

to your **health**



New help for aches and pain, headaches, even heart attacks

www.UrgentRx.com

There's a new OTC medicine in town. It's by the Colorado Company UrgentRx, and it's a fast-acting medicine that fits easily into your pocket or purse, so it's instantly accessible — and you can take it without water. Available formulas include:

- UrgentRx Ache & Pain Relief to Go
- UrgentRx Headache Relief to Go
- UrgentRx Aspirin to Go

"Headaches, everyday aches and pains, and even major medical emergencies like heart attacks rarely happen when you're standing in a pharmacy or near your medicine cabinet, they happen when you're out and about living life. That's why we've made it easy for people to have — and take — life-saving medication anytime, anywhere," said Jordan Eisenberg, UrgentRx founder and CEO.

Taking aspirin immediately at the onset of heart attack symptoms helps

prevent the formation of additional blood clots and helps prevent or delay further heart muscle damage. This buys a heart attack victim critical time to get to a hospital for treatment by a doctor. Additionally, research shows that aspirin in powdered form is absorbed into the bloodstream approximately 2.5 times faster than an aspirin pill.

"Taking aspirin at the first sign of a heart attack can mean the difference between life and death," said Dr. Barry Molk, cardiologist and Fellow of the American College of Cardiology. "UrgentRx makes it a little easier for Iowans across the state to protect themselves, their friends and their loved ones from dying of a heart attack."

UrgentRx medications are formulated in a pleasant tasting powder and are available in Iowa at Dahl's pharmacies, Hy-Vee Food Stores and convenience stores.