

# When taking an over-the-counter (OTC) pain reliever, **Are consumers making the right choices?**



**OTC pain relievers are commonly used.**



**9 out of 10 CONSUMERS** depend on OTC pain relievers to manage their pain, with 53% taking one every week or more.

**56% OF THESE CONSUMERS** automatically choose which OTC pain reliever to take rather than carefully choosing the right option based on important safety considerations like their personal health history or other medicines they're taking.

**Consumers choose pain relievers based on effectiveness and speed.**



**56% OF CONSUMERS** choose OTC pain relievers based on how quickly they think they work.



**62% OF CONSUMERS** choose OTC pain relievers based on how effectively they think they work.

**But important safety factors aren't being considered.**



**97% FEEL CONFIDENT** they're choosing the right OTC pain reliever for them. However...



**45%**  
DO NOT CONSIDER  
PRESCRIPTION MEDICINES  
they are currently taking.



**65%**  
DO NOT CONSIDER  
THE OTHER OTCs  
they are currently taking.



**58%**  
DO NOT CONSIDER  
MEDICAL CONDITIONS  
that are pre-existing.



**1 out of 5 DO NOT CONSIDER ANY** of these important safety factors at all.



**4 out of 5 DO NOT CONSIDER THE POTENTIAL HARM** of taking the same OTC pain reliever they've always taken, even when their personal health conditions may have changed over time.

**DID YOU KNOW?**

Certain OTC pain relievers may be more appropriate given age or medical conditions. **But...**

**37% OF THOSE WITH CARDIOVASCULAR DISEASE & 43% OF THOSE WITH HIGH BLOOD PRESSURE**

... don't consider their current health conditions when choosing an OTC pain reliever, possibly increasing the chances of harmful side effects.

**Choose an appropriate OTC pain reliever for you.**

OTC pain relievers provide safe and effective relief, but these medicines are not without risk.

**NOT ALL PAIN RELIEVERS ARE RIGHT FOR EVERYONE:** there is an increased chance of harmful side effects if not selected and used correctly.

**WHEN CHOOSING A PAIN RELIEVER FOR YOURSELF, CONSIDER:**

- Your age**
- Current medical conditions**
- Other medicines you're taking**



Find tips, quizzes, and videos at [GetReliefResponsibly.com](http://GetReliefResponsibly.com)



**U.S. PAIN FOUNDATION**

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In July 2016, the U.S. Pain Foundation, with support from McNeil Consumer Healthcare, conducted a survey on American consumers' perceptions and behaviors when it comes to the appropriate selection and use of OTC pain relievers. The survey was conducted from June 24-July 5, 2016 among nearly 1,300 U.S. adults who have used an OTC pain reliever in the last 90 days. The survey included an oversampling of respondents with high blood pressure (n=125) and respondents who have cardiovascular disease (n=125).