

ICYHOT®

ADVANCED

NEW



**PAIN RELIEF
RIGHT WHERE YOU NEED IT!™**

MEDICATED SPRAY

**CONTINUOUS SPRAY
FAST, LONG LASTING RELIEF**

**MAXIMUM STRENGTH
Menthol 16% w/w**

- + Works at any angle
- + No mess
- + Accesses hard to reach places
- + Convenient

**ICY HOT® IS THE #1 SELLING BRAND
OF MEDICATED PATCHES IN CANADA***



NEW LOOK

**ADVANCED
PAIN RELIEVING CREAM**

**MAXIMUM STRENGTH
Menthol 16% w/w
Camphor 11% w/w**

- + 2 maximum strength pain relievers deliver relief in minutes that lasts for hours



NEW LOOK

**ADVANCED PAIN RELIEF
MEDICATED PATCH**

50% MORE MEDICINE
Menthol 7.5% w/w**

**REGULAR SIZE
5 patches: 10 cm x 14 cm
(3-15/16" x 5-1/2") each**

- + Provides sustained menthol delivery for fast-acting 8 hour relief

*Sanofi's calculation based in part on sales data reported by Nielsen through its RMS service for the Topical Analgesics - medicated category for the 52-week period ending August 20, 2016, for the Canadian market and GB+DR+MM+GM+WC channel according Nielsen standard product hierarchy. Copyright © 2016, The Nielsen Company.

**50% more medicine than our regular back patch.

