## 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 year<sup>2</sup>

## **MORE THAN 600**

over-the-counter and prescription medicines contain acetaminophen, including many for cold and flu symptoms<sup>3</sup>





## 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 leading health, healthcare provider and consumer organizations committed to ensuring that acetaminophen is used safely.

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

<sup>&</sup>lt;sup>2</sup> Symphony IRI Group Panel Report, based on data collected in 2011

<sup>&</sup>lt;sup>3</sup> http://getreliefresponsibly.com/acetaminophen/faq.php