Are safety considerations limiting your use of ibuprofen?

It’s time to set the story straight

Take a closer look before your next OTC analgesic recommendation

Data and messages around OTC analgesics continue to evolve, and, therefore, treatment paradigms must evolve as well. Take another look, and you may find that some communications are not telling the full story. When considering which OTC analgesic to recommend, it is important to periodically review all the evidence on risks and benefits as the data set continues to grow.

OTC ibuprofen may be right for more patients than you think*

- Clinical studies have shown when OTC ibuprofen is taken as directed by the label for no longer than 10 days, there is a very low increased risk of stomach complaints or bleeding.1-4
- In a study by Moore et al, only 4% of subjects taking OTC ibuprofen for 7 days reported a significant digestive system adverse event.5
- Studies have demonstrated that higher doses of ibuprofen are associated with a greater risk of GI side effects (odds ratio 4.6) vs lower (OTC) doses (odds ratio 1.1).6-9
- Naproxen and OTC ibuprofen have the most favorable cardiovascular risk profile among widely used Rx and OTC NSAIDs10
- For patients already on, or for whom you are considering initiating a cardioprotective aspirin regimen:
  - Taking ibuprofen at least ½ hour after the dosing of immediate-release low-dose aspirin is a practical method to minimize potential impairment of the antiplatelet effect of aspirin.8,9
  - Because the effect of aspirin taken daily on platelets is long lasting, the occasional use of ibuprofen poses a minimal risk of attenuating the antiplatelet effect of low-dose aspirin8,9
- Overall, OTC ibuprofen has a low risk factor for developing acute or chronic renal conditions.10,11
- NSAIDs, including ibuprofen, demonstrate an increased risk of causing renal impairment at high (Rx) doses, especially among elderly patients or patients with reduced renal function.12
- OTC ibuprofen has a very low risk factor for developing liver injury, especially compared to the severe liver damage observed with acetaminophen overdose and the occasional liver reaction from aspirin.1,2
- A large-scale review article concluded that, when compared with all analgesics, OTC ibuprofen is less toxic in serious overdose situations and is rarely associated with deaths from either accidental or intentional overdose (or with serious adverse events)1

Nothing is more effective than Advil® for acute pain.13-17 Rethink Relief. Think Advil®.

To get a closer look at the clinical evidence and the Advil® label, please visit us at www.AdvilAide.com. We invite you to explore the latest data on ibuprofen in regard to GI tolerability, cardiovascular, renal, and hepatic safety; as well as toxicity. What you find may surprise you.


*Remind patients to use OTC analgesics as directed.

†Among leading OTC pain relievers/fever reducers.

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