

If you're looking for effective, affordable relief, you may not have to look any further than the nearest store.

Over-the-counter (OTC) medicines may provide just what you need.



Considering **all** the relief OTCs offer, **OPT for OTC™**.

The benefits of OTCs:

- Effective
- Excellent safety profile
- Affordable
- Convenient

**OPT**for  
**OTC™**

A Lot of Relief on a Lot of Levels™

Get the relief  
you need.

**OPT**for  
**OTC™**





## ○ How effective are OTCs vs prescription (Rx) drugs?

For many conditions, OTCs work just as well as Rx drugs. That's not too surprising when you consider that more than 700 OTCs use ingredients and dosages once available only by prescription. In addition, many doctors recommend OTCs because of their proven effectiveness.

## ○ Are OTCs safe?

OTCs have excellent safety profiles. In fact, before a drug can become available over the counter, it is evaluated by the FDA to make sure it meets the highest safety standards.

## ○ Why should I consider OTCs first?

In addition to being effective and having an excellent safety profile, one of the biggest reasons to use OTCs may be the price. The average cost of an OTC is \$7.

## ○ Are there other benefits to OTCs?

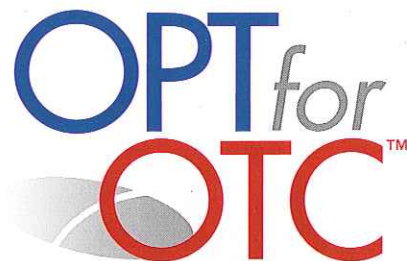
In addition to price, OTCs have a lot of other benefits. OTCs tend to come in a variety of formulas, such as quick-dissolving tablets or liquid-filled capsules. In general, OTCs can also be used for more than one condition or by more than one member of the family, providing added value.

## ○ Are OTCs covered by my health insurance?

Many people have a flexible spending account (FSA) as part of their health insurance. In fact, more than 2,100 OTCs are covered by FSAs, including pain relievers, allergy, and cough and cold medicines. In addition, OTCs may be covered by a health savings account (HSA).

## ○ Are people satisfied with OTCs?

Yes, in fact, **92%** of consumers are satisfied with the effectiveness of OTCs, according to an OTC pharmaceutical industry survey. They should like the price, too. The next time you're looking for relief, consider all they offer and consider OTCs.



**A Lot of Relief on a Lot of Levels™**

*92% of consumers are satisfied with the effectiveness of OTCs.*

## For the help you need... OTCs you can count on

**Pain relief:** If you suffer from backache, headache, muscle ache, or minor arthritis pain, an OTC like Advil® may be just the answer. Advil® has been relied on by millions of people for over 20 years. So for tough pain relief, get Advil® and get the relief you need.

**Seasonal allergies:** If you need relief from seasonal allergies, you don't necessarily need a prescription. An OTC like Alavert® can help. Alavert® contains loratadine, an ingredient once available only by prescription. Before you go to the doctor for a prescription, go to the store and get Alavert®—it may be just the solution.

**Better nutrition:** If you don't always eat right, your body may not get all the vitamins and minerals it needs. What your body requires also changes as you get older—especially if you're over 50. A multivitamin like Centrum® Silver® can be the answer. Centrum® Silver® contains higher levels of vitamins E, B<sub>6</sub>, and B<sub>12</sub>, as well as calcium and chromium. To help make sure your body gets what it needs, and to promote overall good health, turn to Centrum® Silver®.

**Insufficient calcium:** The Surgeon General says that by the year 2020, half of all Americans over 50 will be at risk for bone fractures unless diet and lifestyle changes are made. A supplement like Caltrate® can help. If you're over 50, you should consider Caltrate®—it may be just what your bones need.