

Journal Ad Targeting Physicians

The marketing and communication objectives for this award-winning and highly effective one-page ad were to reposition Spectazole® as an effective antifungal agent for the treatment of tinea pedis, or athlete's foot.



Footloose and Fungus-Free

Rapid and lasting relief from Tinea Pedis

- Rapid symptomatic relief within three days for the majority of patients¹
- Enduring cures (KOH- and culture-negative), even 3 months after therapy, for most patients²
- Active against superficial fungi commonly pathogenic to man

Broad-Spectrum

SPECTAZOLE

(econazole nitrate 1%)

Cream

Tinea pedis should be treated for 1 month to reduce the possibility of recurrence.
Please see next page for brief summary of Prescribing Information.

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