Cold And Flu Season Is Here
DOUBLE CHECK YOUR MEDICINE LABELS. DON'T DOUBLE UP ON ACETAMINOPHEN.

[Map of the US with icons of people, illustrating 1 Billion colds per year]

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

MORE THAN 600 over-the-counter and prescription medicines contain acetaminophen, including many for cold and flu symptoms.

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.

2 Symphony HI Group Panel Report, based on data collected in 2011
3 http://getreliefresponsibly.com/acetaminophen/faq.php