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This label ensures that date and lot numbers never get lost.

Pfizer's unfolding label guards vital info

A new variety of Listerine, Pfizer Inc.'s mouthwash, is using an unfolding label that retains vital information even if the top panel has been removed.

The pressure-sensitive rear label on 250-milliliter bottles of Advanced Listerine unfolds book-style to reveal an extended Drug Facts panel and other information. The top layer has a cut corner that exposes an expiration date and a lot number. The design of the label, from Chaucer Press Inc., ensures that if the top layer is removed, the date and lot number (or any other information deemed vital by the end user) will remain in place.

Chaucer Press Inc.

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