

BONUS
250 mL
Cool Mint
LISTERINE
ANTISEPTIC



with this purchase of
Lubriderm

Get Smoother
Healthier Skin
with
Lubriderm



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PRODUCTION NOTES
ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.
QUESTIONS?
CALL: BRUNET AVERY
973-385-4860
PACKAGING SERVICES
PFIZER CONSUMER HEALTHCARE
FILE NAME: 02-0181-04 Tucks 100s (C)
SOFTWARE: ADOBE ILLUSTRATOR 8.0
ADOBE PHOTOSHOP 7.0

FONTS USED:
AvantGarde-Book, AvantGarde-Demi, Helvetica, Helvetica-Bold, Helvetica-Condensed, Helvetica-Condensed-Bold, HelveticaNeue-MediumCond, OCRB, Pfizer



FDA FORMAT COPY
STANDARD FORMAT/
6 pt HELVETICA CONDENSED 80% SCALE
1/4 pt Leading

Lubriderm Listerine Bonus Display - Riser				PFIZER
Date	Spec No.	Artist	Nature of Revision	
1/21/03	S2AN2941-1	Lars	Lubriderm Listerine Bonus Display - Riser	

Pfizer
PFIZER CONSUMER HEALTHCARE

Approvals	Signature	Date
Brand		
Regulatory		
Medical/Dental		
Legal		

For Labels and Bursts

Co-packer: _____ Hand Applied:

Spec #: _____ Machine Applied:

Lubriderm logos and dark blue band
Print or Match PMS 294