Advil® Film Coated Tablets: A fast-acting Advil® formulation for fast pain relief

Speed is the #1 consumer-desired benefit in relieving tough pain* and you play a significant role in helping consumers choose the most appropriate pain reliever for their needs. Pain can worsen if not treated quickly, so your consumers need a pain reliever that works fast.

Nothing is proven to work faster than Advil® Film Coated Tablets† — a novel treatment option for rapid relief of acute pain

Advil® Film Coated Tablets are designed to be absorbed quickly by the body

Advil Ion Core™ Technology is a patent-pending Advil® formulation that is so advanced, it goes to work in minutes¹

Unique Advil Ion Core™ Technology contains ibuprofen sodium, a salt form of ibuprofen. Ibuprofen sodium is 250 times more soluble in water, dissolves more quickly in the stomach, and is absorbed into the bloodstream more quickly than standard ibuprofen.²

Advil® Film Coated Tablets provide fast pain relief beginning in minutes¹

- Reach therapeutic blood levels in 10 minutes and C_max in as little as 35 minutes²

Worked significantly faster than Motrin® Tablets in a clinical study of tough dental pain (P<.001)‡¹

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<tr>
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<th>Advil® Film Coated Tablets</th>
<th>Motrin® Tablets</th>
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<tbody>
<tr>
<td>Time to first perceptible pain relief</td>
<td>16 minutes</td>
<td>26 minutes</td>
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<tr>
<td>Time to meaningful relief</td>
<td>42 minutes</td>
<td>61 minutes</td>
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†Among over-the-counter pain relievers.
‡Study design: Randomized, double-blind, single-center, 8-hour, inpatient study (N=316) using the third molar extraction model of dental pain to compare overall efficacy and onset of analgesia of ibuprofen sodium with standard ibuprofen tablets.
Advil® Film Coated Tablets have a safety profile comparable to standard ibuprofen tablets³

- The amount of sodium in each tablet is small (22 mg) and does not require a sodium warning for people on a low-sodium diet
- As with all NSAIDs (including ibuprofen, aspirin, and naproxen sodium), gastrointestinal, cardiovascular, and renal effects, as well as overall safety, are concerns that may influence your recommendation. Please refer to the Product Label for full warnings information

Advil® Film Coated Tablets will benefit consumers who want fast pain relief

Other consumers who will benefit include people who:

- Like the latest technology
  - Contains ibuprofen sodium, a new kind of ibuprofen that is available for the first time in the United States, in a patent-pending Advil Ion Core™ formulation
- Have difficulty swallowing capsules or prefer tablet form
  - Smaller than Advil® Liqui-Gels®, but are absorbed just as fast²
  - Provides the speed and power of Advil® Liqui-Gels® in tablet form²

Dosing for Advil® Film Coated Tablets is the same as standard ibuprofen

- Adults and children 12 years of age and older
  - 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 of age
  - Ask a doctor

Recommend Advil® Film Coated Tablets and stop pain in its tracks!