

Product Sheet Lubriderm/Motrin

Recommended Children's Products for the Winter Season:

- Motrin
- Lubriderm

General Information about Motrin

- The world's number one brand recommended by pediatricians for relieving fever, pain, and inflammation in winter.
- Fast-acting: Relief begins within the first 15 minutes.
- The relief effect lasts up to 6 hours.
- Flavor: Red Berries.
- Easy administration for children due to its pleasant taste.

Indications for Motrin

- Indicated for frequent infections in daycare centers.
- Relief of post-vaccination effects.
- Relief for the common cold.
- Relief of respiratory conditions.
- Relief of musculoskeletal conditions.

Usage of Motrin

- Route of administration: Oral.
- Proper dosage provided by the graduated pipette in millimeters.
- Suitable for use from 6 months of age.
- Contains ibuprofen as an antipyretic.

General Information about Lubriderm

- Two-in-one solution for children's skin.
- Formula: Glycerin to maintain hydration and Micellar Technology to protect the skin's natural barrier.
- Ideal pH for baby skin.
- Moisturization for up to 24 hours.
- Hypoallergenic.
- Indicated for dry skin.

Usage of Lubriderm

- Route of administration: Topical.
- Can be used from the first day of birth.

Questions to Understand the Doctor's Needs:

- In winter, what is the main reason your patients visit your office?
- How often do you treat fever, pain, or inflammation in children during this time of year?
- What products do you recommend for infections or colds in children?
- How often do you see children with skin problems in winter?
- What do you look for in products for children's skin care?

Value Dialogue Against the Competition: Absolutely, I understand. It's important to note that Lubriderm offers a two-in-one solution with glycerin and micellar technology, ideal for hydrating and protecting sensitive children's skin during winter. Meanwhile, Motrin, recommended by leading pediatricians, provides quick and long-lasting relief from pain and fever in children, with a red berries flavor for easier administration. Both products are reliable and effective, prioritizing the health and well-being of young patients.