



in the face of pain®

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***In the Face of Pain*® Launches New Resource Guide for People with Pain and Advocates**

STAMFORD, Conn., October 5, 2010 – Pain sufferers and pain care advocates struggling to address the many challenges associated with persistent pain can now find extra help and guidance from the *In the Face of Pain*® Resource Guide. This one-stop pain management resource provides a compilation of tips and hands-on tools to help people assess pain and manage their treatment. New to this year's Guide is the addition of several Spanish-language resources. Features of the Guide include:

- Pain assessment tools such as pain intensity scales, daily pain logs and diaries;
- Suggestions for treatment plans that empower patients to communicate with their healthcare;
- Tips on how to stay healthy through proper nutrition, physical activity, stress management and sleep;
- Tools for caregivers assisting people living in pain;
- Special considerations for seniors; and
- Resources to address financial concerns.

“It is important while on our pain journeys we become empowered and get the support and help we need,” said Paul Gileno, president and founder of the Connecticut Pain Foundation. “The resource guide is an invaluable resource and much needed tool in all of our lives.”

To download or order a free copy of the *In the Face of Pain*® Resource Guide for People in Pain, visit www.IntheFaceofPain.com.

According to the National Centers for Health Statistics, an estimated 53 million Americans suffer from persistent pain every year.¹ Pain can interfere with the routine activities that make life rich and fulfilling, things like working, driving, shopping, or even hugging your child or grandchild.

“This Resource Guide puts patients and caregivers in the driver’s seat by providing them with the tools they need to effectively communicate with their healthcare team about pain symptoms and treatment,” said Pamela Bennett, RN, BSN, executive director of Healthcare Alliance Development at Purdue. “We are grateful to our many partners for allowing us to share their resources and for taking an active role in advocating for those living in pain.”

In the Face of Pain® is an interactive website, offered by Purdue Pharma L.P., which aims to empower healthcare professionals, people with pain, caregivers or concerned individuals to create tailored advocacy plans and provide information on many types of pain-related issues.

Purdue Pharma L.P. is a privately-held pharmaceutical company known for pioneering research on pain. Headquartered in Stamford, CT, Purdue is engaged in the research, development, production, and distribution of both prescription and over-the-counter medicines and hospital products. Additional information about Purdue Pharma can be found at www.purduepharma.com.

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¹ National Center for Health Statistics. Health, United States, 2006. Hyattsville, MD: U.S. Department of Health and Human Services, Nov. 2006. Available at: <[http://www.cdc.gov/nchs/data/06.pdf](http://www.cdc.gov/nchs/data/hus/06.pdf)>. Accessed May 18, 2010.