
From: Steve Kane <skane@catalyst-agency.com>
To: David Myers
CC: Dorothy McEntee
Sent: 9/13/2010 5:41:44 PM
Subject: Re: Buprenorphine advertisement

Hi David,

Drum roll please. Please find rough concepts for the Buprenorphine ad attached.

As always, we look forward to your thoughts and feedback.

Best,
Steve



Steve Kane

Managing Director

914 207 1108

m 914 318 6351

f 914 207 1109

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Making Complicated Things Simple

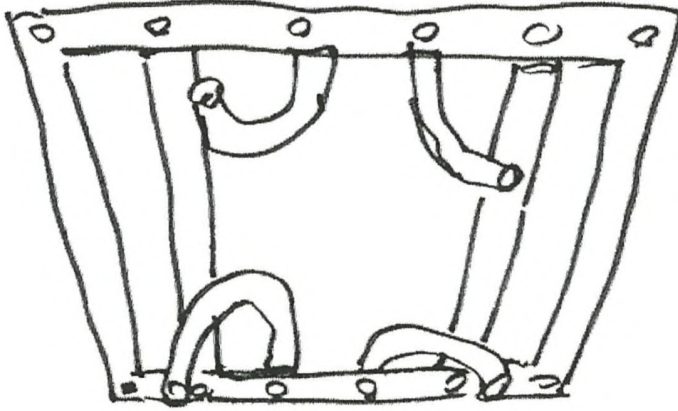
Confidential



Acquired_Actavis_01373136

P-31269 _ 00001

Leave the past behind.



Buprenorphine HCl Sublingual Tablets



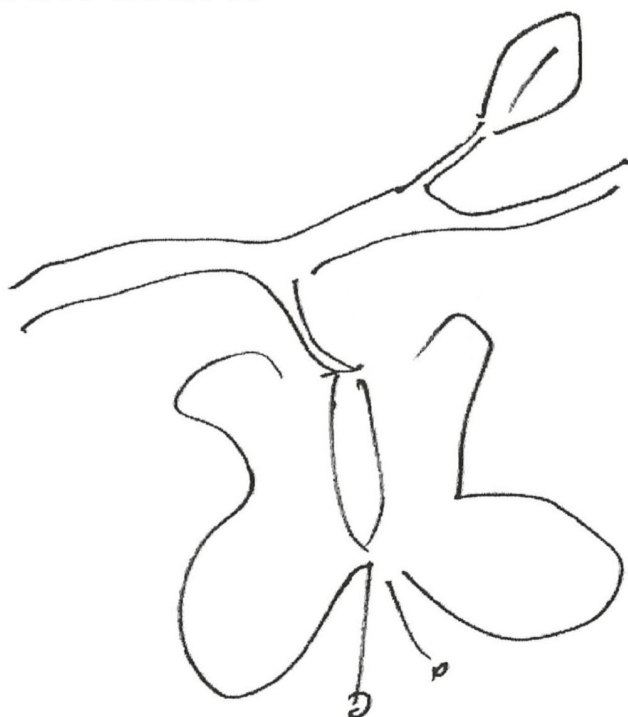
Independence day.



Buprenorphine HCl Sublingual Tablets



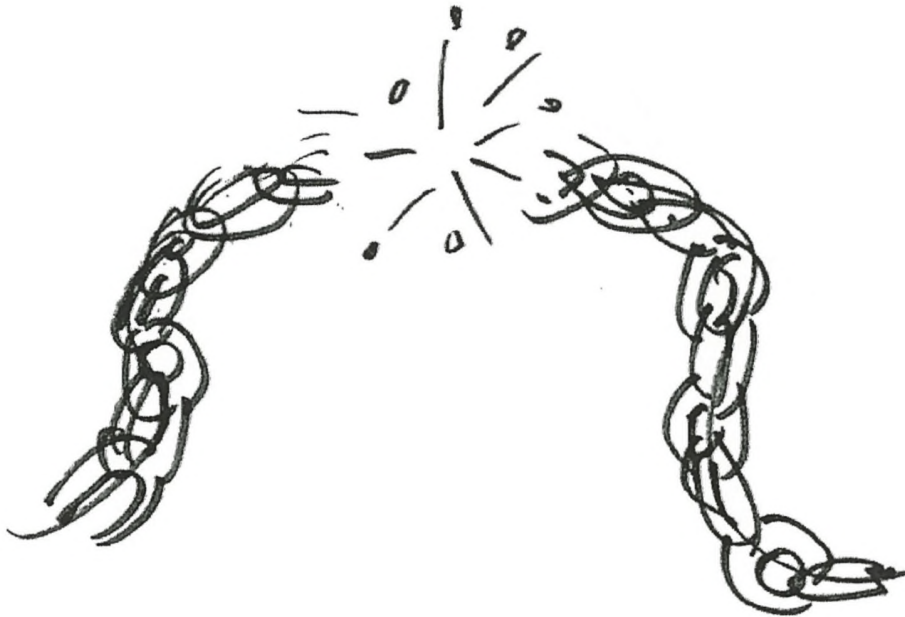
A new start.



Buprenorphine HCl Sublingual Tablets



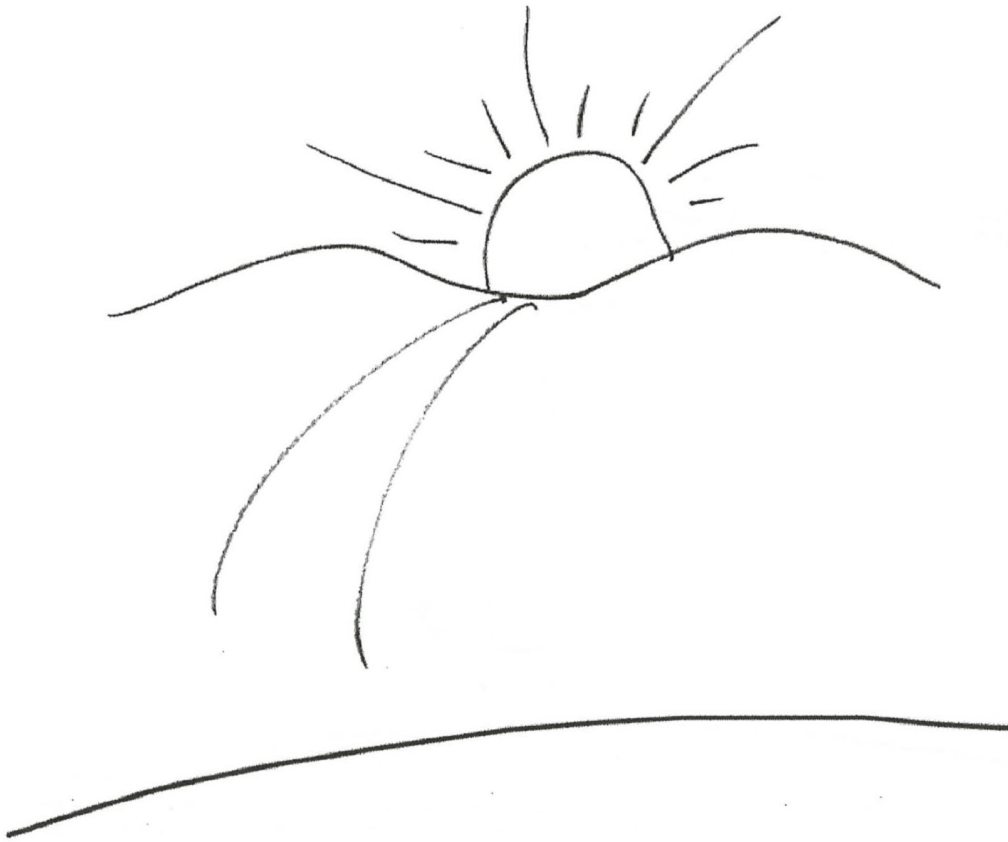
**Break the ties
that bind.**



Buprenorphine HCl Sublingual Tablets



A bright new path.



Buprenorphine HCl Sublingual Tablets



A fresh new start.



Buprenorphine HCl Sublingual Tablets



***Finding the
way home.***



Buprenorphine HCl Sublingual Tablets



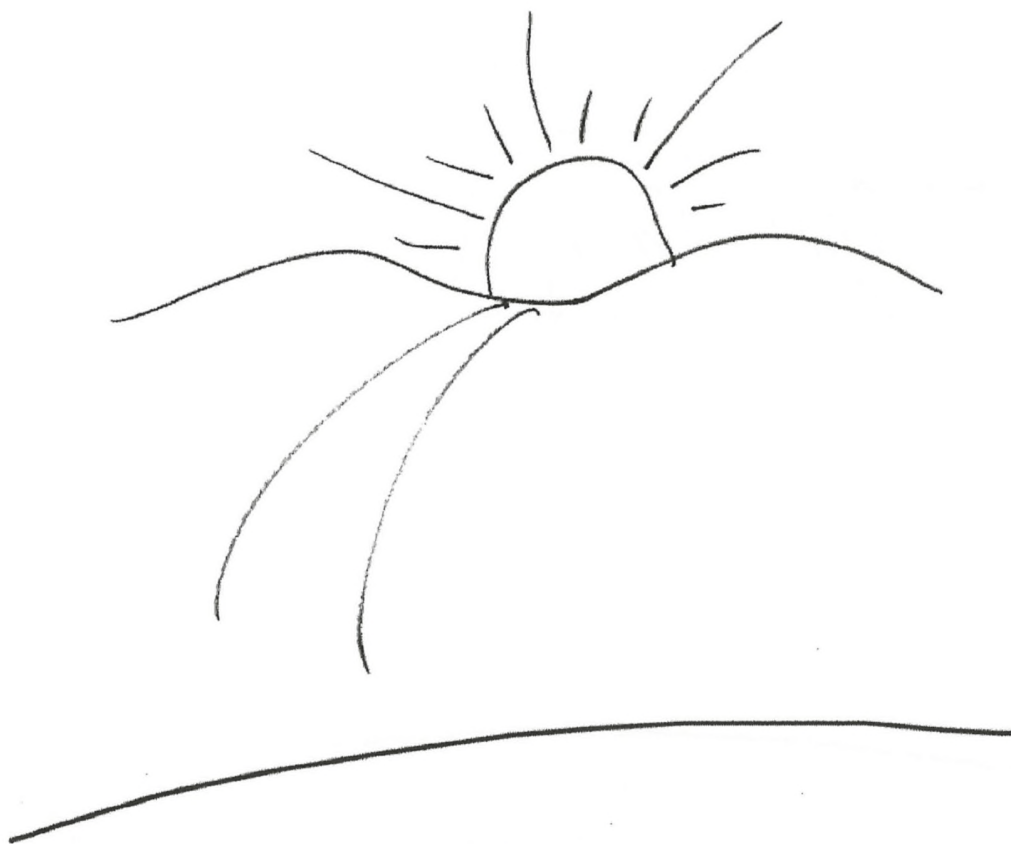
Free at last.



Buprenorphine HCl Sublingual Tablets



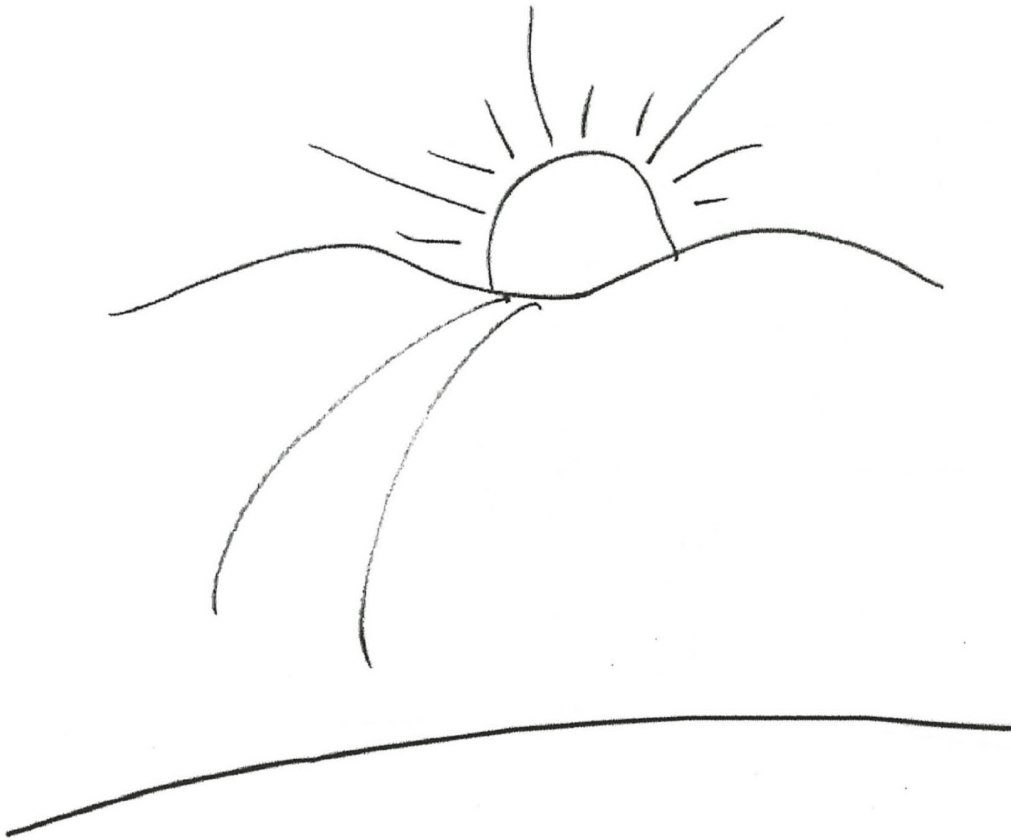
***Toward a
brighter tomorrow.***



Buprenorphine HCl Sublingual Tablets



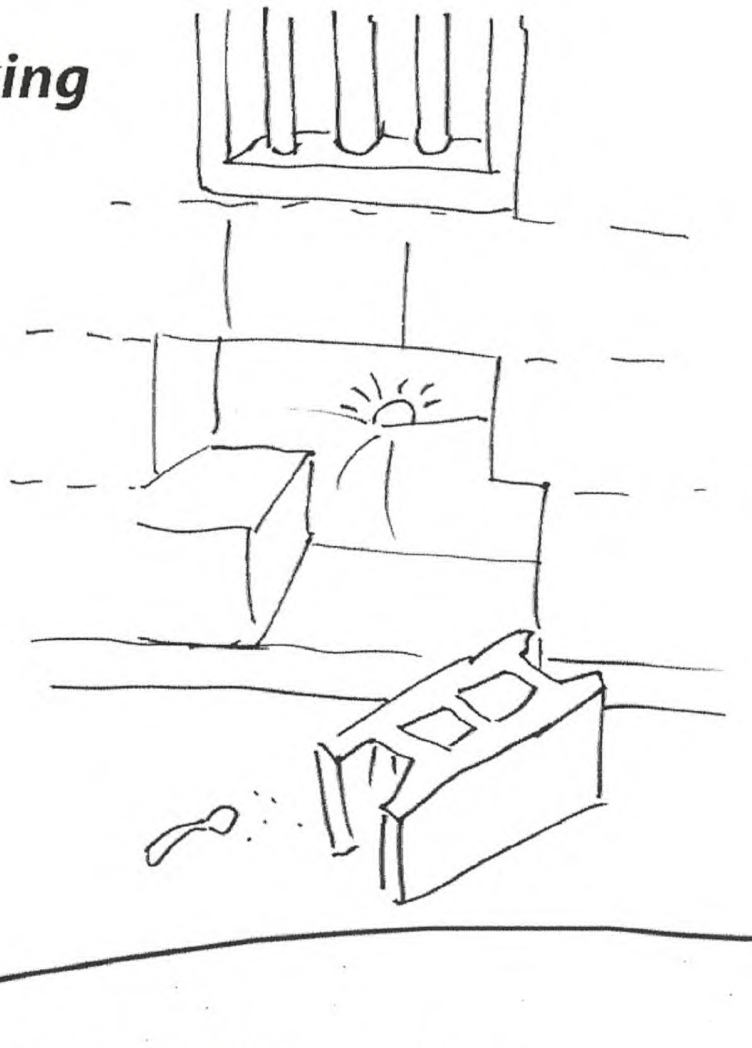
A road to freedom.



Buprenorphine HCl Sublingual Tablets



**Breaking
free.**



Buprenorphine HCl Sublingual Tablets



On Aug 31, 2010, at 5:23 PM, David Myers wrote:

Dorothy,

As we discussed, we'd like to begin development on a new drug we expect to be approved in October. Here are the details of the product:

- Buprenorphine Hydrochloride Sublingual Tablets
- Two strengths: 2mg and 8mg. We will have both
- Indication: Buprenorphine HCl Sublingual Tablets are indicated in the treatment of opioid dependence.
- Significance of approval: Showcases our research capability. This is a complex product to get approved.

- We may have a possible first-to-market - Let's see if we can highlight this in a way that it can be easily removed if necessary.

As usual, we will be utilizing the lyrical format for our ad development - please let your imagination run free on rough concepts. But please keep in mind the usual constraints we operate within; we can't use a concept that has too much direct relation to opioid addiction. It can be "indication" adjacent... much like we used the moon in the Zolpidem ad, but didn't say ANYTHING about it making you sleep.

Do you think it would be possible to see rough concepts by 9/10 or 9/13?

Thanks,

David

David Myers

Senior Manager, Products & Communications

<image001.gif>

Actavis

60 Columbia Rd. Bldg B † +1 973-993-4503 @ DMYERS@actavis.com

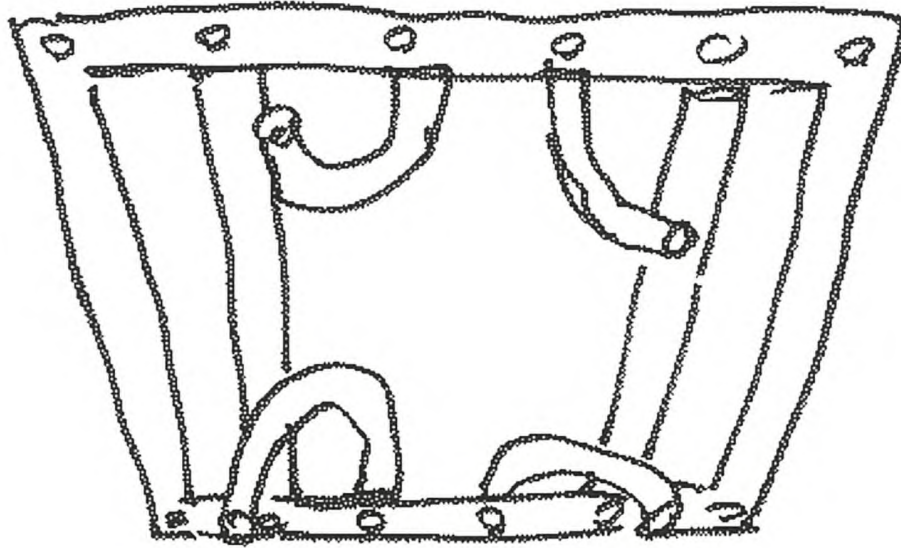
Morristown , NJ 07960 United States † 973-993-4302 † www.actavis.com

Internal VoIP number † 1254503

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- catalyst

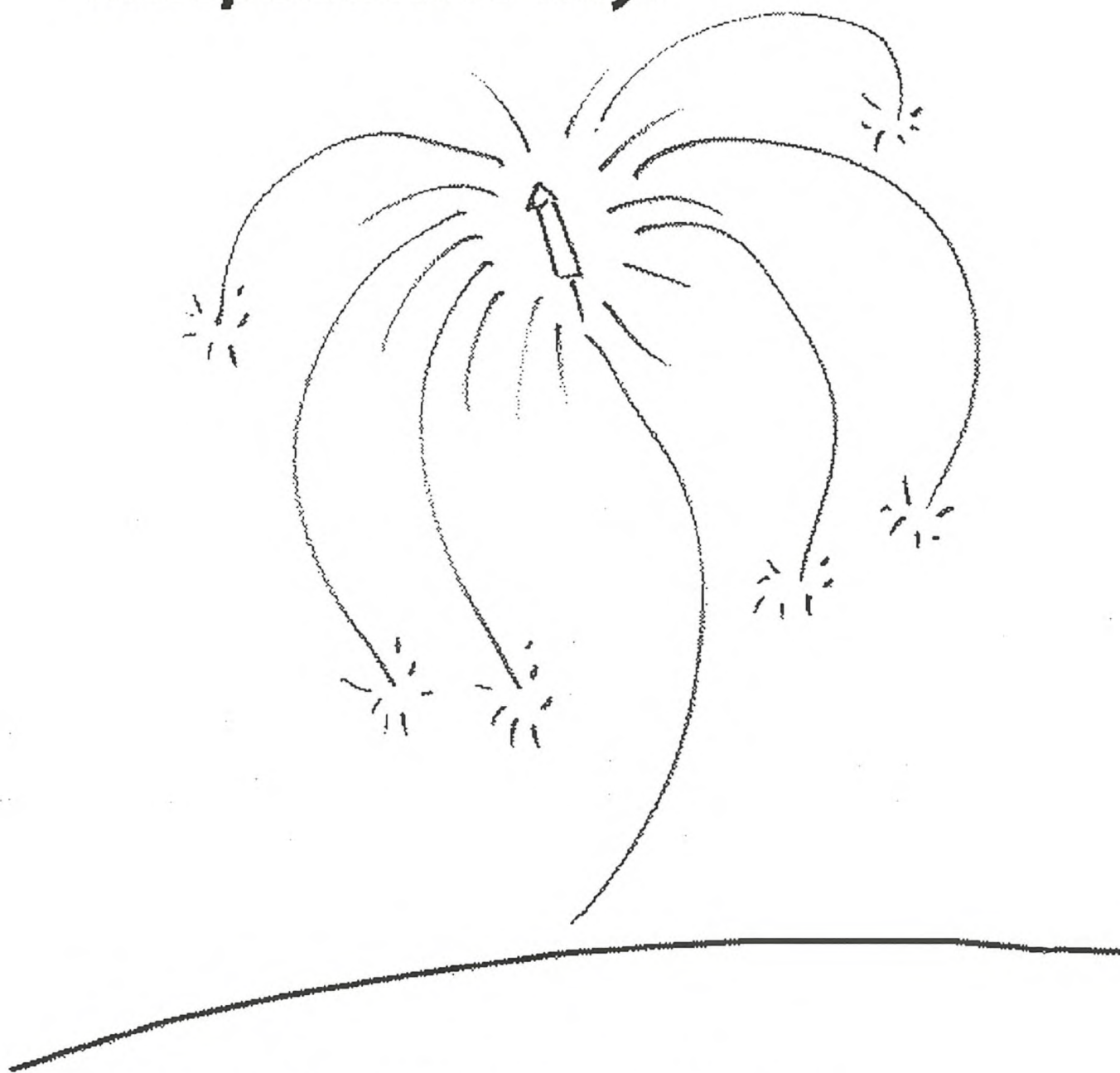
Leave the past behind.



Buprenorphine HCl Sublingual Tablets



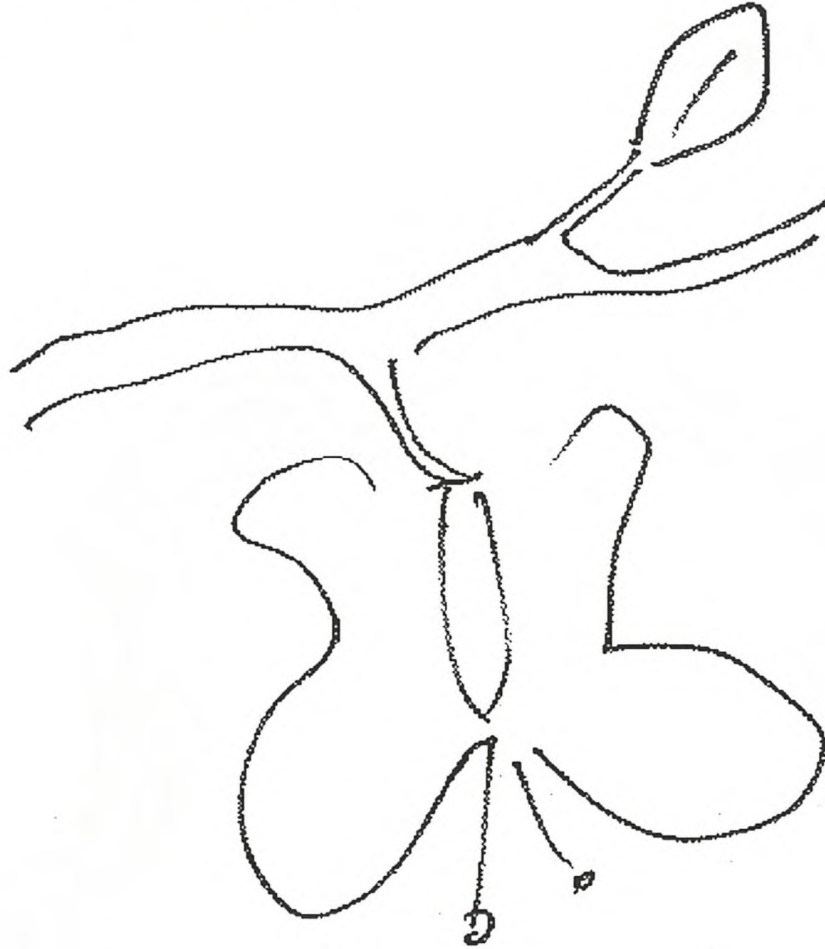
Independence day.



Buprenorphine HCl Sublingual Tablets



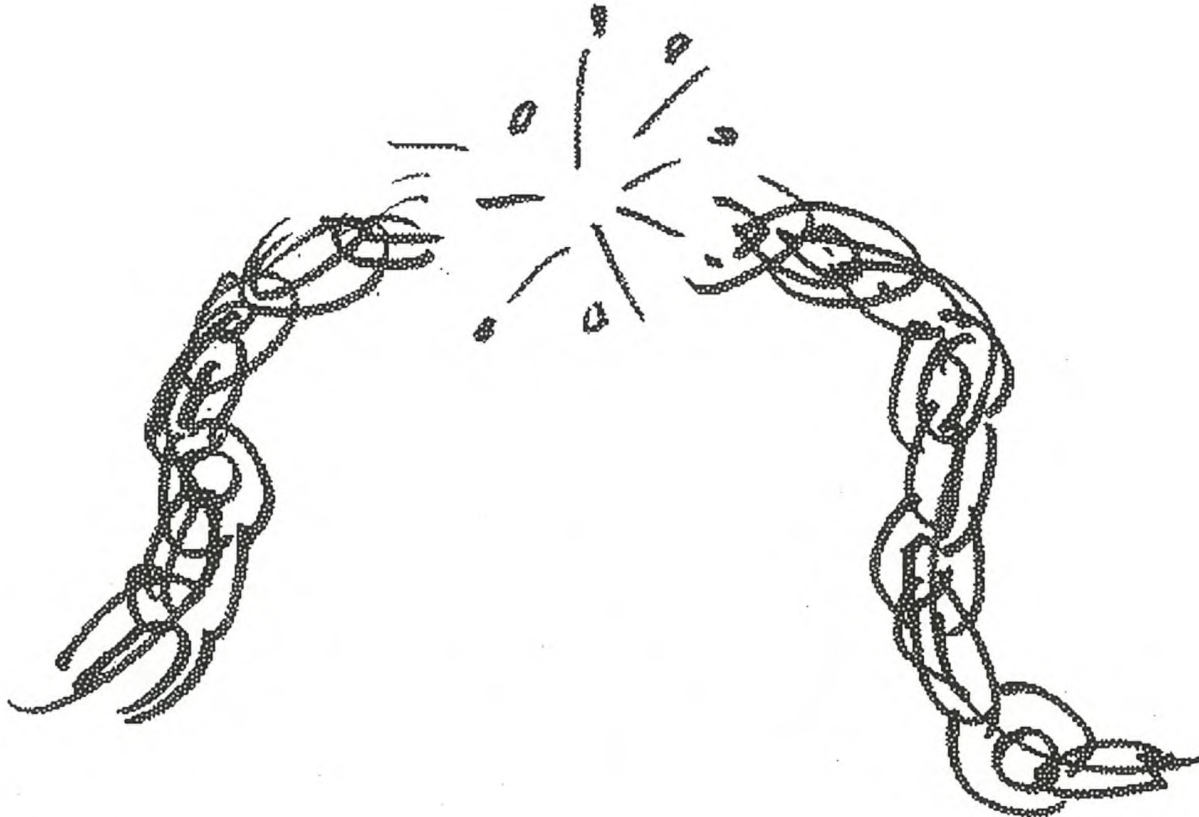
A new start.



Buprenorphine HCl Sublingual Tablets



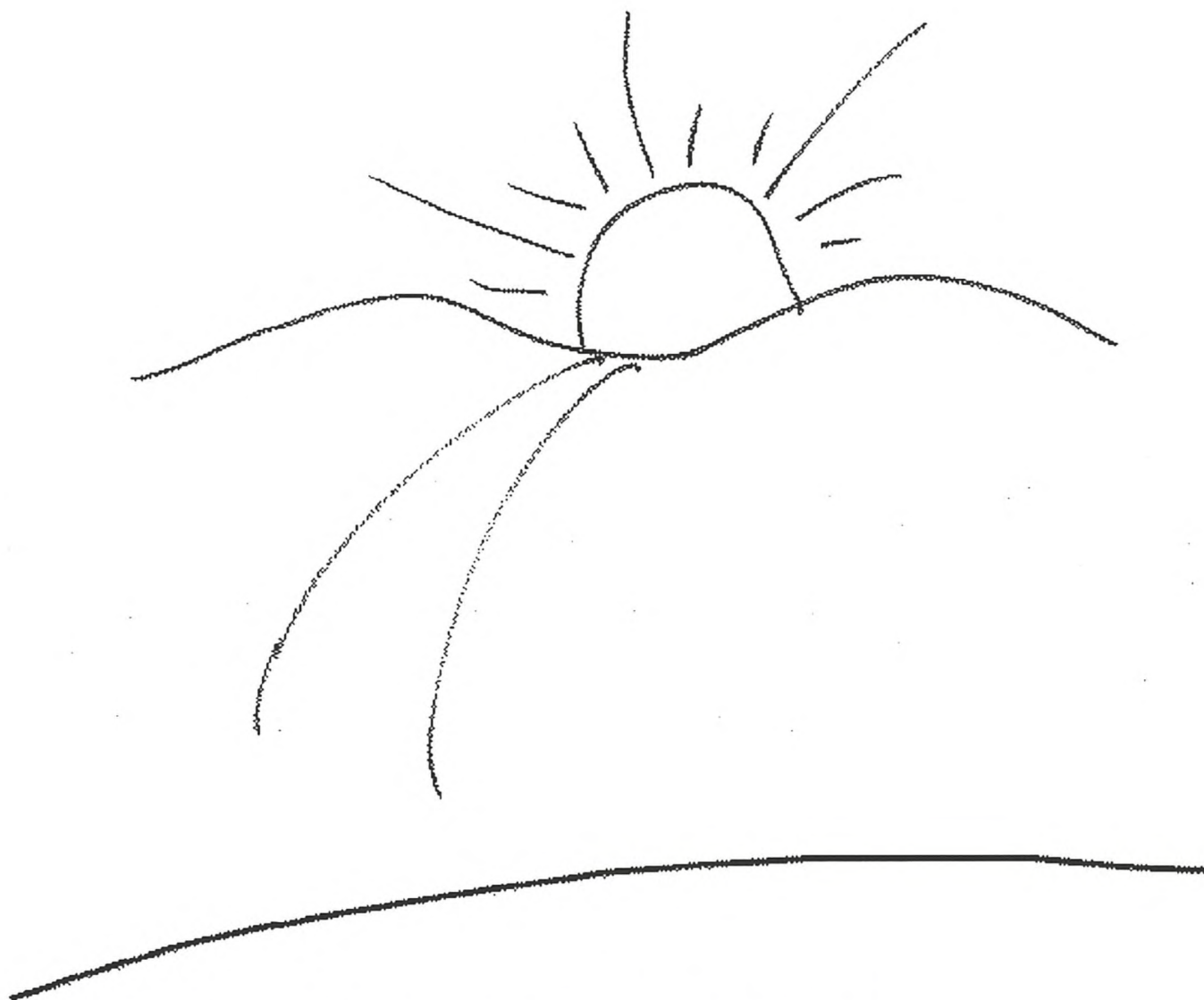
**Break the ties
that bind.**



Buprenorphine HCl Sublingual Tablets



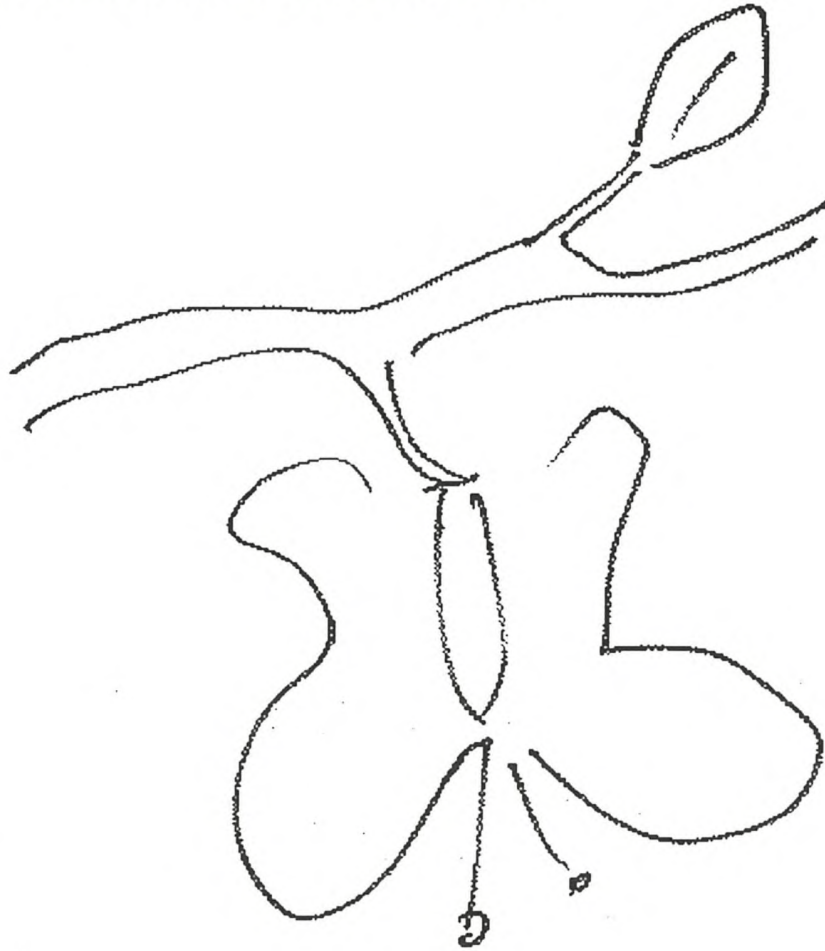
A bright new path.



Buprenorphine HCl Sublingual Tablets



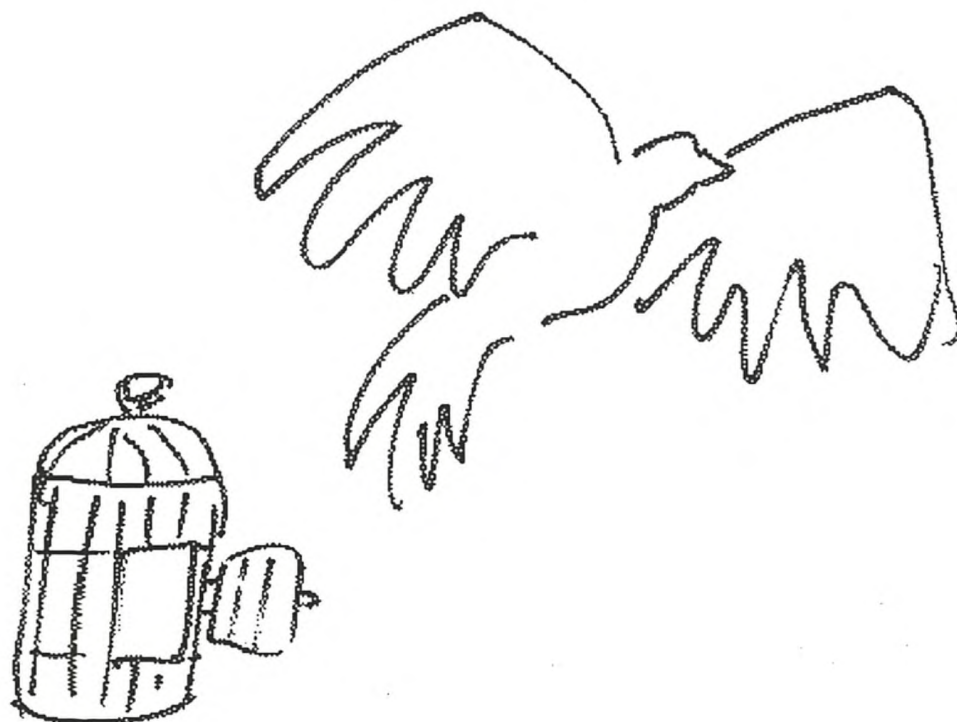
A fresh new start.



Buprenorphine HCl Sublingual Tablets



***Finding the
way home.***



Buprenorphine HCl Sublingual Tablets



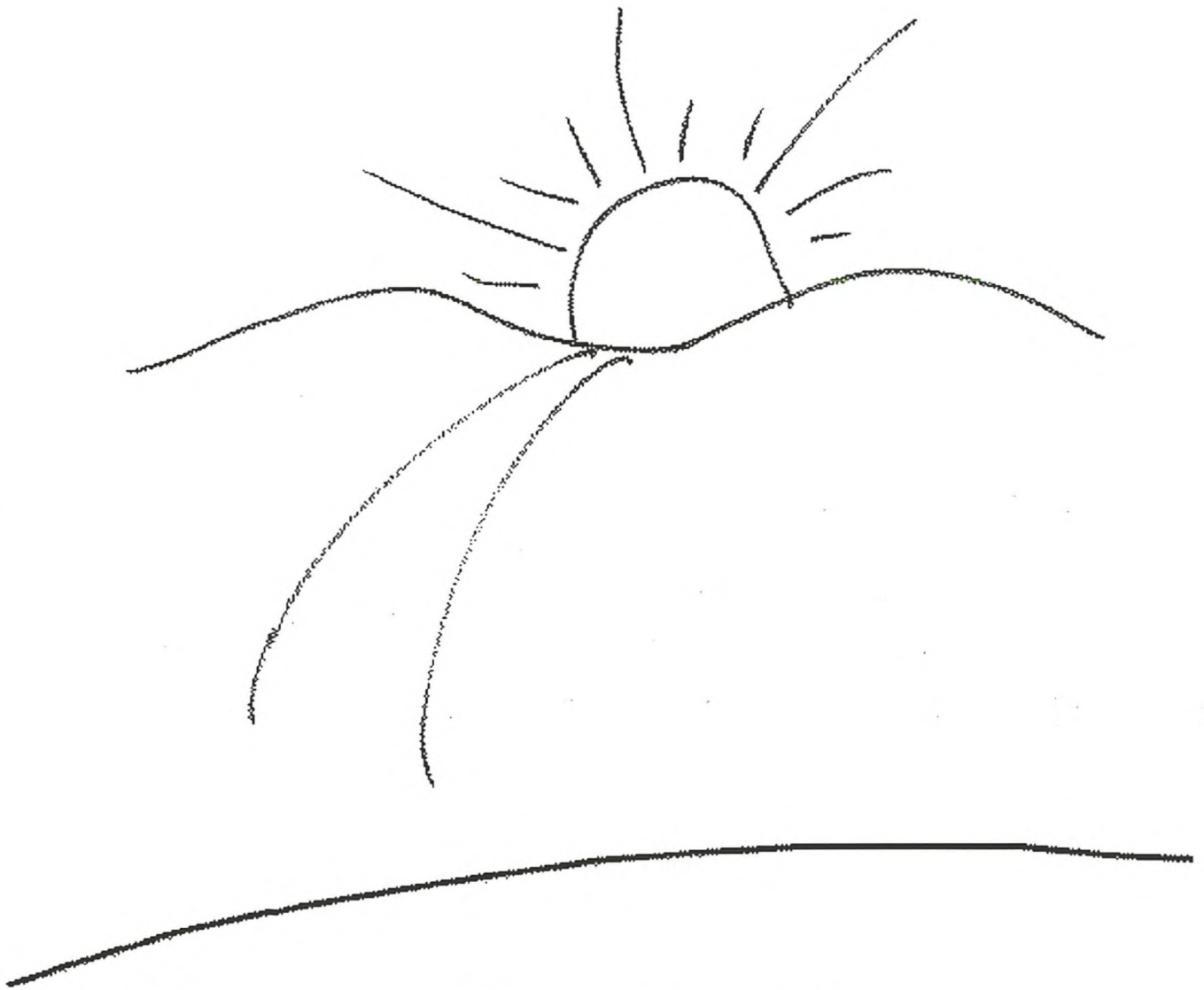
Free at last.



Buprenorphine HCl Sublingual Tablets



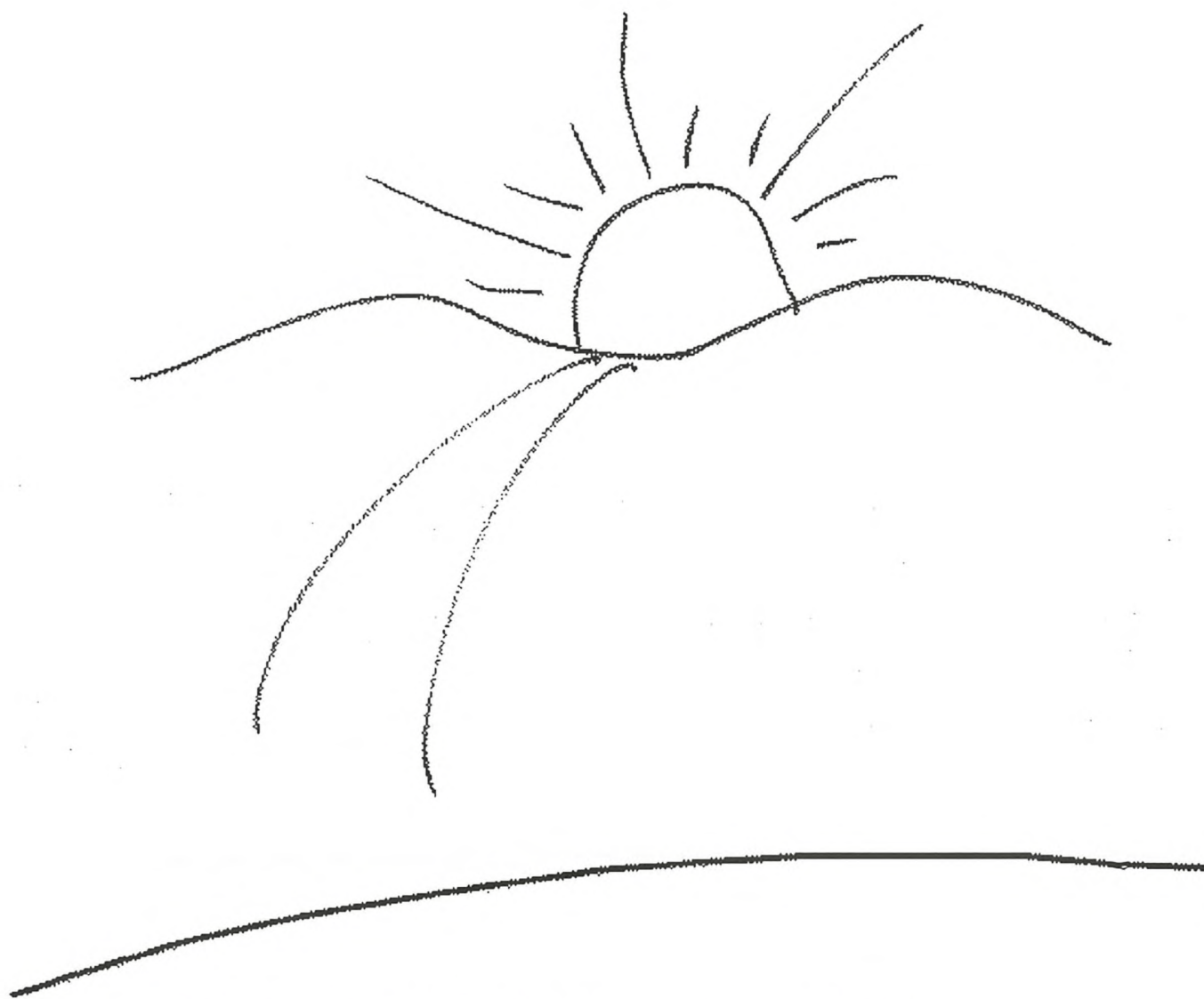
***Toward a
brighter tomorrow.***



Buprenorphine HCl Sublingual Tablets



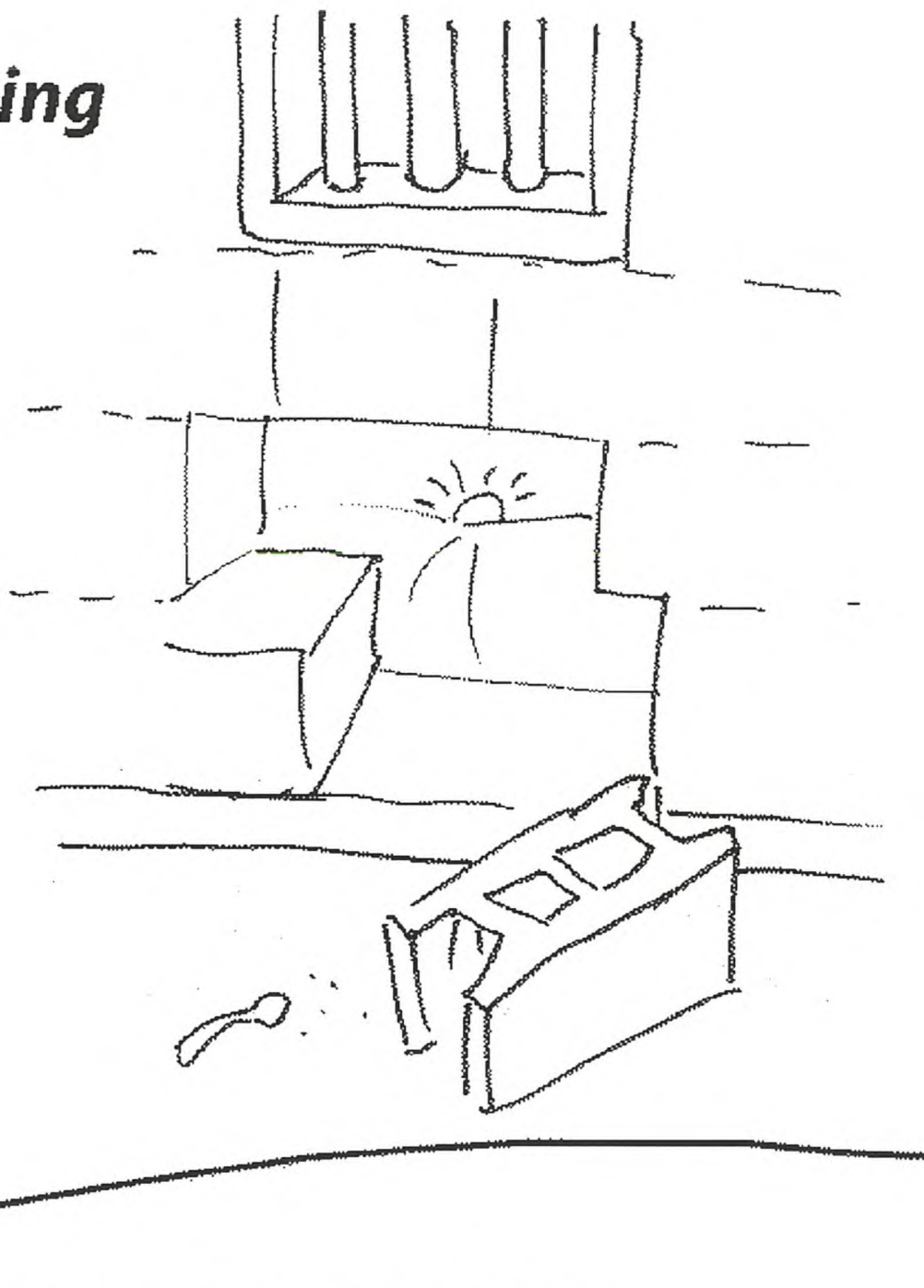
A road to freedom.



Buprenorphine HCl Sublingual Tablets



**Breaking
free.**



Buprenorphine HCl Sublingual Tablets

