



No. F. 4-17/2025-DD-PS-I(Adv.B-M-3)

Government of Pakistan

Drug Regulatory Authority of Pakistan

Prime Minister's National Health Complex, Park Road Islamabad

Islamabad, the 30th of July, 2025

M/s. Abbott Laboratories (Pakistan) Ltd.,
Opposite Radio Pakistan Transmission Centre, Hyderabad Road, Landhi
Karachi.

Subject: Application for Approval to Advertise Brufen Duo Tablet (Registration No: 108578) Through Display Media

I am directed to refer to your application regarding the subject cited above and to state that the Advertisement Board in its 3rd meeting held on 4th July, 2025 has approved the advertisement of your product namely Brufen Duo Tablet (Registration No: 108578) through following Media/Mode.

Sr #	Name of Product & Reg. No.	Media of Advertisement
1.	Brufen Duo Tablet (Reg. No: 108578)	Display Media i. Poster-Urdu ii. Poster-English iii. Dispenser iv. Dangler

2. The approval of advertisement(s) on Prescribed Form-II are enclosed. You are further required to submit details of the link(s) of social media handles, platform, and campaign.

Encl: As Above


(Dr Mahvash Ansari)
Deputy Director/
Secretary Advertisement Board,
Drug Regulatory Authority of Pakistan

Copy to the:

- i. Director (Pharmacy Services) / Chairman, AB, DRAP, Islamabad
- ii. The Chairman, Pakistan Electronic Media Regulatory Authority (PEMRA), Islamabad
- iii. The Secretary, Primary & Secondary Healthcare Department, Government of Punjab, Lahore.
- iv. The Secretary, Health Department, Government of Sindh, Karachi.
- v. The Secretary, Health Department, Government of Khyber Pakhtunkhwa, Peshawar.
- vi. The Secretary, Health Department, Government of Balochistan, Quetta.
- vii. The Secretary, Health Department, Government of Gilgit Baltistan, Gilgit
- viii. The Secretary, Health Department, Government of Azad Jammu & Kashmir, Muzaffarabad.
- ix. The District Health Officer (DHO), Islamabad Capital Territory.
- x. The Director, Division of QA<, DRAP, Islamabad.
- xi. The Additional Director/Officer In-charge, DRAP Lahore, Karachi, Islamabad, Peshawar, Quetta.
- xii. Meeting file.
- xiii. Case file(s).



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 30th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd., is hereby permitted to advertise Brufen Duo Tablet in Dangler mode(s) of Display 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
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Dangler (Front)

BRUFEN® Duo
(Paracetamol+Ibuprofen)

**COMBINED ACTION IN
Fever & Pain Relief**



Abbott



Dangler (Back)

BRUFEN® Duo
(Paracetamol+Ibuprofen)

**COMBINED ACTION
بخار اور درد سے آرام**



Abbott



Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)
Date of issuance: 30th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd., is hereby permitted to advertise Brufen Duo Tablet in Dispenser mode(s) of Display 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

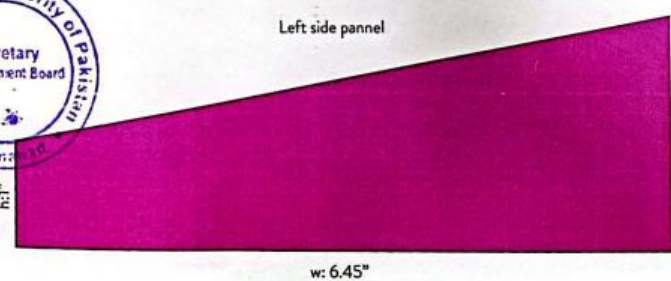
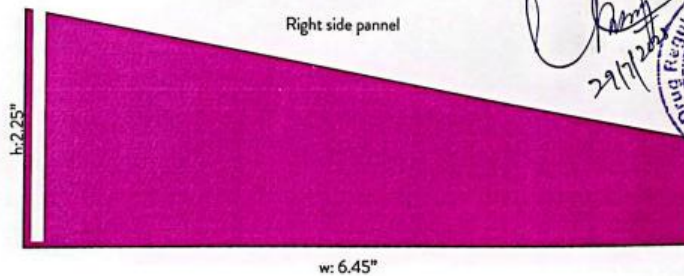

Secretary
Advertisement Board
(Signatures)
(Stamp)




Chairman
Advertisement Board
(Signatures)
(Stamp)



Acrylic Dispenser





Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan

Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 30th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd., is/are hereby permitted to advertise Brufen Duo Tablet in Poster-English mode(s) of Display 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
(Signatures)
(Stamp)



Chairman
Advertisement Board
(Signatures)
(Stamp)



Poster English (17"x22")

BRUFEN® Duo

RELIEVES FEVER & PAIN



Indications:

- Fever
- Sore throat
- Headache
- Backache
- Dental pain

BETTER
Efficacy¹

EARLIER
Onset of Action¹

EASIER
for Patients

Product	Pack Size	Retail Price
BRUFEN® Duo Tablets (Paracetamol + Ibuprofen) 500mg/150mg	2 x 14's	Rs. 295.00

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔

Ref: 1. As per SmPC.

PAK2348797-2 (v2.1)

Abbott

Form – II

[See rule 3(5)]

Government of Pakistan
Drug Regulatory Authority of Pakistan



Ref. No: 4-17/2025-DD-PS-I(Adv.B-M-3)

Date of issuance: 30th July, 2025

Approval for Advertisement of Therapeutic Goods

M/s Abbott Laboratories (Pakistan) Ltd. is/are hereby permitted to advertise Brufen Duo Tablet in Poster-Urdu mode of Display 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.
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- 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
(Signatures)
(Stamp)



Chairman
Advertisement Board
(Signatures)
(Stamp)



Poster Urdu (17"x22")

BRUFEN® Duo

بخار اور درد سے آرام

علامات:

- بخار
- گلے کی سوجن
- سر درد
- کمر درد
- دانت کا درد



BETTER
Efficacy¹

EARLIER
Onset of Action¹

EASIER
for Patients

1. تمام دوائیں بچوں کی پہنچ سے دور رکھیں۔
2. طبیعت زیادہ خراب ہو تو ڈاکٹر سے رجوع کریں۔
3. دوا کے استعمال سے مضر اثرات کی صورت میں اطلاع متعلقہ کمپنی اور ڈریپ (DRAP) کو دیں۔
4. دوا کو لیبل پر دی گئی ہدایات کے مطابق استعمال کریں۔

Product	Pack Size	Retail Price
BRUFEN® Duo Tablets (Paracetamol + Ibuprofen) 500mg/150mg	2 x 14's	Rs. 295.00

Ref: 1. As per SmPC.

PAK2348797-2 (v2.0)

Abbott