

WHAT DOES YOUR PAIN HAVE TO DO WITH YOUR COLD OR FLU?

100,000,000

number of Americans living with **CHRONIC PAIN**¹



9 IN 10

use medicines to treat their **PAIN** symptoms³



1,000,000,000

number of **COLDS** Americans catch each year²



7 IN 10

use medicines to treat **COLD** or **FLU** symptoms⁴



ACETAMINOPHEN

is in **MORE THAN 600** prescription **AND** over-the-counter medicines used to treat symptoms related to **PAIN, COLD, and FLU**.⁵



TAKE ONLY 1

MEDICINE AT A TIME THAT CONTAINS ACETAMINOPHEN

Taking more acetaminophen than directed is an overdose and can lead to liver damage.

The Acetaminophen Awareness Coalition is a diverse group of organizations representing healthcare professionals, consumers and manufacturers that are committed to ensuring that acetaminophen is used safely.

KnowYourDose.org
Acetaminophen Awareness Coalition

¹IOM (Institute of Medicine). 2011. Relieving Pain in America: A Blueprint for Transforming Prevention, Care, Education, and Research. ² www.nlm.nih.gov/medlineplus/commoncold.html
³ "Benefits and Risks of Opioids in Arthritis Management." Johns Hopkins. ⁴ Symphony IRI Group Panel Report, based on data collected in 2011 ⁵ www.getreliefresponsibly.com/acetaminophen/faq.php