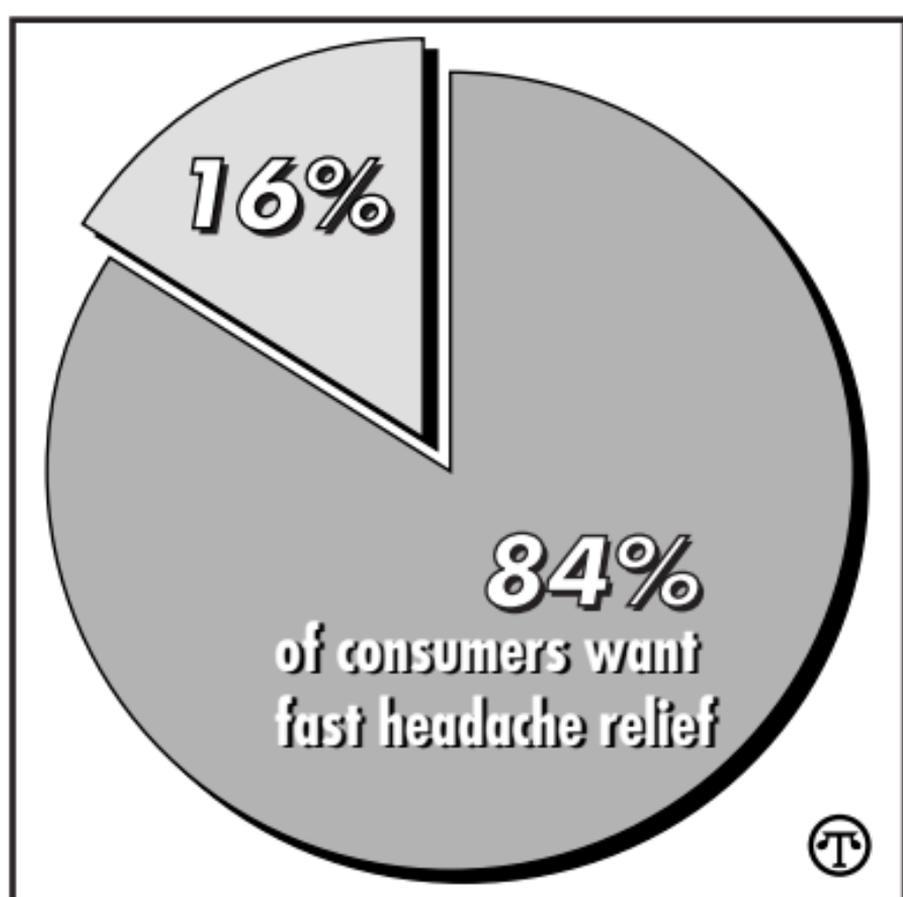


Health Bulletin

New Headache Relief— No Water Needed

(NAPSA)—Most headaches occur out-of-home, whether that's at the office, in the car or at the mall. When these headaches strike, often consumers are too busy to treat them or don't have easy access to water. However, failure to treat a headache quickly can lead to a more severe headache.

"When headaches are not treated quickly, sufferers can experience increased pain severity. A pain reliever that is designed to be taken without water could offer a convenient solution," said Larry Newman, M.D., director of The Headache Institute at St. Luke's Roosevelt Hospital in New York.



A recent Omnibus survey, commissioned by Bristol-Myers Squibb Company, found that 84 percent of consumers want fast headache relief when they are on the go.

Bristol-Myers Squibb Company, a leader in headache management, has introduced Excedrin® Brand QuickTabs™, the first and only adult over-the-counter headache medication that melts in your mouth. New Excedrin QuickTabs can be taken without water for headache relief anytime, anywhere.

The mint-flavored QuickTabs melt fast on the tongue for headache relief. So that means no matter where or when a headache strikes, consumers won't have to suffer if they have Excedrin QuickTabs on hand.

"When you find something that works for your headaches, be prepared and keep it with you at all times: in your desk drawer, coat pocket, briefcase or purse," Newman said.