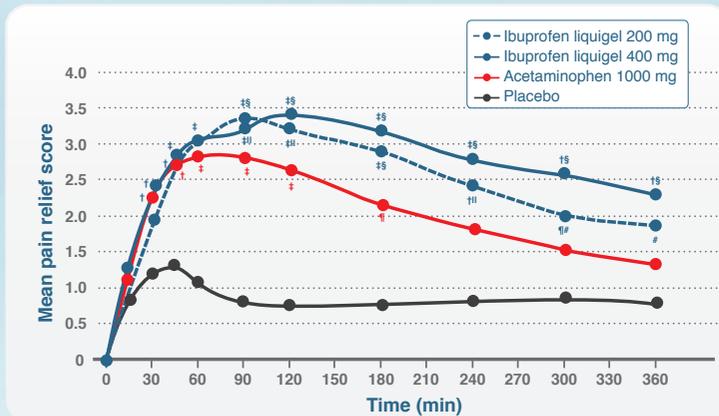


# Fact

## Dental pain doesn't stand a chance

Advil® is the #1 recommended OTC pain reliever by dentists nationwide.\* So when your patients experience dental pain, choose Advil to help provide significantly greater relief.

### Advil® Liqui-Gels® work fast on dental pain

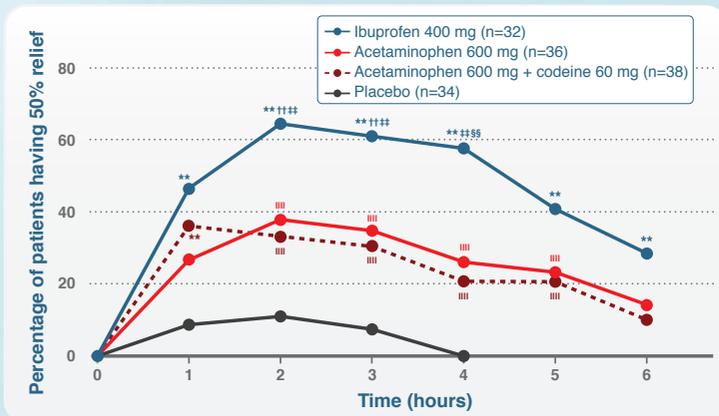


Adapted from Hersh et al.<sup>1</sup>  
Pain relief was assessed using the following scale:  
0=no relief; 1=a little relief; 2=some relief; 3=a lot of relief; and 4=complete relief.  
<sup>†</sup>P<.01 vs placebo; <sup>‡</sup>P<.001 vs placebo; <sup>§</sup>P<.001 vs acetaminophen 1000 mg;  
<sup>||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

In a study of the effects of Advil Liqui-Gels on dental pain following oral surgery at the University of Pennsylvania School of Dental Medicine, Advil Liqui-Gels (ibuprofen 400 mg) displayed significantly more rapid onset to meaningful relief than Tylenol® Extra Strength (acetaminophen 1000 mg).<sup>1</sup>

Furthermore, Advil Liqui-Gels at both 200 mg and 400 mg were significantly more efficacious and longer lasting than acetaminophen 1000 mg.<sup>1</sup>

### Ibuprofen is stronger than acetaminophen + codeine



Adapted from Forbes et al.<sup>2</sup>  
Treatment effect significantly superior to placebo, <sup>|||</sup>P<.05, <sup>\*\*</sup>P<.01  
Treatment effect significantly superior to acetaminophen 600 mg, <sup>††</sup>P<.05, <sup>§§</sup>P<.01  
Treatment effect significantly superior to acetaminophen 600 mg with codeine 60 mg, <sup>¶¶</sup>P<.01

In a study by Forbes et al on the evaluation of medications on postoperative oral surgery pain, ibuprofen 400 mg was tested against acetaminophen 600 mg as well as acetaminophen 600 mg + codeine 60 mg and was found to be significantly superior in both efficacy and duration.<sup>2</sup>



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

# Advil®

\*Based on a survey of healthcare professionals.

Please see proven safety profile on reverse side.

# Advil® stands up to safety concerns

## Extensive research shows ibuprofen 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.<sup>3-7</sup>



### 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.<sup>8-11</sup>



### Renal

Overall, ibuprofen at OTC doses has a low risk factor for developing acute or chronic renal conditions.<sup>7,12</sup>



### 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.<sup>5,7</sup>



### Acute Overdose

A large-scale review concluded that OTC ibuprofen is less toxic than all other analgesics.<sup>7</sup> A patient would need to take 40 times the maximum daily dose of ibuprofen to experience signs of acute overdose. Acetaminophen, however, can cause signs of acute overdose with just 2.5 times the maximum daily dose.<sup>13\*</sup>

Call **1-888-278-6528** to request samples and coupons for your patients and visit **AdvilAide.com/recommend** to learn more about how Advil beats tough dental pain fast.

\*Calculated based on referenced acute toxic dose divided by the maximum daily OTC dose. Brands are trademarks of their respective owners.

**References:** **1.** Hersh EV, Levin LM, Cooper SA, et al. Ibuprofen liquigel for oral surgery pain. *Clin Ther.* 2000;22(11):1306-1318. **2.** Forbes JA, Kehm CJ, Grodin CD, Beaver WT. Evaluation of ketorolac, ibuprofen, acetaminophen, and an acetaminophen-codeine combination in postoperative oral surgery pain. *Pharmacotherapy.* 1990;10(6 pt 2):94S-105S. **3.** Bjarnason I. Ibuprofen and gastrointestinal safety: a dose-duration-dependent phenomenon. *J R Soc Med.* 2007;100(suppl 48):11-14. **4.** Kellstein DE, Waksman JA, Furey SA, Binstok G, Cooper SA. The safety profile of nonprescription ibuprofen in multiple-dose use: a meta-analysis. *J Clin Pharmacol.* 1999;39(5):520-532. **5.** Rainsford KD, Roberts SC, Brown S. Ibuprofen and paracetamol: relative safety in non-prescription dosages. *J Pharm Pharmacol.* 1997;49(4):345-376. **6.** Lewis SC, Langman MJS, Laporte JR, Matthews JNS, Rawlins MD, Wiholm BE. Dose-response relationships between individual nonaspirin nonsteroidal anti-inflammatory drugs (NNSAIDs) and serious upper gastrointestinal bleeding: a meta-analysis based on individual patient data. *Br J Clin Pharmacol.* 2002;54(3):320-326. **7.** Rainsford KD. Ibuprofen: pharmacology, efficacy and safety. *Inflammopharmacology.* 2009;17(6):275-342. **8.** McGettigan P, Henry D. Cardiovascular risk with non-steroidal anti-inflammatory drugs: systematic review of population-based controlled observational studies. *PLoS Med.* 2011;8(9):e1001098. doi:10.1371/journal.pmed.1001098. **9.** Fosbøl EL, Gislason GH, Jacobsen S, et al. Risk of myocardial infarction and death associated with the use of nonsteroidal anti-inflammatory drugs (NSAIDs) among healthy individuals: a nationwide cohort study. *Clin Pharmacol Ther.* 2009;85(2):190-197. **10.** Moore N, Pollack C, Butkerait P. Adverse drug reactions and drug-drug interactions with over-the-counter NSAIDs. *Ther Clin Risk Manag.* 2015;11:1061-1075. **11.** Ray WA, Stein CM, Hall K, Daugherty JR, Griffin MR. Non-steroidal anti-inflammatory drugs and risk of serious coronary heart disease: an observational cohort study. *Lancet.* 2002;359(9301):118-123. **12.** Furey SA, Vargas R, McMahon FG. Renovascular effects of nonprescription ibuprofen in elderly hypertensive patients with mild renal impairment. *Pharmacotherapy.* 1993;13(2):143-148. **13.** Micromedex® 2.0, (electronic version). Truven Health Analytics, Greenwood Village, Colorado, USA. Available at: <http://www.micromedexsolutions.com.proxy1.athensams.net/> (cited: 9/23/2015).