



No. F. 4-59/2025-ADV(PS)(M-05)
Government of Pakistan
Drug Regulatory Authority of Pakistan
Prime Minister's National Health Complex, Park Road Islamabad

Islamabad, the 23rd December, 2025

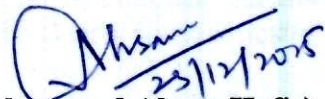
M/s Abbott Laboratories Pakistan Limited,
Opp. Radio Pakistan Transmission Center, Hyderabad Road, Landhi,
Karachi.

Subject: Application for Approval to Advertise Brufen DUO Tablet (Reg. No 108578).

I am directed to refer to your application regarding the subject cited above and to state that the Advertisement Board in its 5th meeting held on 19th and 20th November, 2022 approved the advertisement of your product namely Brufen DUO Tablet (Reg. No. 108578) through following Media/Mode.

Sr #	Name of Product & Reg. No.	Media of Advertisement	Mode of Advertisement
	Brufen Duo Tablet (Reg#108578)	Digital (Meta, Google/ Youtube)	Digital Media Digital Banner AD-1 Digital Media Digital Banner AD-2

2. The approval of advertisement on Prescribed Form-II is enclosed. Moreover, the applicant shall be solely responsible for securing all necessary agreements and consents from the models featured in the advertisement. DRAP shall bear no responsibility in this regard.


(Muhammad Ahsan Hafiz)
Deputy Director/
Secretary Advertisement Board,

Copy to the:

- The Chairman, Pakistan Electronic Media Regulatory Authority (PEMRA), Islamabad
- The Chief Drug Controller / Inspector Punjab, Sindh, Khyber Pakhtunkhwa, Baluchistan, AJ&K, GB and ICT.
- The Director, Division of QA<, DRAP, Islamabad. (e-office)
- The Additional Director/Officer In-charge, DRAP Lahore, Karachi, Islamabad, Peshawar, Quetta. (e-office)
- Meeting file. (e-office)



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-59/2025-ADV(PS)(M-05)

Date of issuance: 23rd December, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories Pakistan Limited, Opp. Radio Pakistan Transmission Center Hyderabad Road, Landhi, Karachi is hereby permitted to advertise Brufen DUO Tablet (Reg. No. 108578) in **Digital Banner AD-1, Digital Banner AD-2** mode(s) of **Digital Media** for a period of two years from the date of issuance unless earlier suspended or cancelled:

Permission of Advertisement granted for (Name): **Brufen DUO Tablet**
Registration / Enlistment No. 108578

1. This permission shall be subject to the conditions specified in the Therapeutic Goods (Advertisement) Rules, 2025 under the Drug Regulatory Authority of Pakistan Act, 2012.
2. The advertisement shall be made according to the approved advertisement material/story board (attested copies enclosed) without alteration or modification.
3. The Advertisement Board may withdraw the approval granted or modify or alter the conditions subject to which the advertisement has been approved.
4. This approval is valid for a period of two years only, from the date of issuance of this approval.
5. The Reference No of the advertisement and following additional cautionary statements should also be printed in prominent font size and if aired should be clearly communicated/perceived or understood.

- i. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
 - ii. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
 - iii. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
6. Approved advertisement specimen enclosed.

Secretary
Advertisement Board
(Signature)
(Stamp)



Chairman
Advertisement Board
(Signature)
(Stamp)



DIGITAL BANNER 1



BRUFEN® Duo
بخار اور درد سے آرام



علامات:
• بخار
• گلے کی سوجن
• سردی
• کمر درد

Abbott

EASIER
for Patients

دوا میں بریفن کی علامتیں، دوا کے ساتھ ساتھ بخار اور درد کی علامتیں بھی ہوتی ہیں۔
کمزور مریضوں کی دوا کے ساتھ ساتھ بخار اور درد کی علامتیں بھی ہوتی ہیں۔



DIGITAL BANNER 2



BRUFEN[®] Duo

DOUBLE ACTION FEVER & PAIN RELIEF



Indications:

- Fever
- Sore throat
- Headache
- Backache

EASIER
for Patients

Ref: 1. As per LmPC
PAZ3M0293 (4/0)

دراہدی ہر ایک کی صحت کی۔ دیکھو یہ دوا کو کب اور کیسے لیں۔ دوا کے استعمال سے متعلق
کیسے لیں اور کب لیں۔ دوا کے استعمال سے متعلق کیسے لیں اور کب لیں۔