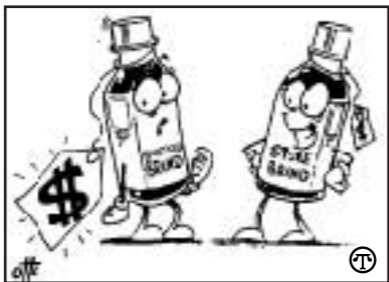


## \$2 Billion Reasons To Make The Right Choice

(NAPSA)—The important part of any over-the-counter (OTC) drug is not the name on the front of the box but the active ingredients listed on the back. That's why Americans save as much as \$2 billion a year by switching to store brand over-the-counter drugs.



**Store brand OTCs have comparable product attributes as advertised brands and save you money.**

“Your symptoms don’t care which brand you choose or how much you spend as long as you’re treating them effectively,” says Fred Eckel, editor-in-chief of Pharmacy Times.

If you stocked your medicine cabinet with only advertised brands, it would cost up to \$60 more, but you wouldn’t get any difference in product effectiveness.

Here are some facts about store brand OTC medicines:

- Store brands contain the same named active ingredient at the same strength and both products must meet the same FDA standards.

- Advertised brands cost approximately 40 percent more than their store brand OTC equivalents. The reason has nothing to do with quality and everything to do with advertising costs.

- Most stores place store brands to the right of the advertised brand.

Want to learn more about how you can save with store brands? Go to [www.truststorebrands.com](http://www.truststorebrands.com).