

# 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



**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

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

**+ 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.

**SANOFI** CONSUMER HEALTH  
SANTÉ GRAND PUBLIC



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