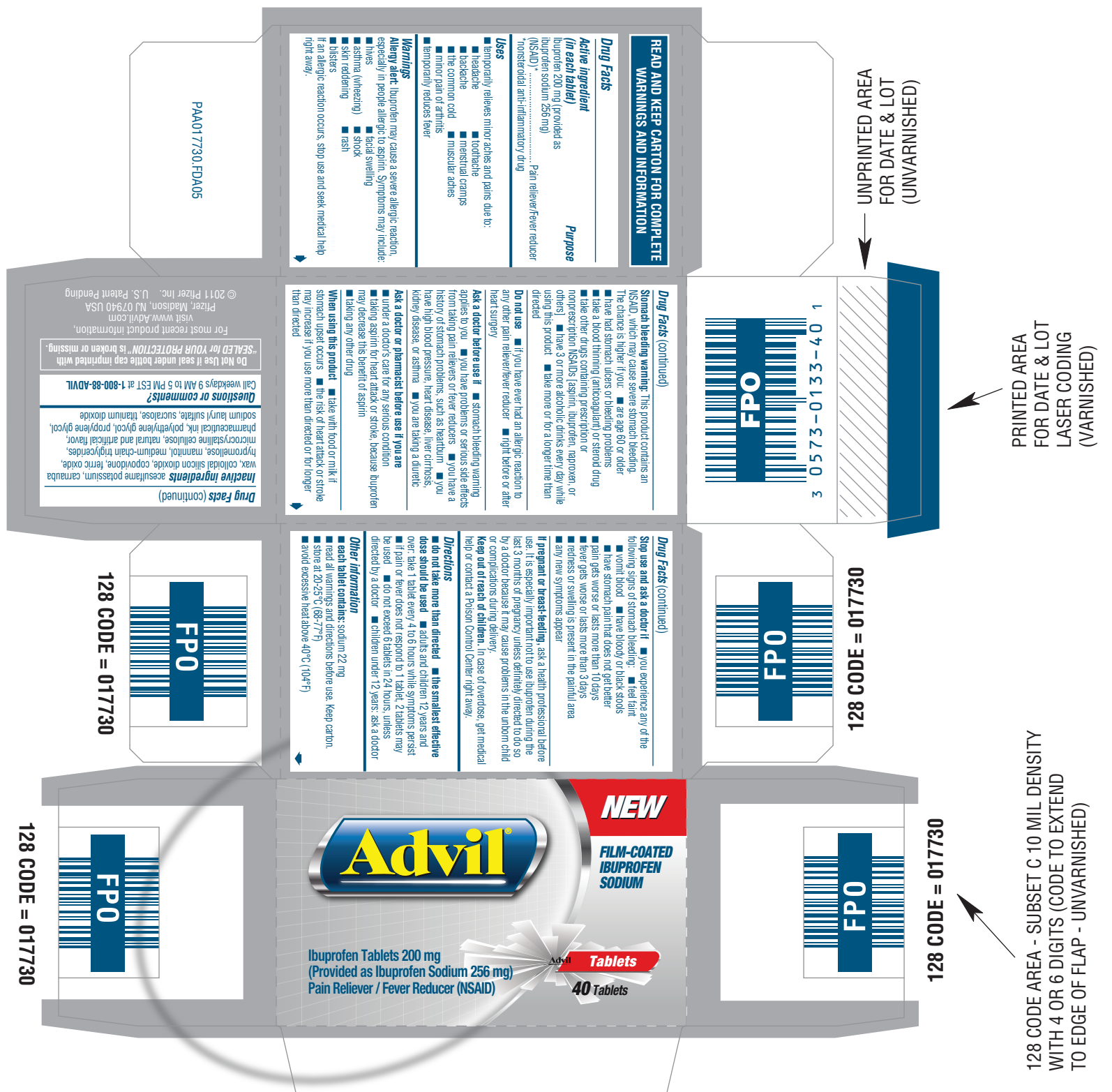
DIGITAL MECHANICAL - NOT COLOR ACCURATE

Job Information	Color Legend
Date 14-APR-2011 PASS # 2 Component # PAA017733.FDA05 Drawing # 6341 Rev. # 4	See art for colors
Identification	
Pfizer Consumer Healthcare Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Capitol Hill (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

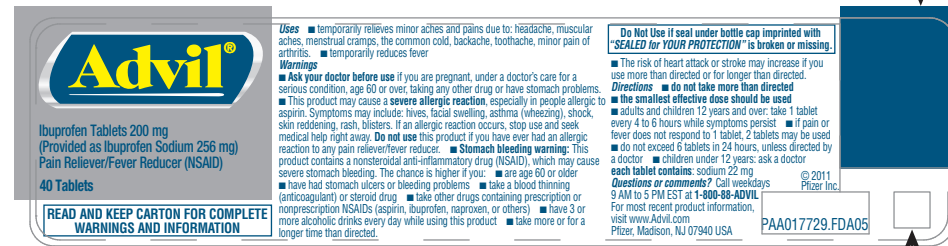
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 15-APR-2011 <b>PASS #</b> 3 <b>Component #</b> PAA017730.FDA05 <b>Drawing #</b> (b) (4)-00001041	(b) (4)
<b>Identification</b> <b>Consumer Healthcare</b> Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Graphic Systems Group Graphic Artist: (b) (4)	<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DEPARTMENT	REVIEWED BY		DATE	with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

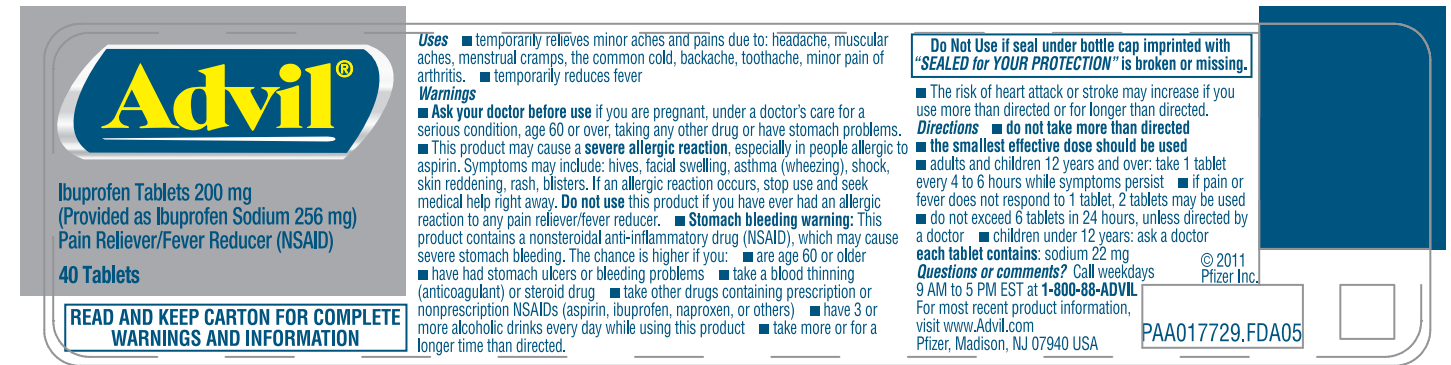
ACTUAL SIZE

UNVARNISHED AND PRINTED  
IN BLACK OR DARK BLUE.  
FOR LOT & EXPIRATION AREA



3/16" X 3/16" DATA MATRIX CODE (ECC 200),  
PRINTED IN BLACK OR DARK BLUE  
ON UNPRINTED WHITE BACKGROUND.  
DATA MATRIX CODE = 017729

150%



DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	4.5 pt
• SUBHEADINGS/BODY TEXT	4.5 pt
• LEADING	4.5 pt
• BULLETS	3.5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE, HAIRLINES	.5 pt

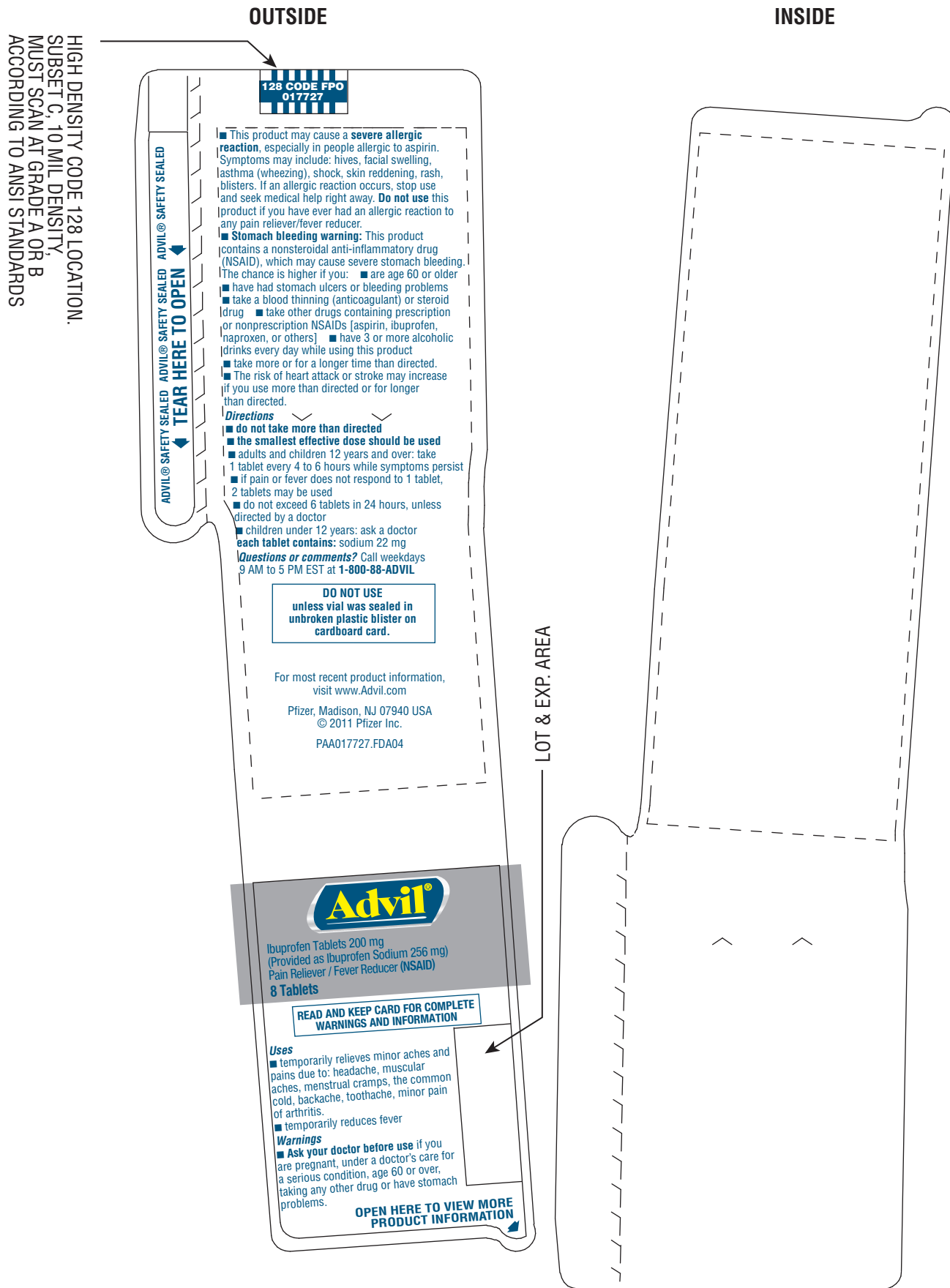
**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
<b>Date</b> 14-APR-2011 PASS # 2 <b>Component #</b> PAA017729.FDA05 <b>Drawing #</b> 7098 Rev. # 1	(b) (4)
<b>Identification</b>  Labeling Implementation & Graphics Design Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
<b>Vendor Identification</b> Graphic Systems Group Graphic Artist: (b) (4)	
<b>Printer Notes</b> Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

**RELEASED**

(1) \_\_\_\_\_ Date \_\_\_\_\_

DEPARTMENT	REVIEWED BY		DATE	✓ with Changes
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>



HIGH DENSITY CODE 128 LOCATION.  
SUBSET C, 10 MIL DENSITY,  
MUST SCAN AT GRADE A OR B  
ACCORDING TO ANSI STANDARDS

128 CODE FPO  
017727

■ This product may cause a **severe allergic reaction**, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away. **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer.

■ **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you: ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed. ■ The risk of heart attack or stroke may increase if you use more than directed or for longer than directed.

**Directions**

■ **do not take more than directed**

■ **the smallest effective dose should be used**

■ adults and children 12 years and over: take 1 tablet every 4 to 6 hours while symptoms persist

■ if pain or fever does not respond to 1 tablet, 2 tablets may be used

■ do not exceed 6 tablets in 24 hours, unless directed by a doctor

■ children under 12 years: ask a doctor

**each tablet contains: sodium 22 mg**

**Questions or comments?** Call weekdays 9 AM to 5 PM EST at **1-800-88-ADVIL**

**DO NOT USE**  
unless vial was sealed in  
unbroken plastic blister on  
cardboard card.

For most recent product information,  
visit [www.Advil.com](http://www.Advil.com)

Pfizer, Madison, NJ 07940 USA  
© 2011 Pfizer Inc.  
PAA017727.FDA04

**Advil**  
Ibuprofen Tablets 200 mg  
(Provided as Ibuprofen Sodium 256 mg)  
Pain Reliever / Fever Reducer (NSAID)  
8 Tablets

**READ AND KEEP CARD FOR COMPLETE  
WARNINGS AND INFORMATION**

**Uses**

■ temporarily relieves minor aches and pains due to: headache, muscular aches, menstrual cramps, the common cold, backache, toothache, minor pain of arthritis.

■ temporarily reduces fever

**Warnings**

■ **Ask your doctor before use** if you are pregnant, under a doctor's care for a serious condition, age 60 or over, taking any other drug or have stomach problems.

**OPEN HERE TO VIEW MORE  
PRODUCT INFORMATION**

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

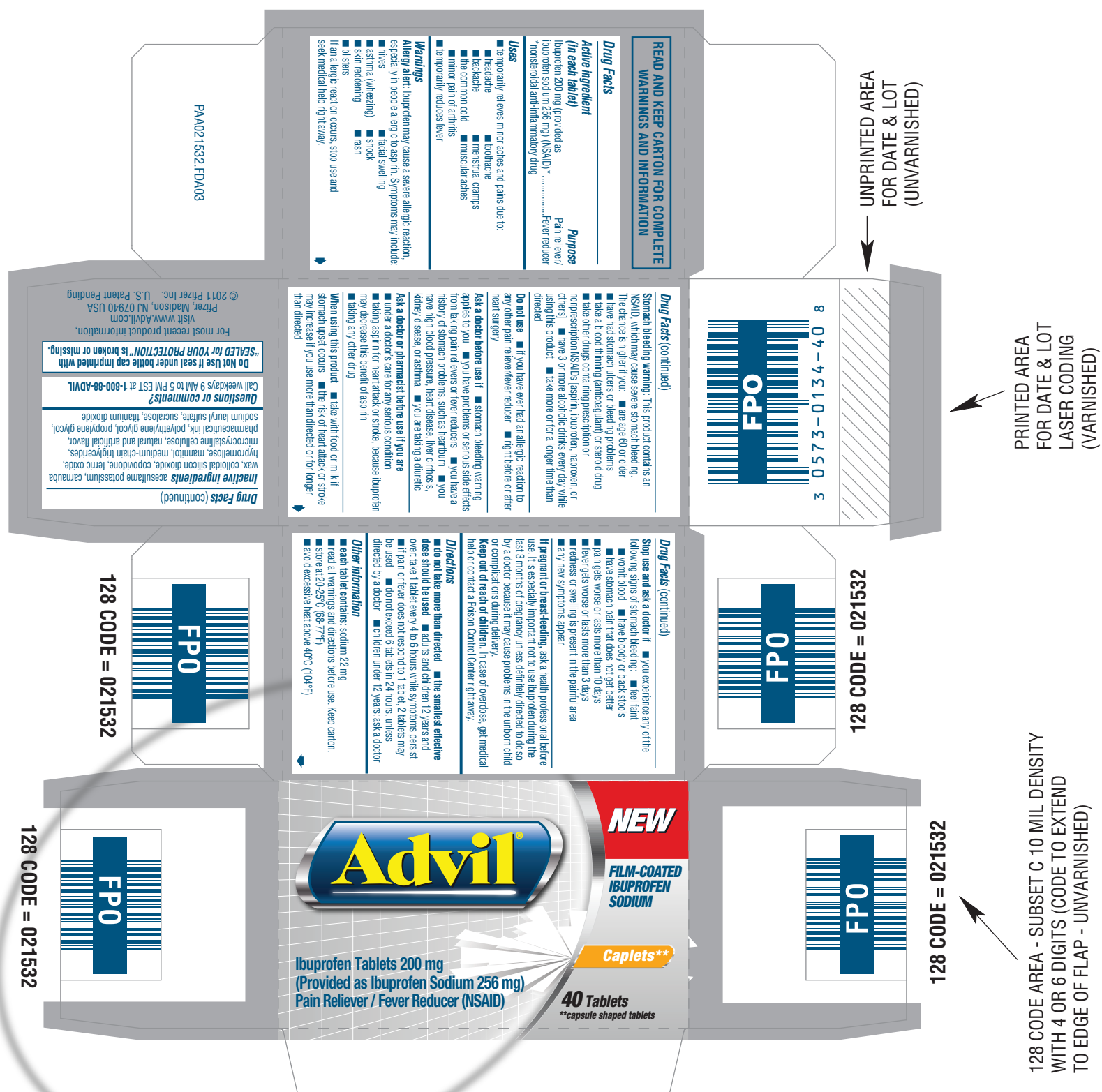
Job Information	Color Legend
Date 14-Apr-2011 PASS # 2 Component # PAA017727.FDA04 Drawing # 6009 Rev. # 3	(b) (4)
Identification	
 Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Graphic Systems Group Graphic Artist: (b) (4)	
	Printer Notes
	Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINES	.5 pt

DEPARTMENT	REVIEWED BY		DATE
	PRINT NAME	SIGNATURE	
Graphic Artist			<input type="checkbox"/>
Labeling Compliance			<input type="checkbox"/>
Packaging Engineer			<input type="checkbox"/>
Medical			<input type="checkbox"/>
Regulatory Affairs			<input type="checkbox"/>
Marketing			<input type="checkbox"/>
Legal			<input type="checkbox"/>
Trademark			<input type="checkbox"/>
Display Services			<input type="checkbox"/>
Promotions			<input type="checkbox"/>
Graphic Artist Closed			<input type="checkbox"/>

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_



DRUG FACTS TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

DEPARTMENT	REVIEWED BY		DATE	with Changes <input checked="" type="checkbox"/>
	PRINT NAME	SIGNATURE		
Graphic Artist				<input type="checkbox"/>
Labeling Compliance				<input type="checkbox"/>
Packaging Engineer				<input type="checkbox"/>
Medical				<input type="checkbox"/>
Regulatory Affairs				<input type="checkbox"/>
Marketing				<input type="checkbox"/>
Legal				<input type="checkbox"/>
Trademark				<input type="checkbox"/>
Display Services				<input type="checkbox"/>
Promotions				<input type="checkbox"/>
Graphic Artist Closed				<input type="checkbox"/>

**DIGITAL MECHANICAL - NOT COLOR ACCURATE**

Job Information	Color Legend
Date 15-APR-2011 PASS # 3 Component # PAA021532.FDA03 Drawing # (b) (4)-00001041	(b) (4)
Identification	
Package Design & Development Five Giralda Farms, Madison, NJ 07940 Phone: (973) 660-5000 ■ Fax: (973) 660-6048	
Vendor Identification	
Package Design & Development Graphic Artist: (b) (4)	
Printer Notes	
Printer to Replace all FPO Codes with Scannable Art SOME FILES MAY OVERPRINT SEE ELECTRONIC FILE	

**RELEASED**

Name \_\_\_\_\_ Date \_\_\_\_\_

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**This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.**

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/s/

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JOEL SCHIFFENBAUER  
06/12/2012