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# Jon Ryder

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## PACKAGE LEAFLET: INFORMATION FOR THE USER

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**This medicine can be used for the short-term treatment of acute, moderate creative pain which is not relieved by in-house or regular freelance writers alone.**

Please read all of this leaflet carefully before you start taking this medicine. It contains important information about freelance copywriter Jon Ryder.

Keep this leaflet in a safe place. You may want to read it again. If you have any further questions after you have read it, ask your copywriter, doctor or pharmacist.

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### 1. What Jon Ryder is and what it is used for

The name of your medicine is Freelance Copywriter J P Ryder, FSNP014 (called Jon Ryder in this leaflet). Jon Ryder is used to treat the signs of over-stretched creative teams. It is a painkiller and is also effective in preventing client loss.

#### What Jon Ryder contains

Jon Ryder belongs to a group of medicines know as Creative Professionals. These medicines have been formulated to work on client briefs by increasing the flow of ideas through the system.

The active ingredients in Jon Ryder are creativity, originality and typing. Together, they form a powerful painkiller (analgesic) that works by eradicating stress that naturally occurs in agencies during busy times.

#### What Jon Ryder is used for

This medicine has been proven to be effective in producing copy for websites, marketing campaigns, animation scripts, direct mail, corporate reports, print and digital advertising. Jon Ryder may also be used for other purposes not listed in this medication guide. Contact your pharmacist or copywriter for more information.

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### 2. Before you take Jon Ryder

#### Taking other medicines

Please tell your copywriter or pharmacist if you are taking or have recently taken any other medicines. This includes medicines you buy without prescription, including herbal medicines. This is because Jon Ryder can affect the way some other medicines work.

Jon Ryder may increase the strength of the following:

- client satisfaction
- new business strategies
- creative pitches
- innovation
- profit margins

#### Taking this medicine with food and drink

Drinking alcohol with Jon Ryder will not cause any adverse effects. Mixing Jon Ryder with moderate alcohol consumption after the end of the working day may improve effectiveness.

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## Driving and using machines

This medicine should have no effect on your ability to drive or use heavy machinery. However, you may find that after prolonged use, you are using tools such as email and telephone more regularly to field interest from new clients. Please ensure you are alert at all times. If you are feeling drowsy, take a break.

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## 3. How to take Jon Ryder

Always take Jon Ryder exactly as your doctor has told you. You should check with your copywriter or pharmacist if you are not sure.

### Taking this medicine

Take Jon Ryder with water (or tea), on a full stomach. One dose should last approximately eight hours. You may exceed the recommended dose without ill-effects if client deadlines require it. However, prolonging the dose to over 12 hours in one day is not recommended, as it may lessen the effects, and impact on the effectiveness of the medicine taken the following day.

This medicine is available on repeat prescription. Call 07723 322 998 or email [meds@fsnp.co.uk](mailto:meds@fsnp.co.uk) when required.

This medicine can cause addiction if you take it continuously for a long period of time. It can give you withdrawal symptoms when you stop taking it. Do not regularly exceed the recommended dose.

If you think you are taking more than you should, speak to your doctor. They may recommend that Jon Ryder becomes a permanent member of your team.

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## 4. Known interactions

Jon Ryder has been found to be effective for a range of clients including Mars Inc, NHS Camden, The Co-operative, Totaljobs Group, and Guy's and St Thomas' NHS Trust. Previous formulas have been employed as a health journalist, news editor, government spin doctor and media relations consultant. Jon Ryder is currently available as freelance.

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## 5. How to store

Jon Ryder should be kept in a well-ventilated, dry place below 25°C.

It can be stored on the agency premises during office hours, but is just as effective when kept remotely and administered via email, Skype and telephone.

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## 6. Further information

### What Jon Ryder looks like and contents of the pack

Jon Ryder is available in one size. The 6ft 3in container holds 15 years of experience in copywriting, journalism, marketing and media relations. It includes a BA(hons) degree in journalism, and is a qualified NCE senior reporter.

This medicine is registered with the PCN.

### Marketing Authorisation Holder and Manufacturer

#### Marketing Authorisation Holder

Jon Ryder, Fullstopnewparagraph, Curtain House, Space 408-409, 134-146 Curtain Road, London, EC2A 3AR, UK. 020 3397 3346, 07723 322 998. [www.fsnp.co.uk](http://www.fsnp.co.uk), [@fullstopnewpara](https://twitter.com/fullstopnewpara)

#### Manufacturer

Ken and Barbara Ryder, Manchester, UK.

This leaflet does not contain all the information about your medicine. If you have any questions or are not sure about anything, ask your copywriter.

This leaflet was last revised in January 2014.