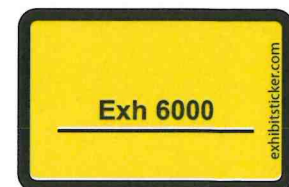


POA 1 2004 National Sales Meeting



TYLENOL[®]. SAFETY and EFFICACY at 4 g/day*



Franchise Strategy

- Market research and field observations
 - Physicians state 4 g/day is “close” to an unsafe dose
 - Currently recommend 2.5 g/day on avg.
 - Also state TYLENOL not as effective as NSAIDS / Cox-2’s
 - Implication - Avg reco is 2.5 g/day = patient not getting full efficacy benefit
- Conclusion – Must reassure TYLENOL is safe AND effective at 4 g/day