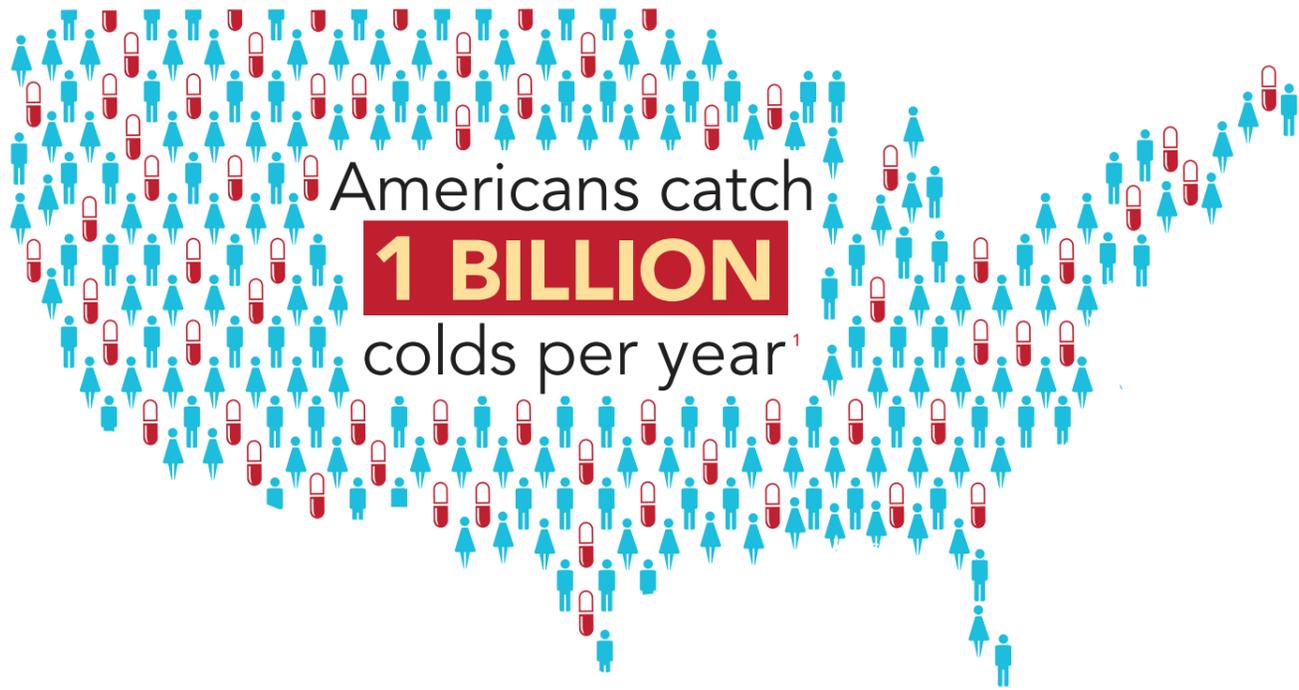


# Cold And Flu Season Is Here

DOUBLE CHECK YOUR MEDICINE LABELS. DON'T DOUBLE UP ON ACETAMINOPHEN.



**7 in 10** Americans use over-the-counter medicines to treat cold and flu symptoms each year<sup>2</sup>

**MORE THAN 600**

over-the-counter and prescription medicines contain acetaminophen, including many for cold and flu symptoms<sup>3</sup>



CHOOSE ONE

**NEVER TAKE 2**

medicines that contain acetaminophen at the same time

TAKING MORE ACETAMINOPHEN THAN DIRECTED IS AN OVERDOSE AND CAN LEAD TO LIVER DAMAGE.

KnowYourDose.org  
Acetaminophen Awareness Coalition

The Acetaminophen Awareness Coalition is a diverse group of leading health, healthcare provider and consumer organizations committed to ensuring that acetaminophen is used safely.

<sup>1</sup> <http://www.nlm.nih.gov/medlineplus/commoncold.html>

<sup>2</sup> Symphony IRI Group Panel Report, based on data collected in 2011

<sup>3</sup> <http://getreliefresponsibly.com/acetaminophen/faq.php>