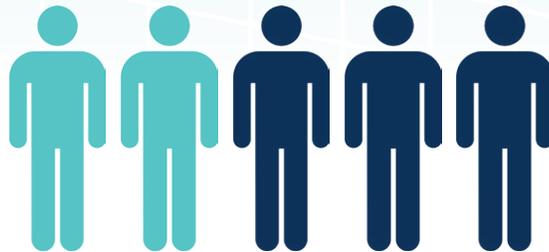


NEW

Advil[®] MINI-GELS



Advil[®] Mini-Gels offer fast and effective pain relief in a NEW mini and **EASY TO SWALLOW** format. They work fast while also targeting the site of pain, and their mini size makes Advil[®] Mini-Gels perfect for easy swallowing.



2 in 5 Canadians may experience some difficulty in swallowing pills.¹

Advil[®] Mini-Gels provide up to 8 hours of pain relief with 2 pills per dose for fast and effective relief of:

- Headaches
- Fever symptoms
- Muscle pain
- Joint pain
- Pain of inflammation



200 mg Ibuprofen
Now available in sizes of 30, 70, 110

Mechanism

Ibuprofen, like all nonsteroidal anti-inflammatory drugs (NSAIDs), is an analgesic, antipyretic, and anti-inflammatory medication. Ibuprofen is rapidly and almost completely absorbed. Peak serum concentration occurs within 1-2 hours in adults². Advil[®] Mini-Gels contain solubilized ibuprofen which has peak serum concentrations at 60 minutes².

Efficacy/Clinical Information

There is considerable evidence in the world literature documenting the efficacy of 200 and 400 mg doses of ibuprofen in treating mild to moderate pain², including sore throat pain, headache, muscle aches, dysmenorrhea, and dental pain. The antipyretic efficacy of ibuprofen has been demonstrated in adults at doses of 200 and 400 mg.

1. Advil Mini-Gels Nielsen BASES Canada
2. Advil Mini-Gels Product Monograph