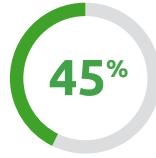




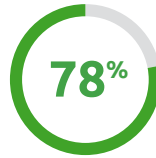
60% of adults believe there are unnecessary ingredients in over-the-counter medicines



40% of people do not look closely at the label of their over-the-counter medicine to review the active/inactive ingredients of the formula

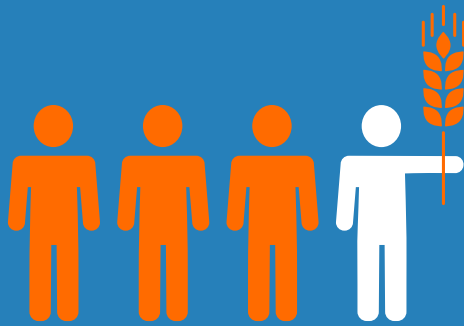
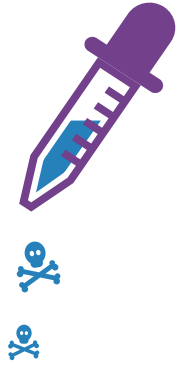


45% of consumers have a family member with a food allergy, sensitivity, or intolerance to certain ingredients or chemicals



78% of consumers want the government to carefully monitor the ingredients of OTC medicine

48% believe that dye or artificial flavoring can have negative effects on the body



3 out of 4 people are not sure that gluten is necessary for medicine



66% of adults say they are unsure about the availability of gluten-free OTCs

This is especially jarring, seeing as 22% of people report knowing someone with celiac disease



60% of people do not feel artificial flavoring and dye are necessary in over-the-counter medicines



85% of consumers think that liquid medicine is more quickly absorbed into the system, than taking tablets



Over 3/4 of adults believe that acetaminophen is harmful to the liver