

Wireframes & Annotations

Tylenol.ca

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Please note: Descriptions in the **Interactions column** are required for the **Interactive Prototype**.

Due to their descriptive nature, we did not hide this column from the document, as some statements might be helpful for the technical team to understand the proposed functionality. However, this column contains a lot of "mock code" to drive the Prototype, which has no relevance in the actual development.

Examples:

- ➔ **Open ARTICLE CATEGORY in Current Window**
 - Reflects a link to the "ARTICLE CATEGORY" page, target = "_self".

- ➔ **OnPageLoad:**
 - Case 1
 - (If value of variable wizardOutcome equals "child"):
 - Set CONTENT AREA state to FILTERED
 - Set WIZARD/WIZARD STATES state to RESULT CHILD
 - To simulate the wizard functionality in the Prototype, the variable `wizardOutcome` is set when the user selects the "Child" option on the wizard. On the following page load, the wizard panel is set to `RESULT CHILD`, which contains the links to article pages and the `CONTENT AREA` panel changes to the `FILTERED` state. For the developing team this statement holds some valuable information about the functionality desired:
 - The wizard stores information.
 - The wizard changes its interface upon submitted input.
 - The wizard passes information throughout the page and influences the content displayed.

- ➔ **Scroll to wizardAnchor (y only) swing 500ms**
 - A vertical scrolling animation to an anchor.

To see the Prototype in action, please visit:

<http://tylenolia.ping.griplimited.com/ia/>

User: jnjtylenolia

Pass: kNarasaVrjvz

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1. User Experience Upgrades

1.1. Wizard/Dynamic Menu

The existing “Dosage Calculator” needs to be extended with symptoms/tags and submit to the Wizard result page. This Wizard must set cookies or a session to store the entered parameters. Article and Product pages will be sorted and filtered according to set cookies/sessions. The wizard will replace the traditional left hand menu by offering links of symptoms/tags to either Article or Product pages.

1.2. Wizard Result page

A Wizard result page needs to be developed that displays recommended Products their dosage and Articles on file. Those will be matched and ranked by the tagging system.

1.3. Product Search

A product page must be developed that on default displays all available Products.

1.4. Related Articles/Products/Touts

A widget to related Articles, Products and Touts needs to be developed. Settings on the Wizard will filter the outcome and display related Articles where placed. Touts might require a special treatment on the CMS.

1.5. Tagging

All Articles and Products need to be connected via tags/symptoms: Adult, Child, Infant, Headache, Arthritis, etc....

The administrator will predefine those tags/symptoms in the CMS and match them to every new Product or Article.

2. Pages

2.1. Page Tree

HOME

- WIZARD RESULT
- PRODUCT LIST
- PRODUCT DETAIL
- ARTICLE CATEGORY
- ARTICLE DETAIL
- COUPONS & DEALS
- SEARCH RESULT

2.2. HOME

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Case 2

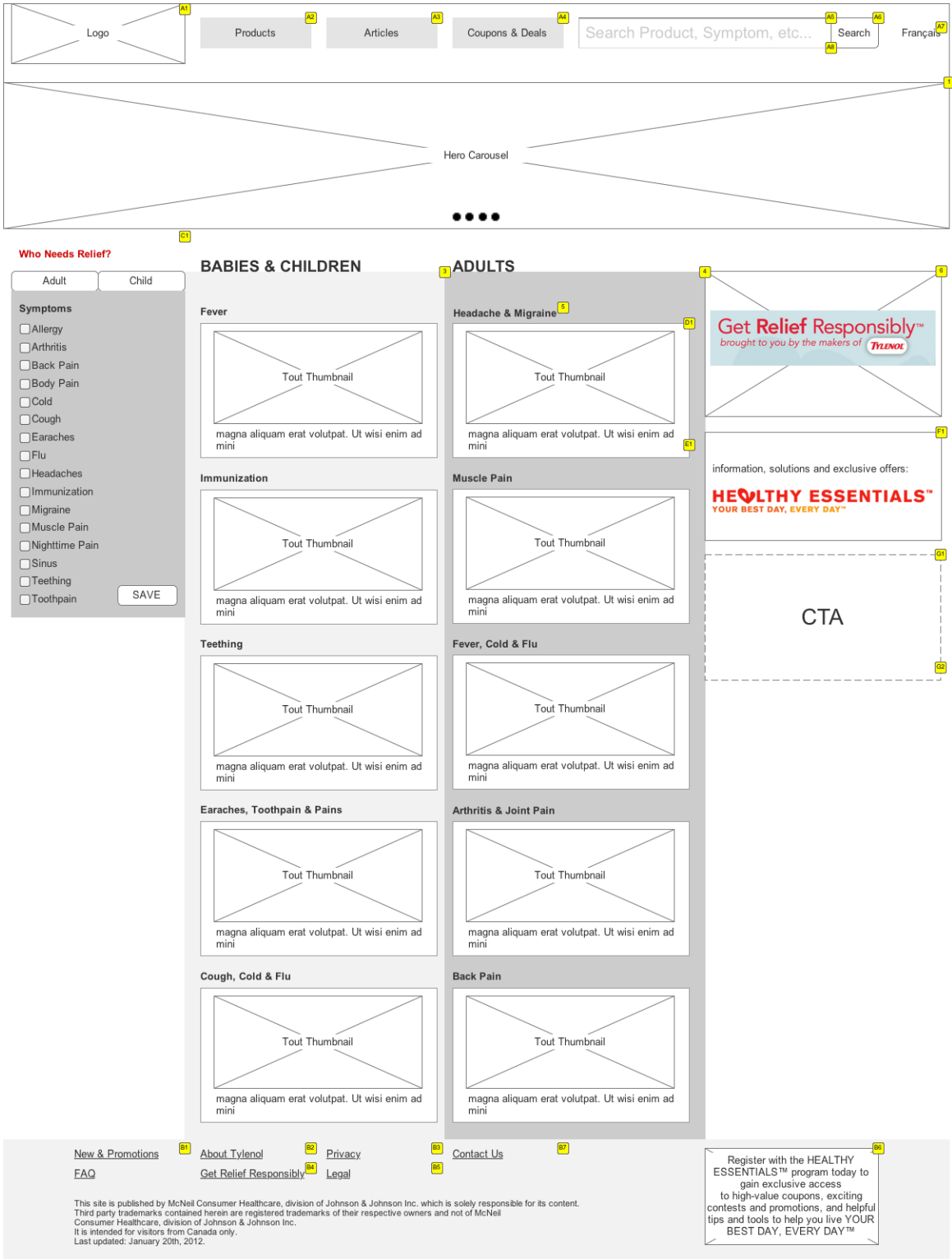
(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD



Footnote	Label	Interactions	Description	Phase	Status
1	Carousel		Managed by CMS	1	Incorporated

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Footnote	Label	Interactions	Description	Phase	Status
2		showResults: Case 1: Open WIZARD RESULT in Current Window linkAction: Case 1: Open ARTICLE CATEGORY in Current Window		1	
3	Children Column		CMS managed.	1	
4	Adult Column		CMS managed.	1	
5		OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			
6				1	
7				1	
A1	Logo/branding	OnClick: Case 1: Open HOME in Current Window		1	
A2	Products	OnClick: Case 1: Open PRODUCT LIST in Current Window		1	
A3	Articles	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window		1	
A4	Coupons & Deals	OnClick: Case 1: Open COUPONS & DEALS in Current Window		1	
A5	Search Field	OnKeyUp: Case 1: Show SEARCH AUTOSUGGEST fade 500ms Set text on widget Search Field equal to "Infant" Bring SEARCH AUTOSUGGEST to Front	Google Search Phase 1, Auto suggest Phase 2	1	
A6	Search Button	OnClick: Case 1: Open SEARCH RESULT in Current Window		1	
A7	Language Toggle	OnClick: Case 1: toggle language		1	Incorporated
A8	SEARCH AUTOSUGGEST		Phase 2 item	2	
B1	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			
B2	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			
B3	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			
B4	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			

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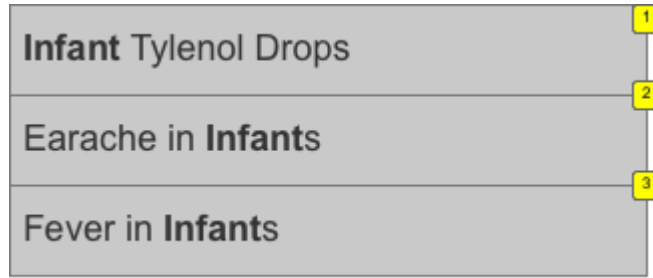
Footnote	Label	Interactions	Description	Phase	Status
B5	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window			
B6	Link	OnClick: Case 1: Open http://www.healthyessentials.ca/ in Current Window			
B7	Link	OnClick: Case 1: Open http://www.tylenol.ca/contact-us in Current Window			
C1	WIZARD STATES		Wizard stores entered information via cookie or session and adjusts its state accordingly across the website. The links displayed on the wizard are relative to the current view. e.g. they filter product lists and/or article categories within the displayed view or link to a parent category if the wizard is displayed on a product/article page.	1	
D1	Tout	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window	CMS managed tout	1	Proposed
D2				1	
E1	Associated Tags		Tags: {Tag 1}, {Tag 2}, {Tag 3}, {Tag 4}, {Tag 5} Matching articles and header images with products through the wizard requires a set of pre-defined tags in the CMS that the administrator can select to create relationships.	1	Proposed
F1		OnClick: Case 1: Open http://www.healthyessentials.ca/ in Current Window			
G1	CTA		CMS managed tout	1	
G2				1	

2.2.1. Masters Used

HEADER
 FOOTER
 WIZARD
 GENERIC TOUT
 HEALTHY ESSENTIALS TOUT
 GET RELIEF RESPONSIBLY TOUT
 GENERIC CTA

2.2.2. SEARCH AUTOSUGGEST

2.2.2.1. DROPDOWN



Footnote	Interactions
1	OnClick: Case 1: Set value of variable pagestate equal to "product" Open ARTICLE DETAIL in Current Window
2	OnClick: Case 1: Set value of variable pagestate equal to "article" Open ARTICLE DETAIL in Current Window
3	OnClick: Case 1: Set value of variable pagestate equal to "article" Open ARTICLE DETAIL in Current Window

2.2.3. WIZARD STATES

2.2.3.1. EDIT WIZARD

Who Needs Relief?

Adult Child ¹

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

Footnote	Label	Phase
1	PANEL STATES	1

2.2.3.2. RESULT CHILD

I am interested in:

Child 24m | 14 kg (30.8 lbs) ¹

Fever ²

Earaches

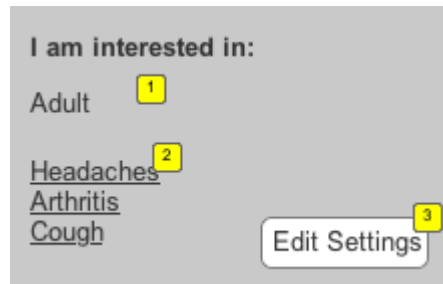
Edit Settings ³

Footnote	Label	Interactions	Description	Phase
1	Selected Age Range & Weight		Selected Values	1

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Footnote	Label	Interactions	Description	Phase
2	Symptoms	OnClick: Case 1: Raise linkAction	This link target depends on placement of the wizard. If the current page is "ARTICLE DETAIL", display symptom links to the related "ARTICLE CATEGORY". Otherwise display symptom links to the related "PRODUCT LIST".	1
3	Edit	OnClick: Case 1: Set WIZARD STATES state to EDIT WIZARD		

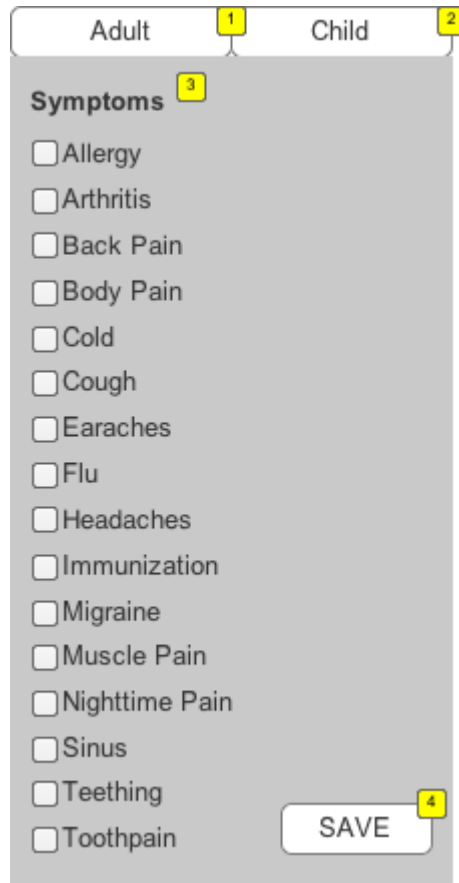
2.2.3.3. RESULT ADULT



Footnote	Label	Interactions	Description	Phase
1	Selected Age Range		selected values	1
2	Selected Symptoms	OnClick: Case 1: Raise linkAction	This link target depends on placement of the wizard. If the current page is "ARTICLE DETAIL", display symptom links to the related "ARTICLE CATEGORY". Otherwise display symptom links to the related "PRODUCT LIST".	1
3	Edit	OnClick: Case 1: Set WIZARD STATES state to EDIT WIZARD		

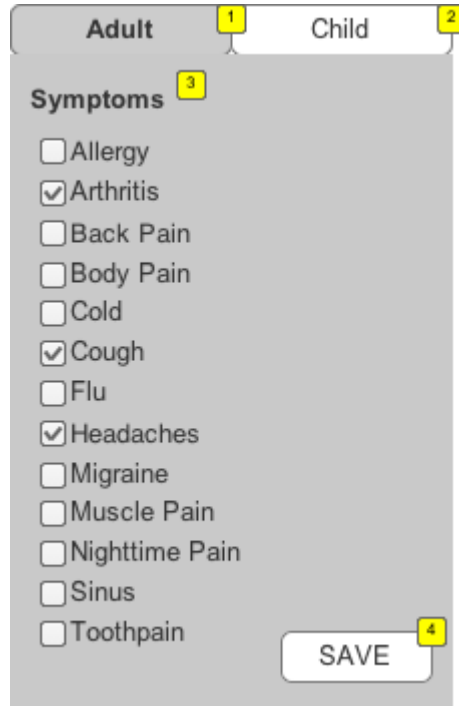
2.2.4. PANEL STATES

2.2.4.1. DEFAULT



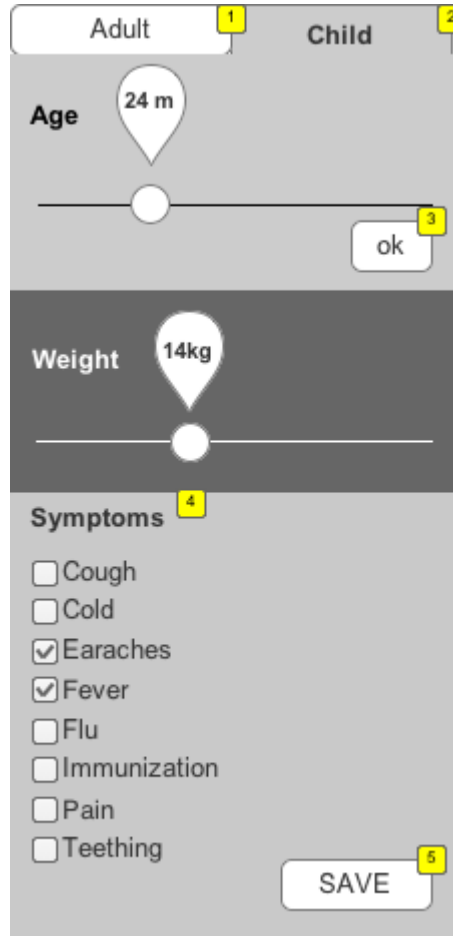
Footnote	Label	Interactions	Description	Phase
1	Adult tab	OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms		
2	Child tab	OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms		
3	All Symptoms		All Symptoms	1
4	Save	OnClick: Case 1: Set value of variable wizardOutcome equal to "adult" Raise showResults		

2.2.4.2. ADULT



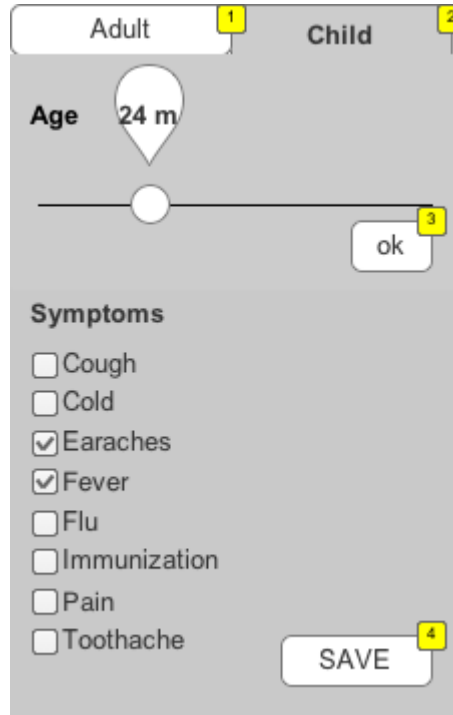
Footnote	Label	Interactions	Description	Phase
1	Adult tab	OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms		
2	Child tab	OnClick: Case 1: Set PANEL STATES state to CHILD < 6 Scroll to wizardAnchor (y only) swing 500ms		
3	Adult related Symptoms		in alphabetical order	1
4	Save	OnClick: Case 1: Set value of variable wizardOutcome equal to "adult" Raise showResults Set WIZARD STATES state to RESULT ADULT		

2.2.4.3. CHILD < 6



Footnote	Label	Interactions	Phase
1		OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms	
2		OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms	
3	Set Age	OnClick: < 6 Y: Set PANEL STATES state to CHILD < 6 > 6 Y: Set PANEL STATES state to CHILD > 6	
4	Child under 6 related Symptoms		1
5		OnClick: Case 1: Set WIZARD STATES state to RESULT CHILD Set value of variable wizardOutcome equal to "child" Raise showResults Set WIZARD STATES state to RESULT CHILD	

2.2.4.4. CHILD > 6



Footnote	Label	Interactions
1		OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms
2		OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms
3		OnClick: < 6 Y: Set PANEL STATES state to CHILD < 6 > 6 Y: Set PANEL STATES state to CHILD > 6
4		OnClick: Case 1: Set value of variable wizardOutcome equal to "child" Raise showResults Set WIZARD STATES state to RESULT CHILD

2.3. WIZARD RESULT

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Case 2

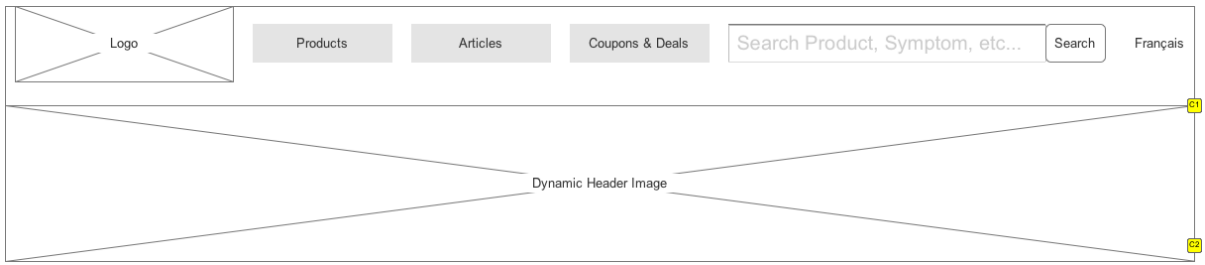
(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD



Who Needs Relief?

Adult Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

1 For {age ({weight})} with {Symptoms} we recommend: **2**

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2} **A1**

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

information, solutions and exclusive offers:

HEALTHY ESSENTIALS™

YOUR BEST DAY, EVERY DAY™

Relevant Articles

Article Thumbnail **B1**

magna aliquam erat volutpat. Ut wisi enim ad mini **B3**

Article Thumbnail **B2**

magna aliquam erat volutpat. Ut wisi enim ad mini **B4**

information, solutions and exclusive offers:

HEALTHY ESSENTIALS™

YOUR BEST DAY, EVERY DAY™

Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

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Footnote	Label	Interactions	Description	Phase	Status
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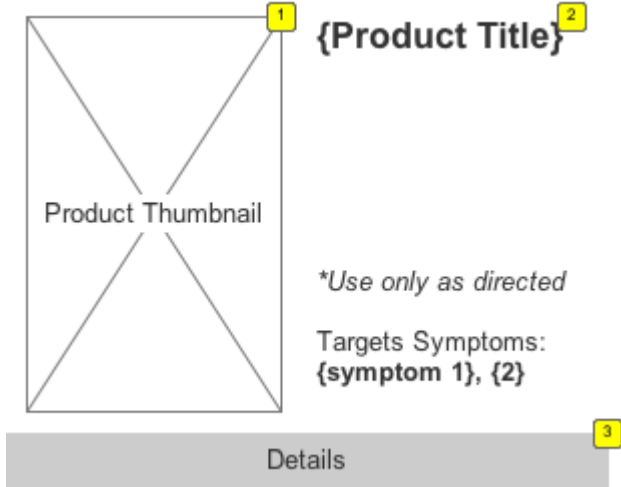
Footnote	Label	Interactions	Description	Phase	Status
1		showResults: Case 1: Open WIZARD RESULT in Current Window linkAction: Case 1: Open ARTICLE CATEGORY in Current Window		1	
2	Dynamic Title			1	
3			Related Article e.g. earache, fever, infant... Relations are defined by tags tags = symptoms and user type		
4				1	
5				1	
A1				1	
B1	Article Tout		Managed by CMS	1	
B2		OnClick: Case 1: Open ARTICLE DETAIL in Current Window			
B3		OnClick: Case 1: Open ARTICLE DETAIL in Current Window			
B4				1	
C1	Dynamic Header Image		Based on displayed content. As defined by tags.	1	Proposed
C2				1	

2.3.1. Masters Used

PRODUCT TEASER
 ARTICLE TEASER
 HEALTHY ESSENTIALS TOUT
 GET RELIEF RESPONSIBLY TOUT
 HEADER
 HEADER IMAGE
 WIZARD
 FOOTER
 GENERIC CTA

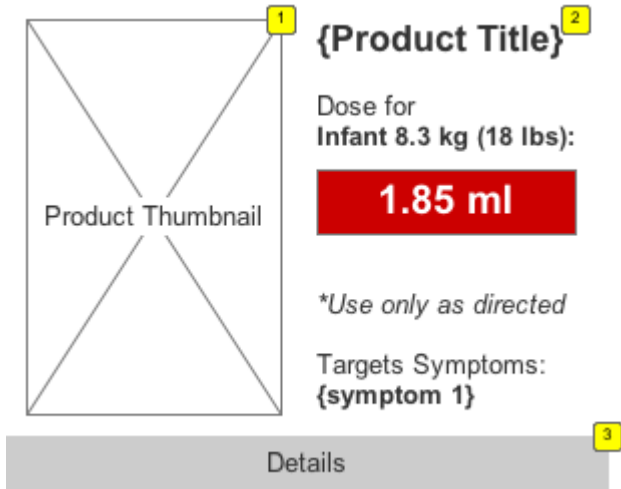
2.3.2. PRODUCT PANEL

2.3.2.1. NO_DOSE



Footnote	Label	Interactions
1		OnClick: Case 1: Open PRODUCT DETAIL in Current Window
2		OnClick: Case 1: Open PRODUCT DETAIL in Current Window
3	detailsButton	OnClick: Case 1: Open PRODUCT DETAIL in Current Window

2.3.2.2. DOSE



Footnote	Label	Interactions	Description
1		OnClick: Case 1: Open PRODUCT DETAIL in Current Window	
2		OnClick: Case 1: Open PRODUCT DETAIL in Current Window	dosage based on wizard settings

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Footnote	Label	Interactions	Description
3	detailsButton	OnClick: Case 1: Open PRODUCT DETAIL in Current Window	

2.4. PRODUCT LIST

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set CONTENT AREA state to FILTERED

Set WIZARD/WIZARD STATES state to RESULT CHILD

Set HEADER/Products to Selected

Case 2

(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

Set CONTENT AREA state to FILTERED

Set HEADER/Products to Selected

filtered by pain state

(Else If value of variable pagestate equals "filtered"):

Set CONTENT AREA state to FILTERED,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

PRODUCT TEASER/PRODUCT PANEL state to DOSE,

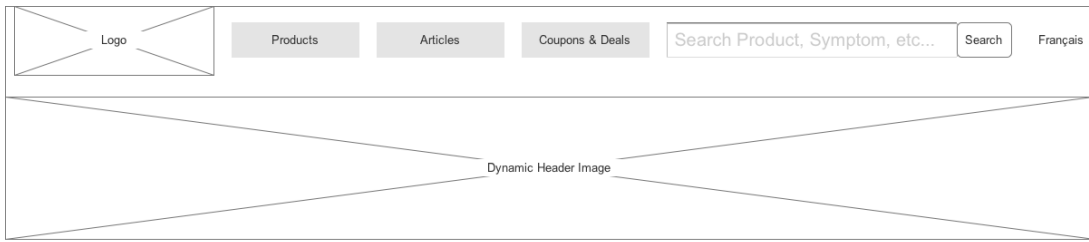
Set HEADER/Products to Selected

Case 4

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD

Set HEADER/Products to Selected



Who Needs Relief?

Adult Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

Products & Dosage Calculation

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

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Footnote	Label	Interactions	Description	Phase
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Wireframes & Annotations

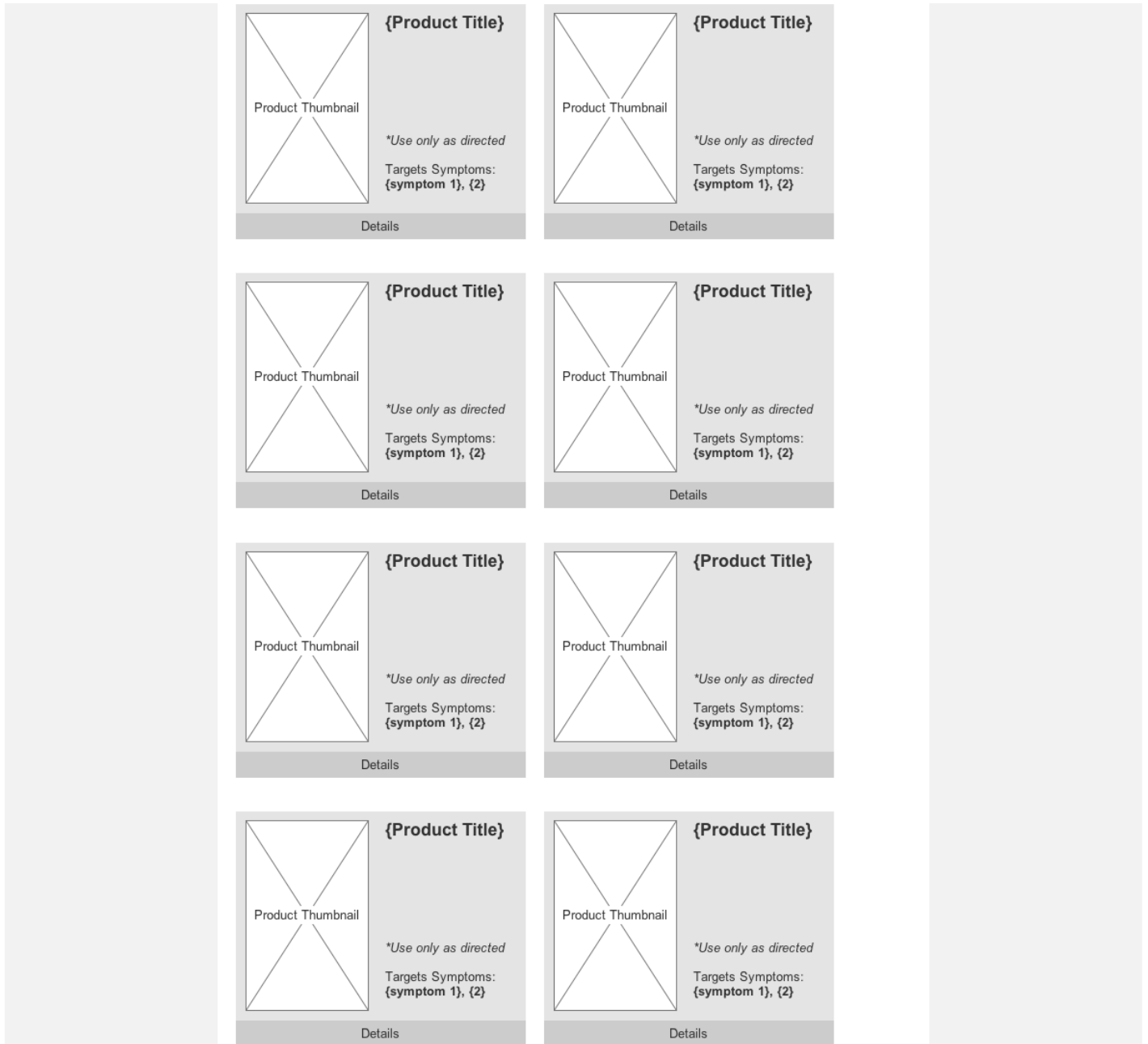
Footnote	Label	Interactions	Description	Phase
1		<p>showResults: Case 1: Set PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, CONTENT AREA state to FILTERED, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE, PRODUCT TEASER/PRODUCT PANEL state to DOSE</p> <p>linkAction: Case 1: Set CONTENT AREA state to FILTERED</p>	filters products	1
2	CONTENT AREA		displays all products on default, unless the wizard has been used. In that case the filtered list would be shown.	1

2.4.1. Masters Used

HEADER
 HEADER IMAGE
 PRODUCT TEASER
 FOOTER
 ARTICLE TEASER
 WIZARD

2.4.2. CONTENT AREA

2.4.2.1. DEFAULT



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2.4.2.2. Masters Used

PRODUCT TEASER
FOOTER

2.4.2.3. FILTERED

The wireframe illustrates a filtered product page layout. It features three product detail cards, two article teasers, a footer with navigation links, and a registration box.

Product Detail Cards: Each card contains a placeholder for a "Product Thumbnail", a "{Product Title}", the instruction "*Use only as directed", and "Targets Symptoms: {symptom 1}, {2}". The cards are labeled "Details" at the bottom.

Article Teasers: Each teaser contains a placeholder for an "Article Thumbnail" and the text "magna aliquam erat volutpat. Ut wisi enim ad mini".

Related Articles: A section titled "Related Articles:" with a yellow notification icon (1).

Footer: Includes navigation links: [New & Promotions](#), [FAQ](#), [About Tylenol](#), [Get Relief Responsibly](#), [Privacy](#), [Legal](#), and [Contact Us](#).

Registration Box: "Register with the HEALTHY ESSENTIALS™ program today to gain exclusive access to high-value coupons, exciting contests and promotions, and helpful tips and tools to help you live YOUR BEST DAY, EVERY DAY™"

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Footnote	Label	Phase
1	Related Articles	1

2.4.2.4. Masters Used

PRODUCT TEASER
 FOOTER
 ARTICLE TEASER

2.5. PRODUCT DETAIL

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Show DOSAGE

Set HEADER/Products to Selected

Case 2

(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

Show DOSAGE

Set HEADER/Products to Selected

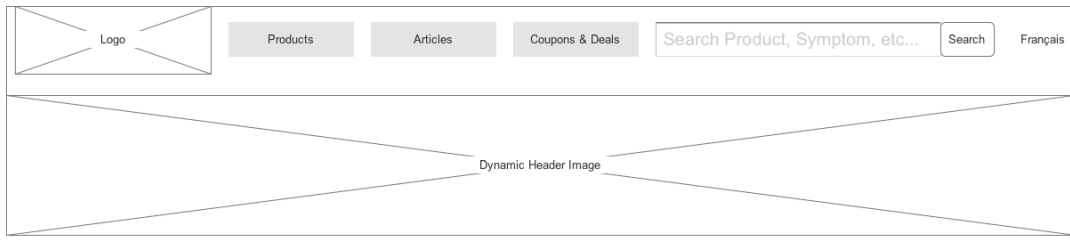
Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD

Hide DOSAGE

Set HEADER/Products to Selected



Who Needs Relief?

Adult Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

{Product Title}

image

Format: Drops

Dose for Infant 8.3 kg (18 lbs):

1.85 ml

effective relief of: Fever Pain due to teething, immunizations, colds or flu.

Related Articles

Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

print information and direction for use

Get Relief Responsibly™
brought to you by the makers of **TYLENOL**

information, solutions and exclusive offers:
HEALTHY ESSENTIALS™
YOUR BEST DAY, EVERY DAY™

Related Products

{Product Title}

Product Thumbnail

*Use only as directed

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

*Use only as directed

Targets Symptoms: {symptom 1}, {2}

Details

Load more

[New & Promotions](#) [About Tylenol](#) [Privacy](#) [Contact Us](#)

[FAQ](#) [Get Relief Responsibly](#) [Legal](#)

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Footnote	Label	Interactions	Description	Phase
1		linkAction: Case 1: Open PRODUCT LIST in Current Window Set value of variable pagestate equal to "filtered"		
2	Product Title			1

Footnote	Label	Interactions	Description	Phase
3	Related		Related Articles are defined by hidden tag matches.	1
4				1
5	DOSAGE			1
6	Symptoms	OnClick: Case 1: Open ARTICLE DETAIL in Current Window	same preset options should be available to assign to articles. that way related articles can be automatically generated.	1
7	Product Description			1
8	Print		Print information and direction for use	1
9	TABS			1
10	Related Products		Related Products are defined by hidden tag matches.	1
11	MORE		Only displays if there are more options	1
A1	Social Sharing			1

2.5.1. Masters Used

SOCIAL SHARING
FOOTER
PRODUCT TEASER
ARTICLE TEASER
HEALTHY ESSENTIALS TOUT
GET RELIEF RESPONSIBLY TOUT
HEADER
WIZARD
HEADER IMAGE

2.5.2. DOSAGE

2.5.2.1. CALCULATED

Dose for
Infant 8.3 kg (18 lbs):

1.85 ml

Footnote	Label	Phase
1	Calculated Dosage	1

2.5.3. TABS

2.5.3.1. INGREDIENTS



Medicinal Ingredients

Each 1 mL contains:

Pain reliever/Fever Reducer: acetaminophen, 80mg

Non-Medicinal Ingredients (alphabetical):

Infants' TYLENOL® Dye Free White Grape Drops: butylparaben, carboxymethylcellulose sodium, cellulose, citric acid, corn syrup, flavour, glycerin, propylene glycol, purified water, sodium benzoate, sorbitol, xanthan gum

Infants' TYLENOL® Cherry Drops: butylparaben, carboxymethylcellulose sodium, cellulose, citric acid, corn syrup, FD&C red no. 40, flavour, glycerin, propylene glycol, purified water, sodium benzoate, sorbitol, xanthan gum

Footnote	Interactions
1	OnClick: Case 1: Set TABS state to INGREDIENTS
2	OnClick: Case 1: Set TABS state to CAUTION
3	OnClick: Case 1: Set TABS state to FAQ

2.5.3.2. CAUTION



Caution
Keep out of the reach of children. Do not use with other drugs containing acetaminophen. Do not give more than the maximum daily dose. Overdose may result in severe or possibly fatal liver damage. Do not give if your child is allergic to acetaminophen. Consult a doctor if symptoms last more than 5 days, fever lasts more than 3 days or your child develops allergic reactions such as wheezing, rash or itching.

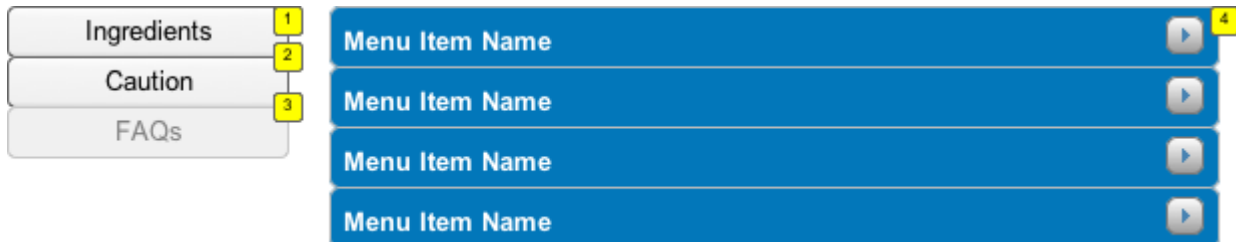
Ask a doctor or pharmacist before use if your child:

- has a serious kidney or liver disease; or
- Uses any other medications including natural health products, prescription drugs, salicylates or other pain and fever relief medications.
- In case of overdose, call a Poison Control Centre or doctor immediately, even if you do not notice any possible signs or symptoms such as increased sweating, nausea, vomiting, stomach pain, and loss of appetite.

WARNING: Do not use if carton is open or if printed bottle neck band or inner foil seal is broken. Dropper assembly not child resistant. Store at room temperature, 15 - 30°C (59 - 86°F)

Footnote	Interactions
1	OnClick: Case 1: Set TABS state to INGREDIENTS
2	OnClick: Case 1: Set TABS state to CAUTION
3	OnClick: Case 1: Set TABS state to FAQ

2.5.3.3. FAQ



Footnote	Label	Interactions	Description	Phase	Status
1		OnClick: Case 1: Set TABS state to INGREDIENTS			

Wireframes & Annotations

Footnote	Label	Interactions	Description	Phase	Status
2		OnClick: Case 1: Set TABS state to CAUTION			
3		OnClick: Case 1: Set TABS state to FAQ			
4	Accordeon		Accordeon	1	Incorporated

2.6. ARTICLE CATEGORY

If the user hasn't completed the wizard, the wizard will be set to its default state.

Otherwise display the first selected category/symptom. All other topics can be reached through the menu on the wizard.

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Set HEADER/Articles to Selected

Case 2

(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

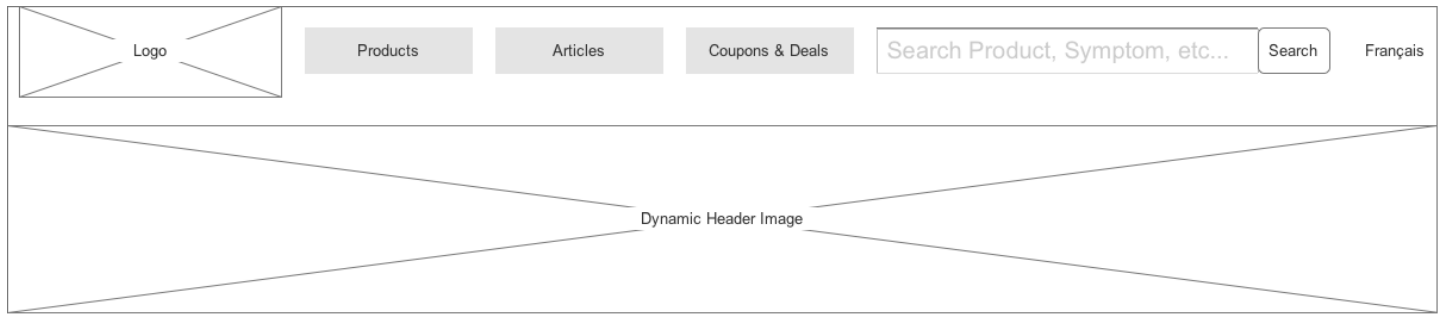
Set HEADER/Articles to Selected

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD

Set HEADER/Articles to Selected



Who Needs Relief?

Adult | Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

{Category Title}

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Article Thumbnail

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Article Thumbnail

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Article Thumbnail

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Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

Related Products

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: {symptom 1}, {2}

Details

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Footnote	Label	Interactions	Description	Phase
1		linkAction: Case 1: Open ARTICLE CATEGORY in Current Window		1
2	category title		e.g. Body pain, Migraines & Headaches, Fever	1
3	Related Products		Matched to	1
4	Lead in Copy			1
5			product that is associated to this category	1

Wireframes & Annotations

Footnote	Label	Interactions	Description	Phase
6			Article within this Category (as defined by tags)	1
7				1

2.6.1. Masters Used

FOOTER
HEADER
ARTICLE TEASER
PRODUCT TEASER
WIZARD
HEADER IMAGE

2.7. ARTICLE DETAIL

If the user hasn't completed the wizard, the wizard will be set to default state.

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Set HEADER/Articles to Selected

Case 2

(Else If value of variable wizardOutcome equals "adult"):

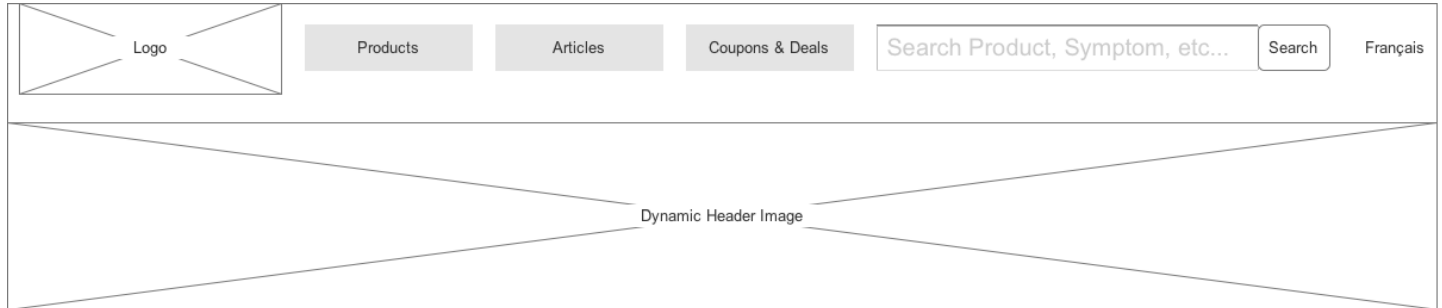
Set WIZARD/WIZARD STATES state to RESULT ADULT

Set HEADER/Articles to Selected

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD



Who Needs Relief?

Adult
Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

{Headline}

smle lead in orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

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Tags: [Infant](#), [Earache](#), [Fever](#), [Safe drug use](#)

Related Products

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: **{symptom 1}, {2}**

Details

{Product Title}

Product Thumbnail

**Use only as directed*

Targets Symptoms: **{symptom 1}, {2}**

Details

Load more

Related Articles

Article Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad mini

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Wireframes & Annotations

Footnote	Label	Interactions	Description	Phase
1		linkAction: Case 1: Open ARTICLE CATEGORY in Current Window		
2	Headline			1
3	Related		Related articles are defined by hidden tag matches.	1
4	Bodycopy			1
5				1
6	related products			1
7				1
8	More		Load more content	1

2.7.1. Masters Used

HEADER
WIZARD
PRODUCT TEASER
ARTICLE TEASER
HEALTHY ESSENTIALS TOUT
GET RELIEF RESPONSIBLY TOUT
FOOTER
HEADER IMAGE
ASSOCIATED TAGS
SOCIAL SHARING

2.8. COUPONS & DEALS

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Set HEADER/Coupons & Deals to Selected

Case 2

(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

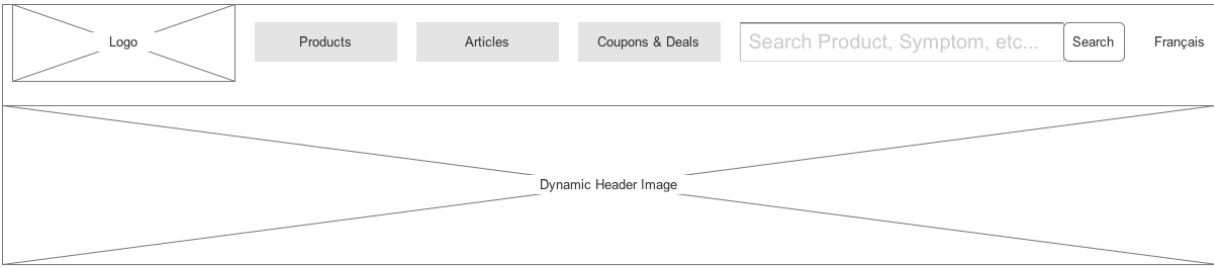
Set HEADER/Coupons & Deals to Selected

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD

Set HEADER/Coupons & Deals to Selected



Who Needs Relief?

Adult | Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

Coupons & Deals

Like 0
+1 0
Tweet 4

Tout Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad
mini

Tout Thumbnail

magna aliquam erat volutpat. Ut wisi enim ad
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Related Articles

Article Thumbnail

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Article Thumbnail

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Footnote	Label	Interactions	Phase
1		showResults: Case 1: Open WIZARD RESULT in Current Window linkAction: Case 1: Open ARTICLE CATEGORY in Current Window	1

Wireframes & Annotations

Footnote	Label	Interactions	Phase
2	Related		1
3		OnClick: Case 1: open coupon print view	
4	Social Sharing		1

2.8.1. Masters Used

HEADER
WIZARD
HEADER IMAGE
GENERIC TOUT
ARTICLE TEASER
HEALTHY ESSENTIALS TOUT
GET RELIEF RESPONSIBLY TOUT
FOOTER

2.9. SEARCH RESULT

OnPageLoad:

Case 1

(If value of variable wizardOutcome equals "child"):

Set WIZARD/WIZARD STATES state to RESULT CHILD

Case 2

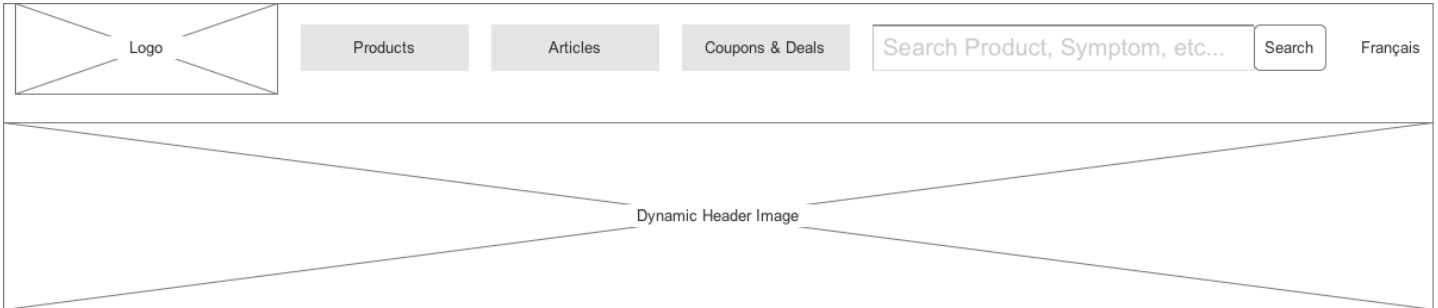
(Else If value of variable wizardOutcome equals "adult"):

Set WIZARD/WIZARD STATES state to RESULT ADULT

Case 3

(Else If True):

Set WIZARD/WIZARD STATES state to EDIT WIZARD



Who Needs Relief?

Adult

Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

1

Search Results

You searched for "headache"

Regular Strength TYLENOL®
 ... When you are suffering from aches and pains or a nagging headache, you are not yourself. You want fast, effective relief so that you can ...

Headache Pain and Headache Relief
 ... What causes your headache? A tough day at work? Certain foods? Fluctuating weather? Whatever the ...
 TYLENOL® Ultra Tough on Headache
 ... Clinically proven superior headache pain relief. Overview: ... Clinically proven superior headache pain relief.* When you get a migraine or splitting headache, ...

Headache Symptoms and Causes
 ... Just about anyone can experience a headache. In fact, headaches are one of the most common forms of pain. Not ... are the same, but wanting fast relief is common to all headache sufferers. Long ... Just about anyone can experience a headache. In fact, headaches are one of the most common forms of pain. Not ...

Headaches and Migraine Relief
 ... You're too busy to let a nagging headache or migraine interfere with your day. Here's how to get relief-fast. ... You're too busy to let a nagging headache or migraine interfere with your day. Here's how to get relief-fast. ...

Tips for Headache Prevention
 ... The good news is that you can take steps to help prevent a headache. Long description: ... There's a direct link between relieving your headache and preventing it altogether — namely, making lifestyle ...

Tips to relieve your headaches
 ... turn a great day into one you'd rather forget. Relieve headache pain with these tips and get your day back. ... When headache pain strikes, you want immediate relief so you can get back to being ...

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[FAQ](#) [Get Relief Responsibly](#) [Legal](#)

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Footnote	Label	Interactions
1		linkAction: Case 1: Open PRODUCT LIST in Current Window Set value of variable pagestate equal to "filtered"

2.9.1. Masters Used

HEALTHY ESSENTIALS TOUT
ARTICLE TEASER
PRODUCT TEASER
HEADER
FOOTER
WIZARD
HEADER IMAGE

2.9.2. PHASES

2.9.2.1. PHASE 1

Search Results



You searched for "headache"

Regular Strength **TYLENOL®**

... When you are suffering from aches and pains or a nagging headache, you are not yourself. You want fast, effective relief so that you can ...

Headache Pain and Headache Relief

... What causes your headache? A tough day at work? Certain foods? Fluctuating weather? Whatever the ...

TYLENOL® Ultra Tough on Headache

... Clinically proven superior headache pain relief. Overview: ... Clinically proven superior headache pain relief.* When you get a migraine or splitting headache, ...

Headache Symptoms and Causes

... Just about anyone can experience a headache. In fact, headaches are one of the most common forms of pain. Not ... are the same, but wanting fast relief is common to all headache sufferers. Long ... Just about anyone can experience a headache. In fact, headaches are one of the most common forms of pain. Not ...

Headaches and Migraine Relief

... You're too busy to let a nagging headache or migraine interfere with your day. Here's how to get relief-fast. ... You're too busy to let a nagging headache or migraine interfere with your day. Here's how to get relief-fast. ...

Tips for Headache Prevention

... The good news is that you can take steps to help prevent a headache. Long description: ... There's a direct link between relieving your headache and preventing it altogether — namely, making lifestyle ...

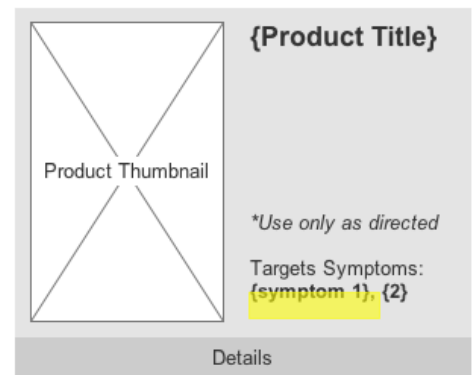
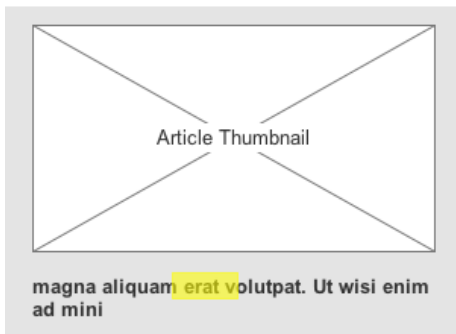
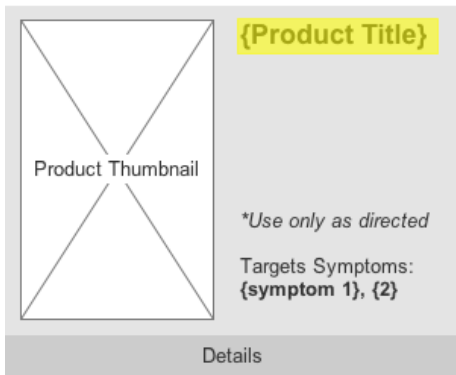
Tips to relieve your headaches

... turn a great day into one you'd rather forget. Relieve headache pain with these tips and get your day back. ... When headache pain strikes, you want immediate relief so you can get back to being ...

Footnote	Label	Description	Phase
1	Search Result	currently existng	1

2.9.2.2. PHASE 2

Result for {search term}



2.9.2.3. Masters Used

- PRODUCT TEASER
- ARTICLE TEASER
- HEALTHY ESSENTIALS TOUT

3. Masters

3.1. Master List

HEADER
HEADER IMAGE
WIZARD
ASSOCIATED TAGS
ARTICLE TEASER
PRODUCT TEASER
GENERIC TOUT
GENERIC CTA
HEALTHY ESSENTIALS TOUT
GET RELIEF RESPONSIBLY TOUT
FOOTER
SOCIAL SHARING

3.2. HEADER

Search functionality:

Phase 1: Google search with basic result list

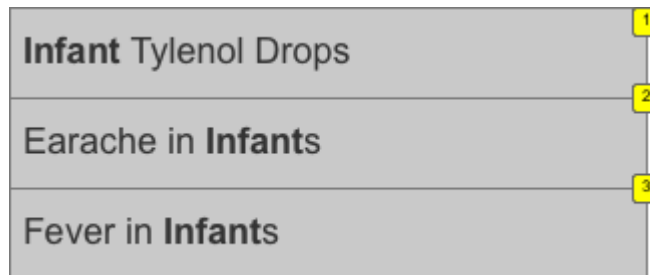
Phase 2: Custom search with auto suggest and styled search result



Footnote	Label	Interactions	Description	Phase	Status
1	Logo/branding	OnClick: Case 1: Open HOME in Current Window		1	
2	Products	OnClick: Case 1: Open PRODUCT LIST in Current Window		1	
3	Articles	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window		1	
4	Coupons & Deals	OnClick: Case 1: Open COUPONS & DEALS in Current Window		1	
5	Search Field	OnKeyUp: Case 1: Show SEARCH AUTOSUGGEST fade 500ms Set text on widget Search Field equal to "Infant" Bring SEARCH AUTOSUGGEST to Front	Google Search Phase 1, Auto suggest Phase 2	1	
6	Search Button	OnClick: Case 1: Open SEARCH RESULT in Current Window		1	
7	Language Toggle	OnClick: Case 1: toggle language		1	Incorporated
8	SEARCH AUTOSUGGEST		Phase 2 item	2	

3.2.1. SEARCH AUTOSUGGEST

3.2.1.1. DROPDOWN

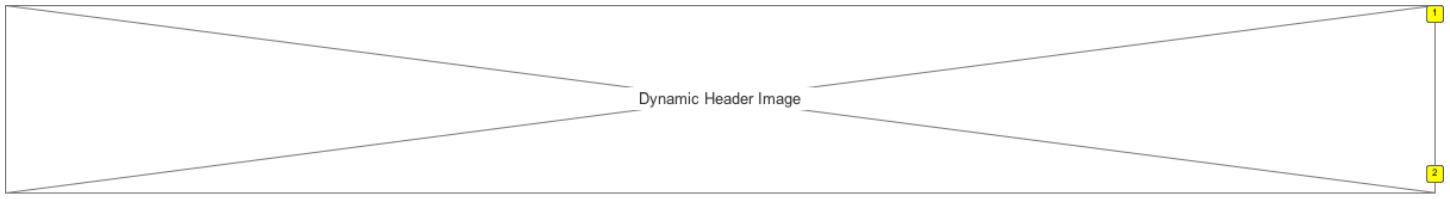


Footnote	Interactions
1	OnClick: Case 1: Set value of variable pagestate equal to "product" Open ARTICLE DETAIL in Current Window

Wireframes & Annotations

Footnote	Interactions
2	OnClick: Case 1: Set value of variable pagestate equal to "article" Open ARTICLE DETAIL in Current Window
3	OnClick: Case 1: Set value of variable pagestate equal to "article" Open ARTICLE DETAIL in Current Window

3.3. HEADER IMAGE



Footnote	Label	Description	Phase	Status
1	Dynamic Header Image	Based on displayed content. As defined by tags.	1	Proposed
2			1	

3.3.1. Masters Used

ASSOCIATED TAGS

3.4. WIZARD

Why the wizard?

Some medications are from 2 up to 6 years, which doesn't fit into the defined the age brackets of 2-5 and 6-11 years. As a result we added all children into one section.

The wizard will do the branching of whether or not the dose must be calculated by weight or age.

A comment on the result can notify the user which method has been used. An alert must be shown if the Parent must consult a Physician in case the child is too young/weight is too low.

Single symptoms ("pain", "fever", "immunization") should be used rather than the currently combined symptoms ("pain & fever due to immunization").

These changes will allow tagging of articles to connect them with products. e.g. "immunization", "pain", "fever" brings up articles about these problems and can recommend the appropriate medication as well as articles and products for the appropriate age group.

Tags should be predefined and only be added by the administrator in case a new product requires new tags/symptoms.

Each product and article should be defined for at least one (open) age range and have assigned tags.

Age ranges:

- From 0-24 months the input unit should be "months" after 24 m in "years".
- Under 6 years the dosage will be calculated by weight.
- If the child is under 4 months or under {tbd} weight the wizard will notify that a doctor needs to be consulted.

Adult Tags/Symptoms:

- Adult
- Arthritis pain
- Allergy
- Body pain
- Back pain
- Cough
- Cold
- Flu
- Headache
- Migraine
- Muscle pain
- Nighttime Pain
- Sinus

Children Tags/Symptoms:

- Child (30m-12y)
- Toddler (12m-30m)
- Infant (0m-12m)
- Aches
- Cough
- Cold
- Earaches
- Fever
- Flu
- Immunization
- Pain
- Teething
- Toothpain

Who Needs Relief?



Adult
Child

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

Footnote	Label	Description	Phase
1	WIZARD STATES	<p>Wizard stores entered information via cookie or session and adjusts its state accordingly across the website.</p> <p>The links displayed on the wizard are relative to the current view. e.g. they filter product lists and/or article categories within the displayed view or link to a parent category if the wizard is displayed on a product/article page.</p>	1

3.4.1. WIZARD STATES

3.4.1.1. EDIT WIZARD

Who Needs Relief?

Adult
Child 1

Symptoms

- Allergy
- Arthritis
- Back Pain
- Body Pain
- Cold
- Cough
- Earaches
- Flu
- Headaches
- Immunization
- Migraine
- Muscle Pain
- Nighttime Pain
- Sinus
- Teething
- Toothpain

SAVE

Footnote	Label	Phase
1	PANEL STATES	1

3.4.1.2. RESULT CHILD

I am interested in:

Child 24m | 14 kg (30.8 lbs) 1

Fever 2

Earaches

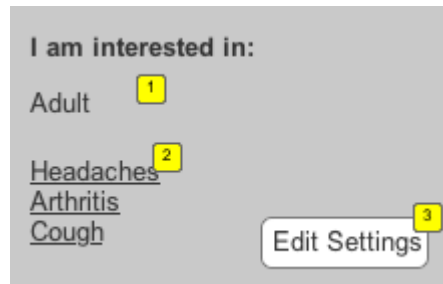
Edit Settings 3

Footnote	Label	Interactions	Description	Phase
1	Selected Age Range & Weight		Selected Values	1

Wireframes & Annotations

Footnote	Label	Interactions	Description	Phase
2	Symptoms	OnClick: Case 1: Raise linkAction	This link target depends on placement of the wizard. If the current page is "ARTICLE DETAIL", display symptom links to the related "ARTICLE CATEGORY". Otherwise display symptom links to the related "PRODUCT LIST".	1
3	Edit	OnClick: Case 1: Set WIZARD STATES state to EDIT WIZARD		

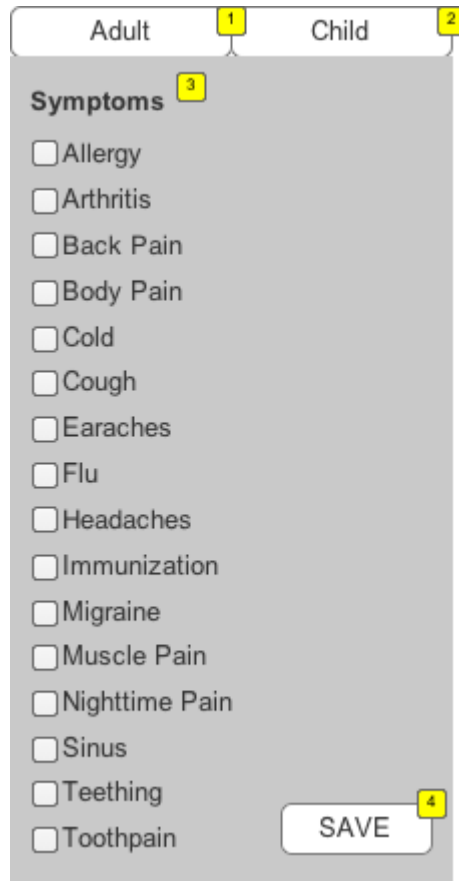
3.4.1.3. RESULT ADULT



Footnote	Label	Interactions	Description	Phase
1	Selected Age Range		selected values	1
2	Selected Symptoms	OnClick: Case 1: Raise linkAction	This link target depends on placement of the wizard. If the current page is "ARTICLE DETAIL", display symptom links to the related "ARTICLE CATEGORY". Otherwise display symptom links to the related "PRODUCT LIST".	1
3	Edit	OnClick: Case 1: Set WIZARD STATES state to EDIT WIZARD		

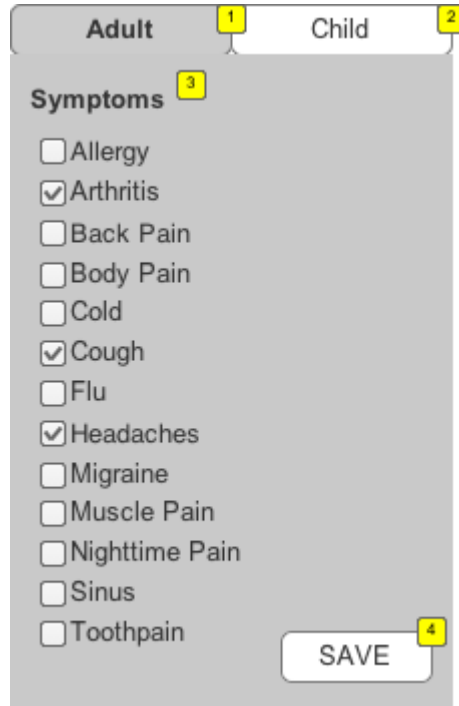
3.4.2. PANEL STATES

3.4.2.1. DEFAULT



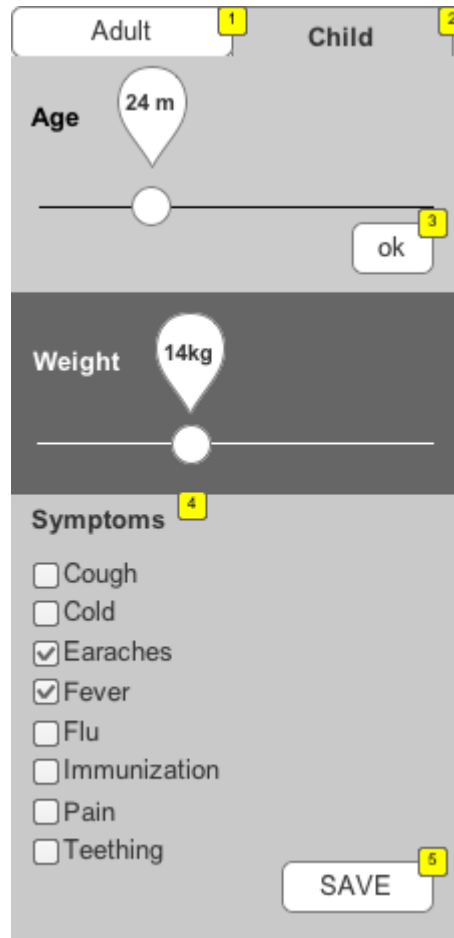
Footnote	Label	Interactions	Description	Phase
1	Adult tab	OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms		
2	Child tab	OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms		
3	All Symptoms		All Symptoms	1
4	Save	OnClick: Case 1: Set value of variable wizardOutcome equal to "adult" Raise showResults		

3.4.2.2. ADULT



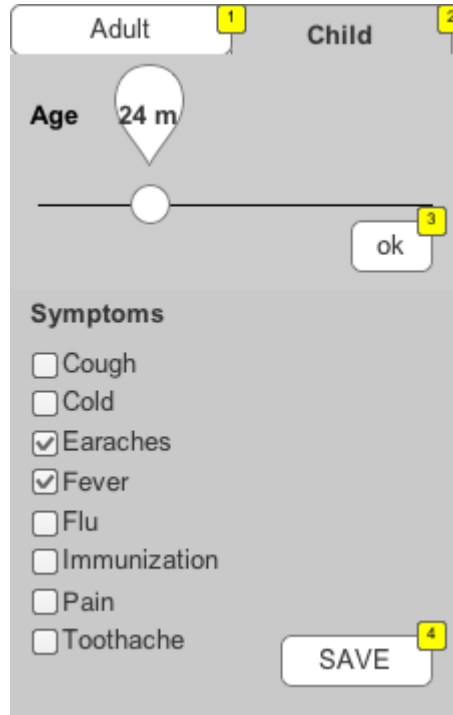
Footnote	Label	Interactions	Description	Phase
1	Adult tab	OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms		
2	Child tab	OnClick: Case 1: Set PANEL STATES state to CHILD < 6 Scroll to wizardAnchor (y only) swing 500ms		
3	Adult related Symptoms		in alphabetical order	1
4	Save	OnClick: Case 1: Set value of variable wizardOutcome equal to "adult" Raise showResults Set WIZARD STATES state to RESULT ADULT		

3.4.2.3. CHILD < 6



Footnote	Label	Interactions	Phase
1		OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms	
2		OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms	
3	Set Age	OnClick: < 6 Y: Set PANEL STATES state to CHILD < 6 > 6 Y: Set PANEL STATES state to CHILD > 6	
4	Child under 6 related Symptoms		1
5		OnClick: Case 1: Set WIZARD STATES state to RESULT CHILD Set value of variable wizardOutcome equal to "child" Raise showResults Set WIZARD STATES state to RESULT CHILD	

3.4.2.4. CHILD > 6



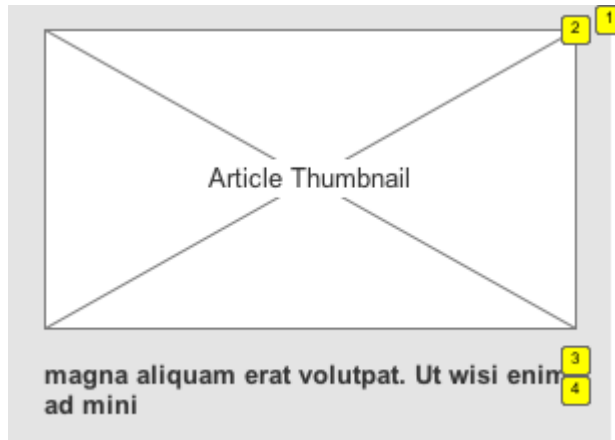
Footnote	Label	Interactions
1		OnClick: Case 1: Set PANEL STATES state to ADULT Scroll to wizardAnchor (y only) swing 500ms
2		OnClick: Case 1: Set PANEL STATES state to CHILD > 6 Scroll to wizardAnchor (y only) swing 500ms
3		OnClick: < 6 Y: Set PANEL STATES state to CHILD < 6 > 6 Y: Set PANEL STATES state to CHILD > 6
4		OnClick: Case 1: Set value of variable wizardOutcome equal to "child" Raise showResults Set WIZARD STATES state to RESULT CHILD

3.5. ASSOCIATED TAGS



Footnote	Label	Description	Phase	Status
1	Associated Tags	Tags: {Tag 1}, {Tag 2}, {Tag 3}, {Tag 4}, {Tag 5} Matching articles and header images with products through the wizard requires a set of pre-defined tags in the CMS that the administrator can select to create relationships.	1	Proposed

3.6. ARTICLE TEASER

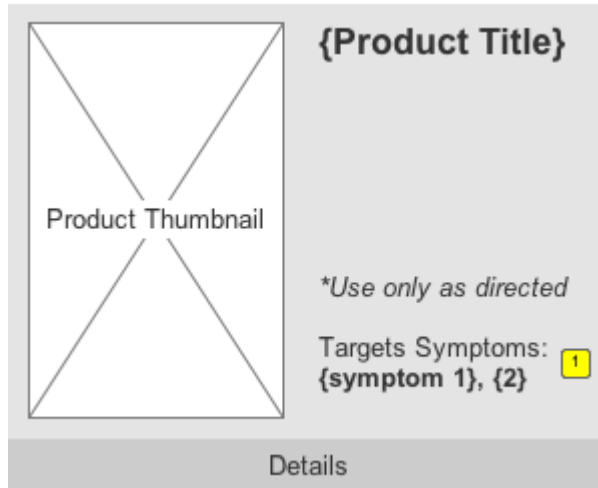


Footnote	Label	Interactions	Description	Phase
1	Article Tout		Managed by CMS	1
2		OnClick: Case 1: Open ARTICLE DETAIL in Current Window		
3		OnClick: Case 1: Open ARTICLE DETAIL in Current Window		
4				1

3.6.1. Masters Used

ASSOCIATED TAGS

3.7. PRODUCT TEASER



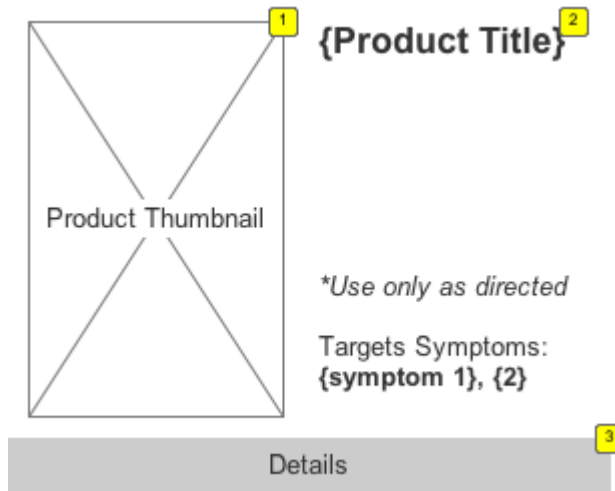
Footnote	Label	Phase
1		1

3.7.1. Masters Used

ASSOCIATED TAGS

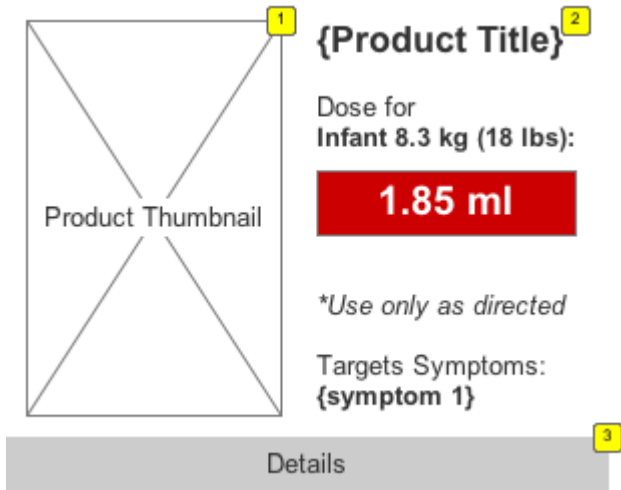
3.7.2. PRODUCT PANEL

3.7.2.1. NO_DOSE



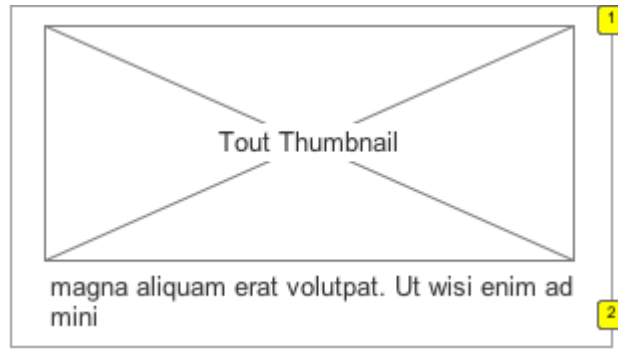
Footnote	Label	Interactions
1		OnClick: Case 1: Open PRODUCT DETAIL in Current Window
2		OnClick: Case 1: Open PRODUCT DETAIL in Current Window
3	detailsButton	OnClick: Case 1: Open PRODUCT DETAIL in Current Window

3.7.2.2. DOSE



Footnote	Label	Interactions	Description
1		OnClick: Case 1: Open PRODUCT DETAIL in Current Window	
2		OnClick: Case 1: Open PRODUCT DETAIL in Current Window	dosage based on wizard settings
3	detailsButton	OnClick: Case 1: Open PRODUCT DETAIL in Current Window	

3.8. GENERIC TOUT



Footnote	Label	Interactions	Description	Phase	Status
1	Tout	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window	CMS managed tout	1	Proposed
2				1	

3.8.1. Masters Used

ASSOCIATED TAGS

3.9. GENERIC CTA



Footnote	Label	Description	Phase
1	CTA	CMS managed tout	1
2			1

3.9.1. Masters Used

ASSOCIATED TAGS

3.10. HEALTHY ESSENTIALS TOUT



Footnote	Interactions
1	OnClick: Case 1: Open http://www.healthyessentials.ca/ in Current Window

3.11. GET RELIEF RESPONSIBLY TOUT



3.12. FOOTER

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Footnote	Label	Interactions
1	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window
2	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window
3	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window
4	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window
5	Link	OnClick: Case 1: Open ARTICLE CATEGORY in Current Window
6	Link	OnClick: Case 1: Open http://www.healthyessentials.ca/ in Current Window
7	Link	OnClick: Case 1: Open http://www.tylenol.ca/contact-us in Current Window

3.13. SOCIAL SHARING



Footnote	Label	Phase
1	Social Sharing	1