



Sleep Better Tonight!



Pain Relief PM

Active Ingredients:
Acetaminophen, 500 mg
Diphenhydramine, 25 mg

- ◀ **DUAL ACTION RELIEF:** relieve pain and sleep better
- ◀ Relieves pain fast for a good night's rest.

Compare to the active ingredient in TYLENOL® PM

- ◀ Tylenol PM is a \$107M Brand (dollar sales up 6% YoY)
- ◀ Leading Brand in Nighttime Analgesic market with 50% market share
- ◀ Private Label has 19% market share
- ◀ Sleep Aid with pain relievers grew 17% in 2008 (projected to grow more in 2009)
- ◀ 30% of Americans have trouble sleeping
- ◀ National Sleep Foundation recommends that most adults should get 8 hours of sleep per night
- ◀ Quality of sleep is very important

Also available in a combo pack



Source IRI F/D/Mx 52 week ending Feb. 25 2009. This product is not manufactured or distributed by McNeil Consumer Healthcare, owner of the registered trademark Tylenol PM®.

