



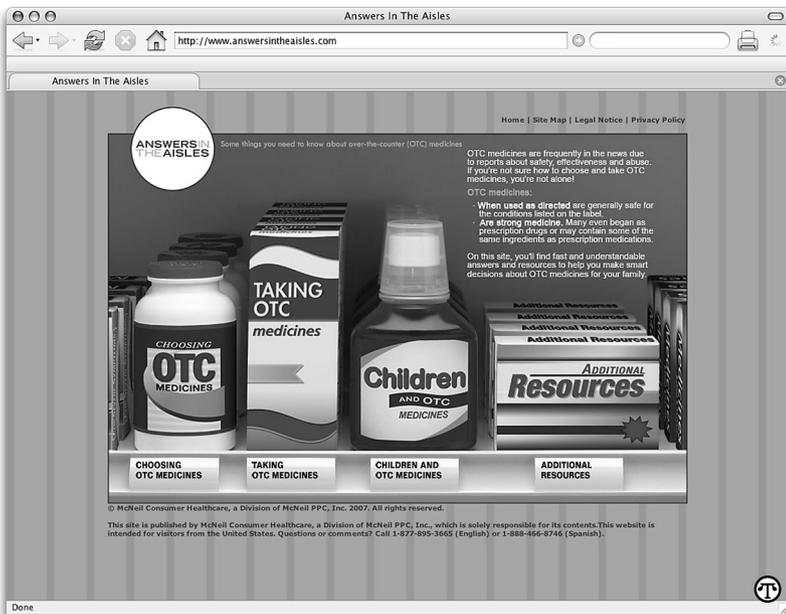
spotlight on health

Confused About The Safety And Effectiveness Of Over-The-Counter (OTC) Medications? New Web Portal Called Answers In The Aisles Allays Fears

(NAPSA)—Over-the-counter (OTC) medicines frequently headline the news due to concern about safety, availability, misuse and effectiveness. Although reading the product label or speaking with a health care professional is the best way for consumers to get questions answered about medicine use, many consumers are turning to the Web for answers. In fact, according to a recent Harris Interactive poll, over 60 percent of Americans with Internet access are now obtaining health information online.*

“Millions of Americans rely on OTC products for relief of the symptoms of colds and allergies. These medicines are affordable, effective treatments that are generally safe when used as recommended,” said Janet P. Engle, Pharm. D., associate dean for academic affairs and clinical professor of pharmacy practice at the University of Illinois at Chicago College of Pharmacy and former president of the American Pharmacists Association. “Pharmacists continue to serve as frontline, one-on-one resources to consumers with questions about over-the-counter medicines. However, as more consumers rely on the Web for health-related guidance, they should know that simple, trustworthy and relevant educational resources are available to help them make informed decisions and achieve the maximum health benefits from their OTC medications.”

One such educational resource



Answers in the Aisles provides consumers with useful information about over-the-counter medicines, including how to take them wisely and avoid misuse.

is a Web portal dubbed Answers in the Aisles: Clearing Confusion About OTC Medications (www.AnswersintheAisles.com).

Created by the makers of TYLENOL® (acetaminophen), Answers in the Aisles provides useful information about OTC medicines from trusted consumer advocates such as the American Pharmacists Association, the American Academy of Family Physicians and the National Council on Patient Information and Education. The site offers useful tips on choosing and

administering OTC medicines, including reading and understanding product labels, knowing your OTC options and the importance of proper dosing.

This knowledge and information can help consumers make informed decisions about their OTC medications. “While safe and effective for most people when taken as directed, over-the-counter medicines also contain powerful ingredients,” noted Engle. “That’s why it’s important to choose and administer medicines carefully.”

* The Harris Poll® #59, August 1, 2006, Number of “Cyberchondriacs”—Adults Who Have Ever Gone Online for Health Information—Increases to an Estimated 136 Million Nationwide.