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Sent: Tuesday, June 09, 2009 2:28 PM
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Subject: Sales Aid Update
Attachments: 22 KADI8D0231_Adv_Leave_Behind_DISKED.pdf

Team,

You were sent a stickered copy of the attached tri fold sales aid. It does not list all of the available strengths of Avinza so at this time your are not permitted to use this piece in the field. Actavis is checking on whether we can get this piece updated with all of the current Avinza strengths and we will get back to you as soon as we have more information.

Please let me know if you have any questions. Thanks.

Mark

Why settle for generic
MS Contin® tablets...

Prescribe KADIAN®—Less pain for your patients. More options for you.

WARNING:
KADIAN® contains morphine sulfate, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. KADIAN® can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing KADIAN® in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse or diversion.

KADIAN® capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

KADIAN® Capsules are NOT for use as a prn analgesic.

KADIAN® 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. Ingestion of these capsules or of the pellets within the capsules may cause fatal respiratory depression when administered to patients not already tolerant to high doses of opioids. KADIAN® CAPSULES ARE TO BE SWALLOWED WHOLE OR THE CONTENTS OF THE CAPSULES SPRINKLED ON APPLE SAUCE. THE PELLETS IN THE CAPSULES ARE NOT TO BE CHEWED, CRUSHED OR DISSOLVED DUE TO THE RISK OF RAPID RELEASE AND ABSORPTION OF A POTENTIALLY FATAL DOSE OF MORPHINE.

Safety considerations:
Serious adverse reactions that may be associated with KADIAN® therapy in clinical use are those observed with other oral opioid analgesics and include: respiratory depression, respiratory arrest, apnea, circulatory depression, cardiac arrest, hypotension, and/or shock.

Indications: For the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

For further information, please visit www.KADIAN.com or call 1-888-840-8884.
Please see accompanying complete Prescribing Information.

KADIAN® is a registered trademark of Allergan, Inc.
MS Contin® is a registered trademark of Janssen Pharmaceutica.
All other trademarks and/or registered trademarks are the property of their respective owners.

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Less Pain. More Options.

...When you can prescribe the benefits
of KADIAN® capsules?

For more information, visit
www.KADIAN.com
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Less Pain. More Options.

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