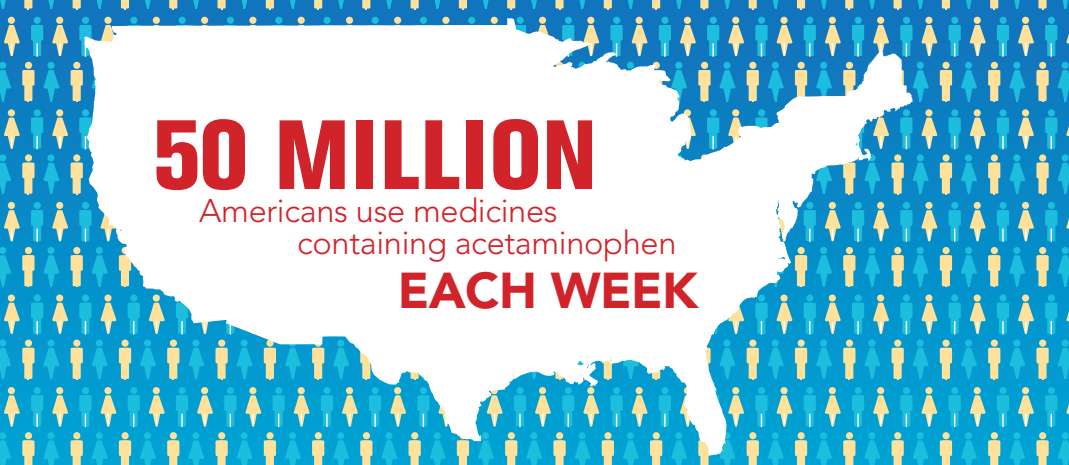


ACETAMINOPHEN

THE MOST COMMON DRUG INGREDIENT IN AMERICA



FOUND IN
MORE THAN
600
different
prescription &
over-the-counter
medicines



50 MILLION
Americans use medicines
containing acetaminophen
EACH WEEK



USING IT

Acetaminophen is a **safe and effective pain reliever and fever reducer** when used as directed. More than 95% of the time, it is taken according to directions on the medicine label.¹



AVOIDING OVERDOSE

EXCEEDING THE MAXIMUM DAILY DOSE



of 4,000 mg is
an overdose
and can lead
to liver damage²

**OF THOSE
WHO
EXCEED
4,000 MG
IN 1 DAY,
MOST DO
SO BY³**



Taking the next
dose too soon



Using multiple
products containing
acetaminophen



Taking too much
at one time



PROMOTING SAFE USE & EDUCATING CONSUMERS

EDUCATION IS WORKING

More consumers are aware that
"exceeding the recommended
dose can lead to liver damage"⁴

78%
2010

87%
2013

FOLLOW SAFE USE STEPS

1. Always read & follow the medicine label
2. Know if your medicines contain acetaminophen
3. Never take two acetaminophen-containing medicines at the same time
4. Ask your healthcare professional or pharmacist if you have questions

1. <http://www.ncbi.nlm.nih.gov/pubmed/23001694>

2. <http://onlinelibrary.wiley.com/doi/10.1002/hep.20948/pdf>

3. "Acetaminophen Use Patterns" Presentation. https://www.pharmacoepi.org/meetings/28ICPE/presentations/aj_oral_presentations_key.cfm

4. <http://www.chpa.org/Templates/PressRelease.aspx?id=2717>