



The Wonders of the World: New Findings from a National Survey

Aspirin is a Little Pill with a Big Impact – a True Wonder Drug

- 74 percent of Americans feel that aspirin is a simple everyday wonder, a little pill with big impact.
- More than one-third (34 percent) of Americans consider aspirin to be a wonder drug, as compared to acetaminophen (23 percent), aloe (16 percent) or caffeine (11 percent).

World Wonders Benefit Mankind

- As many as two in three (67 percent) Americans feel the Wonders of the World benefit mankind. As the 8th World Wonder, aspirin also benefits mankind through its unsurpassed ability to treat pain and its potential to save lives!¹
- One-third (35 percent) of adults surveyed feel the most important attribute of a “world wonder” is that it contributes positively to mankind. Other important attributes include universal recognition (19 percent), it is culturally or socially diverse (16 percent), and it is man-made (14 percent). As one of the world’s most studied drugs, aspirin proudly meets these criteria.

A Wonder for Pain – Building the Wonders

- Nearly half of the adults surveyed viewed the Pyramids of Giza (49 percent) as the ancient world wonder that would have been the biggest “pain” to build, when compared with the Taj Mahal (14 percent), Stonehenge (13 percent), the Eiffel Tower (11 percent), and the Coliseum (6 percent). For the past 110 years, aspirin has proven to be an effective reliever of pain, as well as arthritis inflammation when taken as directed by a doctor – if only the builders had known!

Performing Daily Wonders with the Wonder Drug

- The majority (56 percent) of Americans believe that emergency workers, such as firefighters and emergency medical technicians (EMTs) perform wonders on a daily basis. In fact, many emergency workers are required to carry aspirin at all times because of its ability to perform wonders if taken as directed by a doctor at the first sign of a heart attack.

Keep the Wonder Drug Close when Visiting the World Wonders

- Americans would like to visit Greece’s famed Acropolis (29 percent), The Statue of Liberty in New York (22 percent) and The Sydney Opera House (18 percent) in Australia. While traveling to these famous landmarks and enduring long lines, cramped flights and the scorching sun, carry aspirin to provide relief from headaches, body aches and pains, and even pain of sunburn!

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

Medical studies have shown that a very small percentage of the population, less than six percent, cannot take aspirin due to stomach upset. Patients who are predisposed to gastric problems or have a history of stomach ulcers or bleeding problems should not take aspirin unless directed by a physician. People who experience stomach discomfort should ask their doctors whether an enteric coated aspirin product might help that discomfort. In general, aspirin’s benefits significantly outweigh its risks when taken as directed. Patients who have questions about which pain reliever to use should talk to their physicians. **For more information on the wonders of aspirin and to help ensure it’s always kept close visit www.The8thWorldWonder.com.**

A True Wonder Is Timeless

- Nearly half (48 percent) of adults surveyed feel something must be at least 100 years old to be considered a wonder. This year aspirin celebrates its 110th anniversary! Similar to aspirin, almost twice as many Americans (80 percent) would consider it to be a wonder to celebrate their 110th birthday.

Keep Modern Wonders Close

- Cell phones, considered by more than half (59 percent) of adults surveyed to be a modern wonder, are kept close. Aspirin is another wonder that should always be kept close, as it may save your life if taken as directed by a doctor at the first sign of a heart attack.

About the Survey:

A national survey of 1,038 Americans 18 years and older was conducted to uncover the public's attitudes towards "World Wonders". Telephone surveys were conducted by Opinion Research Corporation between March and April 2007. The margin of error is +/- 3%. The survey was funded by Bayer HealthCare.

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