

# Orajel®

#1 oral pain reliever for toothaches\*

## Instant and long-lasting toothache pain relief



**Delivers targeted release up to 5x longer vs. maximum strength toothache gels**

- The maximum level of benzocaine without a prescription – 20%
- Delivers up to 3 hours of targeted release



Also available from the makers of Orajel® – provider of comfort and care for over 40 years



- The highest levels of benzocaine to relieve pain instantly
- Relief in a convenient, single-use form
- Instant pain relief with the highest levels of benzocaine
- Triple medicated to help speed healing



\*Data on file.

Return this card for **FREE high-value Orajel® coupons and patient information!**

Name \_\_\_\_\_ Title \_\_\_\_\_

Pharmacy Name \_\_\_\_\_

Pharmacy Address \_\_\_\_\_ Ste/Unit \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

How many pharmacists and technicians work at your pharmacy?

Full time  Part time

In the last 6 months, how often have you been asked to recommend a teething product?

- Daily  
 Several times per week  
 Several times per month  
 Occasionally  
 Never

In the last 6 months, have you specifically recommended Baby Orajel® teething products to your customers?

Yes  No

If no, please specify why not

- Not aware of the product(s)  
 Product is not long lasting  
 Product is not effective  
 Don't recommend benzocaine products for infants  
 Other, please specify \_\_\_\_\_

In the last 6 months, how often have you been asked to recommend a cold sore product?

- Daily  
 Several times per week  
 Several times per month  
 Occasionally  
 Never

In the last 6 months, have you specifically recommended Orajel® Mouth Sore products to your customers?

Yes  No

If no, please specify why not

- Not aware of the product(s)  
 Recommend other product(s) please specify brand \_\_\_\_\_  
 Do not recommend any products

**THANK YOU**

Supplies are limited.  
Offer expires 5/31/10.

# Orajel®

#1 recommended teething brand to help babies feel better fast



## New Orajel® SmartDose™ dispenses just the right amount of teething pain relief

- Baby Orajel® Teething Pain Medicine has 7.5% benzocaine to relieve pain instantly
- Pump delivers the right amount of medicine every time
- Cherry flavored gel – #1 selling flavor

Orajel® is used by more doctors and chosen by more moms\*

Instant pain relief available in gel, liquid and swabs



\*Data on file.



Also available for early tooth and gum care

Orajel® Toddler Training Toothpastes and Baby Orajel® Tooth & Gum Cleansers are non-foaming, fluoride- and SLS-free and gently remove plaque. Plus, they have characters and flavors kids love to get oral health off to a positive start!

Check this box ONLY if you want the below address to become your NEW mailing address. NO POST OFFICE BOX or RESIDENTIAL ADDRESSES



No Postage Necessary If Mailed In The United States

ZIP CODE

### BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 71 SOMERSET, N.J.

POSTAGE WILL BE PAID BY ADDRESSEE

**Orajel®**  
NORTHEAST MAIL CENTER  
PO BOX 5882  
SOMERSET NJ 08875-9747



Tooth & Gum Cleansers  
4 months-18 months

Toddler Training Toothpastes  
18 months-4 years

©2010 Church & Dwight Co., Inc. ORAJEL and BABY ORAJEL are registered trademarks of Church & Dwight Co., Inc.

My Little Pony: HASBRO and its logo, MY LITTLE PONY and all related characters are trademarks of Hasbro and are used with permission. ©2010 Hasbro. All Rights Reserved. Elmo and Abby Cadabby: TM/© 2010 Sesame Workshop. ©2010 Gullane (Thomas) Limited. Little Bear:™ & ©Nelvana™ Wild Things Productions ©M. Sendak. All Rights Reserved.

