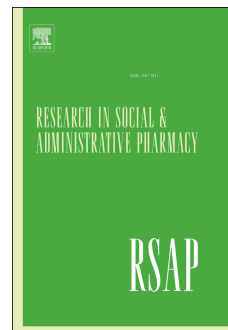


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Developing alternative over-the-counter medicine label formats: How do they compare when evaluated by consumers?

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Conflict of interest

David K. Raynor is co-founder and academic advisor to Luto Research (www.luto.co.uk) which develops, refines and tests health information materials.

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