



# An Important Message to Parents

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For more than five generations, Vicks® VapoRub® has been one of the most trusted names in over-the-counter (OTC) cold medications. When [used as directed](#), Vicks VapoRub is proven to be safe and effective.

A recent article in *CHEST*® describes animal studies prompted by a single case report. The animal findings are of unknown human clinical relevance. The safety and efficacy of Vicks VapoRub has been demonstrated in multiple human clinical trials, which have included more than 1,000 children ages 1 month to 12 years. Procter & Gamble (P&G) has always been an active voice for children's safety when using OTC medications. Thus, P&G works with the regulatory agencies and pediatric experts to make certain that parents of children know whether, how, and when to use OTC cough and cold medicines.

Where marketed, Vicks VapoRub is in compliance with the applicable health and safety regulations and is safe and effective to use according to package directions.

## Directions

- For external use only; avoid contact with eyes.
- Do not use by mouth, in nostrils, with tight bandages, or on wounds or damaged skin.
- Apply a thick layer to the chest and throat to temporarily relieve coughs due to common colds, or rub on muscles and joints to temporarily relieve minor aches and pains.
- Cover with a warm, dry cloth, if desired.
- Keep clothing loose around the throat/chest to help vapors reach the nose/mouth.
- Repeat up to three times per 24 hours.

## Vicks. You're taken care of.™

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