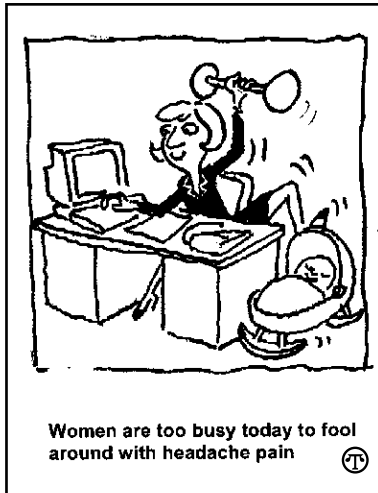


Heads Up On Headaches

Education Might Be Best Cure Of All

(NAPSA)—There's a myth out there that women use headaches as an excuse for everything from taking a sick day to "spouse avoidance" (does the old catch-phrase, "Not tonight, dear, I have a headache" ring a bell).



The truth is that most women are too busy to let headaches slow them down. A recent survey conducted by Bruskin Research for the Motrin® family of products found that three-quarters of women won't skip work and nearly that number won't miss a party because of a headache.

But ignoring a headache is one thing. Beating it is another. According to Dr. Mark Green, Clinical Professor of Neurology, Columbia University, and a prominent headache specialist, it helps to know what you've got. "Sinus, migraine and tension headaches have different symptoms," says Dr. Green. "Treating them properly means educating yourself about headache pain, and then choosing a pain reliever developed specifically for the type of headache you've got."

To help, the makers of Motrin are establishing a Headache Hotline (1-866-HEADHELP) starting April 23 wherein callers can get information about the different types of headaches and products that can help relieve their symptoms.