

Rotating label to visually represent and alert to drug interactions, warning and instruction.

Field of the invention

This invention generally relates to Rotating labels to visually represent and alert to drug interactions, warning and instruction.

Problem - Background of the invention

A growing problem in today's society is the increased number of prescription and over the counter drugs that patients take. The average number of pills taken by men and women over 60 is seven. Some take many, many more. With this increase in the number of medications patients take comes the risk of drug interactions. A drug interaction is a situation in which a substance affects the activity of a drug, i.e. the effects are increased or decreased, or they produce a new effect that neither produces on its own. Typically, most people associate this with interaction between two or more drugs (drug-drug interaction). However, interactions may also exist between drugs & foods or beverages (drug-food/beverage interactions), as well as drugs & herbs (drug-herb interactions). These may occur out of accidental misuse or due to lack of knowledge about the active ingredients involved in the relevant substances. Often times patients are confused by the instructions and information provided by the pharmacy or on the medicine bottle label. Also there are problems with illiteracy and vision among older patients. Patients that are not able to read or understand the written instructions run the risk of drug interactions.

Solution - Description of the invention

My solution (invention) to help avoid the issue of drug interaction is a rotating label, which graphically displays the most important information needed by the patient. This information could include drug interactions, food warnings/interactions, beverage warnings/interactions, do's and don't when taking this particular medication, side effects of the medication and more. This label can also display the specifics of drug interactions or the level of drug interactions when taken with other medications, food or beverage. The label could also display the course of action to take when there is a possible drug interaction. All of this information is displayed graphically on the base label. The top label of this dual ply label construction rotates about the medicine bottle and contains a clear window through which the patient views the graphical information as printed on the base label.

Summary

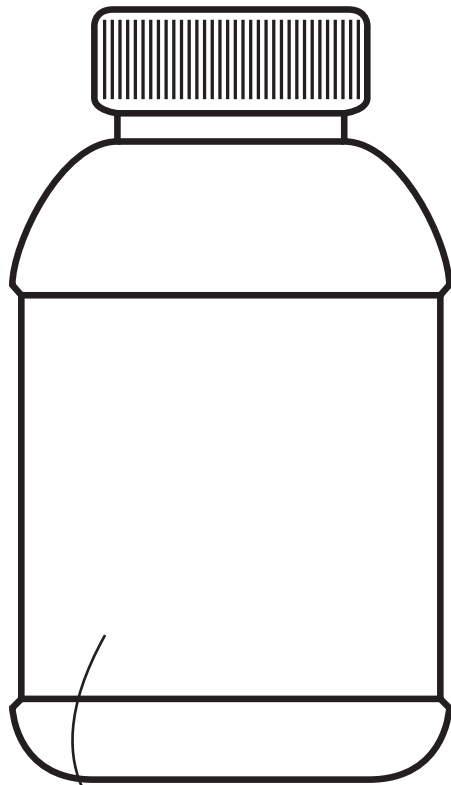
Drug interaction is a growing issue among patients that continue to take more and more medications. Even though pharmaceutical companies attempt to provide the patients with helpful information to avoid these interactions, many patients have a hard time reading or understanding the directions. My dual-ply rotating label graphically displays the drug interactions, warning and other important information patients need.

Drawings

1 – Drug Interaction Rotating Label – Showing components – Medicine Bottle, Top and Base Labels.

2 – Drug Interaction Rotating Label – Showing base label applied to medicine bottle, then top label applied to medicine bottle and top label rotating about medicine bottle.

Drug Interaction Rotating Label Components



Medicine Bottle

Top Label

Clear Window

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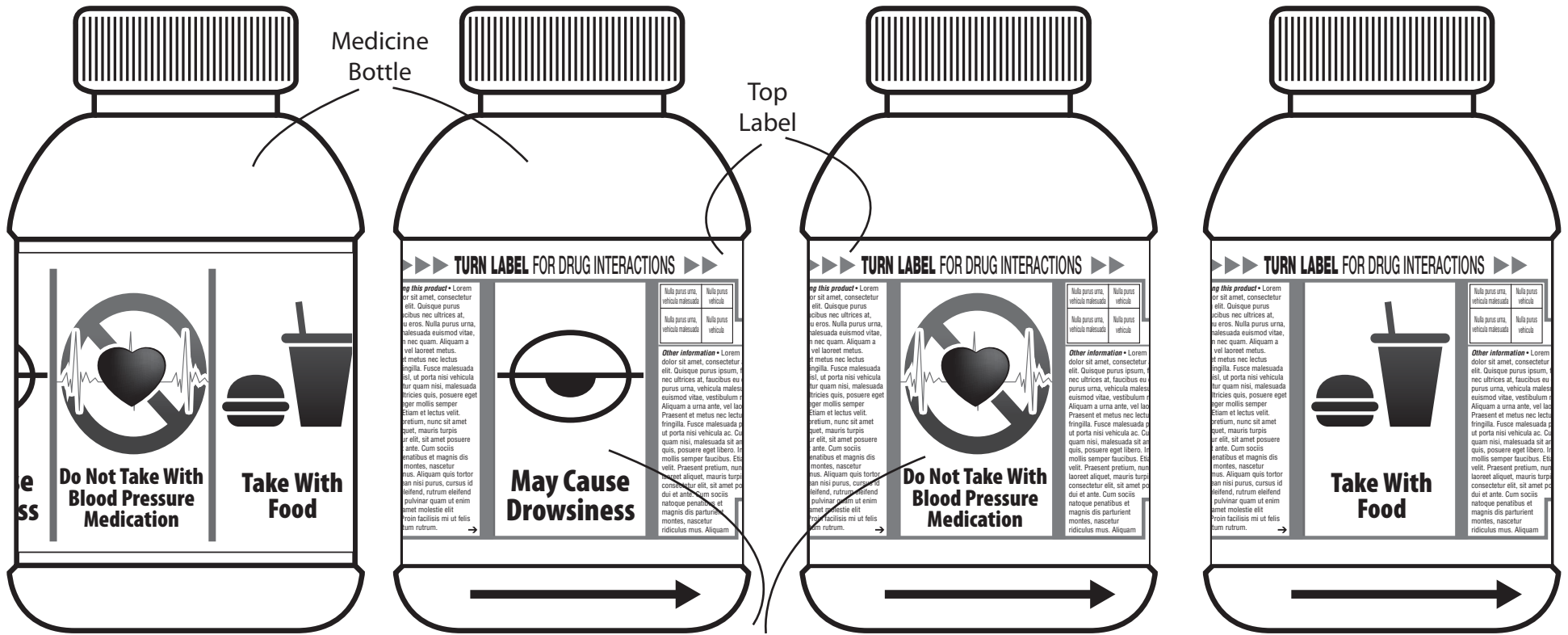
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Base Label

<p>Do Not Take With Alcohol</p>	<p>May Cause Drowsiness</p>	<p>Do Not Take With Blood Pressure Medication</p>	<p>Take With Food</p>	<p>Do Not Take With Aspirin</p>

Drug Interaction Rotating Label

Patient Rotates Top Label To Reveal
Interaction/Warnings On Base Label Through Clear Window



Base Label Only
Applied To
Medicine Bottle

Base
Label