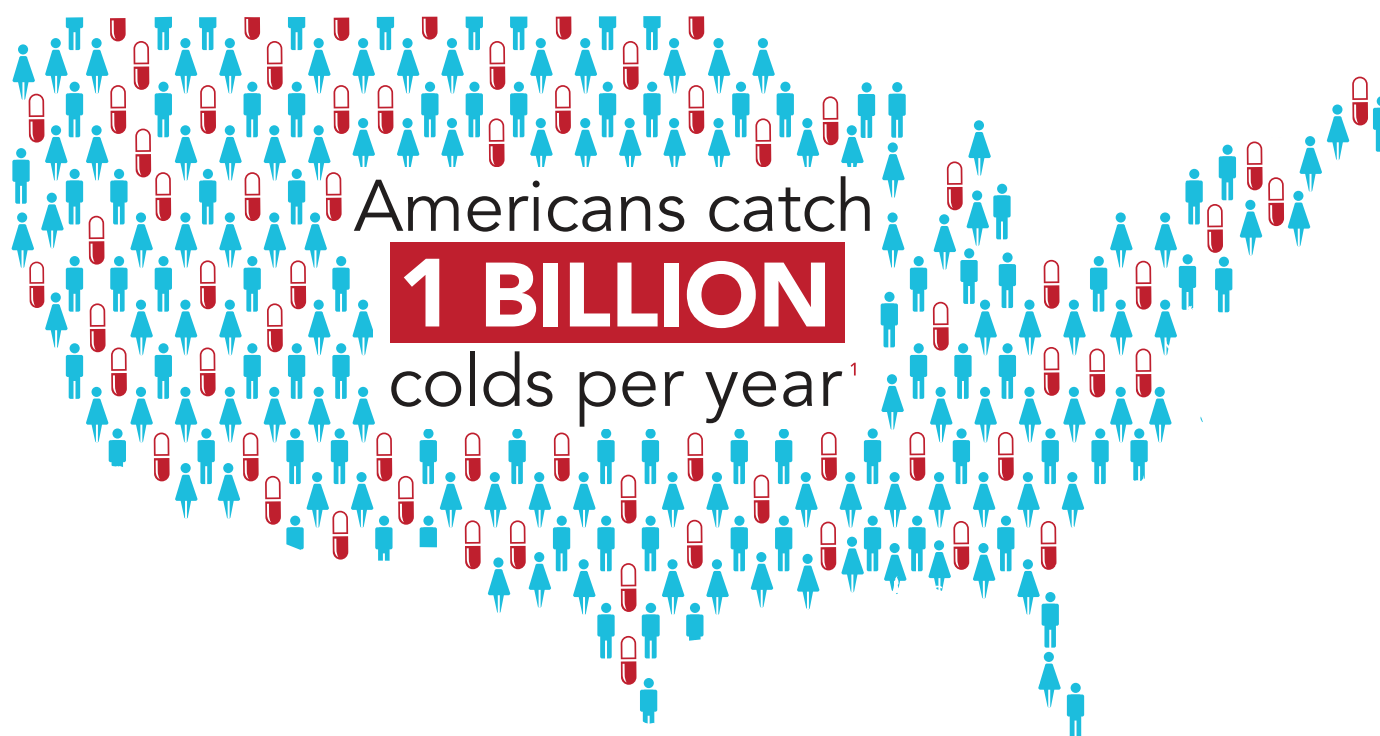


Cold And Flu Season Is Here

DOUBLE CHECK YOUR MEDICINE LABELS. DON'T DOUBLE UP ON ACETAMINOPHEN.



7 in 10 Americans use over-the-counter medicines to treat cold and flu symptoms each year²

MORE THAN 600

over-the-counter and prescription medicines contain acetaminophen, including many for cold and flu symptoms³



CHOOSE ONE

TAKE ONLY 1 medicine at a time that contains acetaminophen

TAKING MORE ACETAMINOPHEN THAN DIRECTED IS AN OVERDOSE AND CAN LEAD TO LIVER DAMAGE.

KnowYourDose.org
Acetaminophen Awareness Coalition

The Acetaminophen Awareness Coalition is a diverse group of leading health, healthcare provider and consumer organizations committed to ensuring that acetaminophen is used safely.

¹ <http://www.nlm.nih.gov/medlineplus/commoncold.html>

² Symphony IRI Group Panel Report, based on data collected in 2011

³ <http://getreliefresponsibly.com/acetaminophen/faq.php>