

THE FIRST OF ITS KIND IS STILL SECOND TO NONE



1 PILL. 24 HOURS. 0 HEARTBURN.*

Prilosec OTC contains the same medicine at the same dose as its leading Rx formulation[†]



- Rx strength medicine for frequent heartburn[†]
- 94% of patients were satisfied with how well Prilosec OTC works[‡]
- Can cost up to 54% less per day than an Rx PPI[§]



FOR YOUR PATIENTS WITH FREQUENT HEARTBURN, RECOMMEND PRILLOSEC OTC. SATISFACTION GUARANTEED.#



* It's possible with Prilosec OTC. Use as directed for 14 days to treat frequent heartburn. Do not take for more than 14 days or more often than every 4 months unless directed by a doctor.

† PPIs are not interchangeable. Prescription PPIs and OTC PPIs may differ in dose, indication, duration, efficacy, and directions for use. Prilosec OTC contains omeprazole-Mg 20.6 mg, equivalent to omeprazole 20 mg, which is the leading dose strength for prescription omeprazole (Prilosec).

‡ Ipsos PharmTrends analysis. Prilosec OTC 26-Month Review. October 2005. Data on file.

§ National Average Co-Pay cost based on Wolters Kluwer Analysis of April-June 2010 Employer Group Approved Rx PPI Claims. Co-pay cost per day calculated as monthly prescription PPI co-pay divided by 30 days. P&G calculation based in part on nonpromoted and promoted weighted unit price for 14 ct, 28 ct, and 42 ct, reported by The Nielsen Company in the US market for the Stomach Remedies Category for the period latest week ending September 4, 2010.

¶ Wolters Kluwer: OTC Acid Reducer Category.

Based on Pharmacy Times 2010 Survey.

ADDITIONAL TERMS:

Valid on one Prilosec OTC 14-count package, Prilosec OTC 28-count package, or Prilosec OTC 42-count package. USE OF MULTIPLE ADDRESSES OR PO BOXES TO OBTAIN ADDITIONAL REFUNDS IS FRAUD AND MIGHT RESULT IN PROSECUTION. MULTIPLE SUBMISSIONS WILL NOT BE ACKNOWLEDGED OR RETURNED. Your request must be postmarked within 60 days of the purchase date on the original receipt. This guarantee is limited to the purchase price and excludes any incidental or consequential damages, taxes negligence, strict liability, or any other legal theory. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion might not apply to you. This guarantee gives you specific legal rights and you may also have other rights, which vary from state to state. This form must accompany your request. If UPC and valid original receipt are not included in the request for refund, the purchase price will not be refunded. Reproduction, sale, trade, or purchase of this form or proof of purchase is prohibited. Proof of purchase must be obtained from product purchased by you. No requests from groups, clubs, or organizations will be honored. Please allow six to eight weeks for delivery. All the information you give us will be kept private and will not be sold to any other company. For details of our privacy policy, please visit www.pg.com/privacy.html. Offer is valid for US residents only.