Pfizer Logo

Even Famous Faces Have an Advil® Story to Share

Thursday, September 22, 2011 - 01:22am

Regis and Joy Philbin Join Other Advil® Users to Share their True Advil® Stories in Campaign from Pfizer Consumer Healthcare

"With my busy lifestyle, I don't have time for pain but when it does hit, I rely on Advil®, especially after Joy and I spend the afternoon beating our opponents on the tennis court!"

(BUSINESS WIRE)--After a day on the tennis court with his doubles partner and wife, Joy, Regis Philbin takes Advil® to relieve the pain that comes from a long match. Just like millions of Americans who rely on Advil® to relieve their tough pain, Regis and Joy have real stories to tell about how Advil® helps them keep doing what they love. The Philbins are the first famous faces to join real Advil® users who share their Advil® stories. The advertisements, which focus on the Philbins' love of tennis and were shot on their home-court, are now available on TakeAdvil.com and will begin airing on TV in early October.

"I always trust Advil® to fight my pain," said Regis Philbin on the set of the commercial shoot. "With my busy lifestyle, I don't have time for pain but when it does hit, I rely on Advil®, especially after Joy and I spend the afternoon beating our opponents on the tennis court!"

Regis and Joy join other Americans who have told their stories of pain relief in Advil's® testimonial-style ads this year. Their stories, as individual as their personalities, shed light on the reality that pain often disrupts our busy lives, and like millions of other pain sufferers, they look to Advil® for relief. These stories can be viewed at TakeAdvil.com.

"For more than 25 years, millions of people have trusted Advil®, not just for relief, but to help them do what they love without surrendering to pain," said Srini Sripada, senior director, Pain Management, Pfizer Consumer Healthcare. "We know that our Advil® consumers are our greatest ambassadors and that pain is something that everyone shares – famous or not. We are excited to showcase the incredible stories from so many pain sufferers who are finding relief with Advil®, and are thrilled that the Philbins will be sharing their story with America."

Advil® users are invited to watch the stories, and add a story of their own. Consumers can now log on to TakeAdvil.com to share their Advil® story for a chance to win $25,000 plus a weekend in New York City doing the types of things that Regis and Joy Philbin love to do and will even dine with the couple. For full contest rules, visit TakeAdvil.com. No purchase necessary and contest entry deadline is October 31, 2011.

To share your Advil® story and enter for a chance to win the Regis & Joy prize package, visit www.TakeAdvil.com.

About Advil®

Advil® is the number-one selling pain reliever in the United States.* Advil® provides relief from multiple aches and pains -- including headaches, backaches, muscle aches and minor arthritis pains. The Advil® line of products also includes Children's Advil®, Advil® PM, Advil® Cold & Sinus, Advil® Allergy Sinus, and

Advil® Congestion Relief.

Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at www.pfizer.com.

* Among OTC brands based on 52 weeks ending 5/29/11.

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Regis and Joy Philbin hit the tennis court to share how they rely on Advil® to relieve their aches and pains through a new true stories commercial spot which will debut this fall. (Photo: Business Wire)
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