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WORKS AT THE SPEED OF LIFE

Only **TYLENOL® Rapid Release Gels**
HAVE LASER DRILLED HOLES.
THEY RELEASE MEDICINE FAST FOR FAST PAIN RELIEF.



Untreated Headaches are a Huge Opportunity in the Internal Analgesics Category

Headaches are the most prevalent pain state among consumers.*

HEADACHES	GENERAL BODY ACHES & PAINS	BACK PAIN	SORE/INJURED MUSCLES
78%	47%	45%	38%

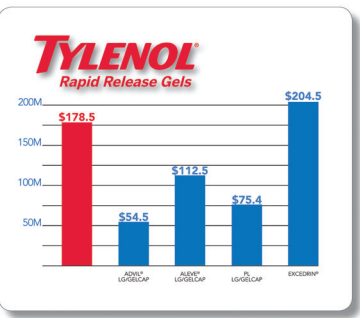



Internal Analgesics are consumers' primary defense against head pain...
...with speed as the #1 attribute they prefer in an Internal Analgesic.¹

With TYLENOL® Rapid Release Gels, SPEED returns to your Pain Relief category in a big way.



In 2009, TYLENOL® Rapid Release Gels had 31.4% of adult TYLENOL® POS dollars, a 6.3pt share of total adult pain, and \$178.5 million in POS dollars. Clearly, TYLENOL® Rapid Release Gels are poised for success in 2017.



Year	POS Dollars (Millions)
2009	\$178.5
2010	\$54.5
2011	\$112.5
2012	\$75.4
2016	\$204.5

Source: IMS MID 2009-2016, IMS MID December 2016. The third party trademarks used herein are trademarks of their respective owners.

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TYLENOL® Rapid Release Gels
from the #1 doctor-recommended pain reliever brand.

Rapid release gels
Only TYLENOL® Rapid Release Gels have laser-drilled holes. They release medicine fast for fast pain relief, so that your patients can get back to the activities they love quickly.

Supported by a robust national marketing campaign
Our planned 2017 TYLENOL® marketing campaign includes digital initiatives, public relations, dedicated TV and print ads, FSIs, displays, professional detailing, and more – all in an effort to drive shoppers to your shelves.

Help patients relieve their headache pain
Recommend TYLENOL® Rapid Release Gels for fast pain relief. Healthcare professionals may use their discretion to recommend acetaminophen up to 4,000 mg in a 24-hour period for patients whose pain or fever persists. Because more than 500 OTC and Rx medicines contain acetaminophen, it's important patients take only one medicine that contains acetaminophen at a time.



TYLENOL® Extra Strength Rapid Release Gels 24ct
UPC: 300450488268



TYLENOL® Extra Strength Rapid Release Gels 100ct
UPC: 300450488282



TYLENOL® Extra Strength Rapid Release Gels 225ct
UPC: 300450488305

* Data on file.

Category Insights

Adult internal pain relievers contribute over 50% of the OTC sales within the Pain Relief category among independent pharmacies.¹

Since people typically can't predict when a headache is going to occur, they can be particularly disruptive. To minimize this disruption, they look for products in this category with speed claims so they can address the pain upon symptom onset.

Many people overestimate their pain threshold and automatically gravitate towards the extra strength segment making it the most popular strength of acetaminophen. Adding another branded fast-acting product to this segment will grow sales.



Only **TYLENOL® Rapid Release Gels** HAVE LASER-DRILLED HOLES. THEY RELEASE MEDICINE FAST FOR FAST PAIN RELIEF.

Please use this shelf sign to direct your customers to TYLENOL® Rapid Release Gels

All signs point to continued growth in the internal pain relievers segment, propelled by launches such as TYLENOL® Rapid Release Gels.

1 IRI Wholesale Withdrawal - 12 weeks ended March 30, 2016



Pharmacy Action Steps

- Order all three TYLENOL® Rapid Release Gels SKUs from your drug wholesaler.
- Recommend TYLENOL® Rapid Release Gels to your patients when appropriate.
- Counsel patients on proper acetaminophen use.
- To learn more, visit: www.tylenolprofessional.com

Lead off your TYLENOL® SKUs with Rapid Release Gels followed by the Extra Strength, 8HR, and Regular Strength items. Shelf the products from smallest to largest counts.

TYLENOL® Rapid Release Gels

