



EXCLUSIVE

Acetaminophen Softgels



Available in a bottle/box.

Pioneering Dosage Formats

- ▲ The national brand Extra Strength Tylenol® has maintained their with constant innovations in dosage format. Tylenol® has secured the success of its brand with the introduction of fresh, consumer enticing formats such as Geltabs, Gelcaps, 8-hour Relief, Cool Caps, Rapid Release Gels and EZ tabs.
- ▲ Tylenol® will continue to introduce well-received formats to the market, and PL Developments gives you the opportunity to remain competitive.
- ▲ The exclusive-to-your-brand product, capitalizing on the success of the well-known national brand, compares to the active ingredients of best-selling Tylenol®.*
- ▲ 500 mg Acetaminophen is available in a premium, consumer-preferred, liquid-filled softgel.
- ▲ Available now in bottle/box or bottle in 20, 40, 80, 180 and 500 counts.

Softgels are the consumer preferred dosage format.**

- ▲ Easy to swallow
- ▲ Consumer perception of more rapid action.



Compare to the active ingredient in Extra Strength Tylenol®

You Should Know:

- ▲ Tylenol® is the #1 selling brand in the Analgesic Tablet category with over 51 MM units and retail sales over \$320 MM annually.

*According to September 2006 IRI Data in: TOTAL US CRMA - F/D/MX This product is not manufactured or distributed by McNeil Consumer & Specialty Pharmaceuticals, distributor and owner of the registered trademark Tylenol®. **Advances in Therapy, Sep/Oct 2000.

