

<b>TRANSMITTAL OF ADVERTISEMENTS                  AND PROMOTIONAL LABELING FOR                  DRUGS AND BIOLOGICS                  FOR HUMAN USE</b>	1. DATE SUBMITTED 12/12/2011	3. NDA/ANDA/AADA OR BLA/PLA/PMA Number: 20-616 Single product <input checked="" type="checkbox"/> Multiple products <input type="checkbox"/> For multiple products, submit completed form and specimen of advertising/promotional materials to one application of choice, and attach separate sheet addressing items 3-5 for remainder of products. Refer to No. 3 on instruction sheet.
	2. LABEL REVIEW NO. (Biologics)	

**NOTE: Form 2253 is required by law. Reports are required for approved NDAs and ANDAs (21 CFR 314.81)**

4. PROPRIETARY NAME KADIAN	5. ESTABLISHED NAME Morphine Sulfate Extended-Release Capsules Prod. Code No. N/A
6. PACKAGE INSERT DATE and ID NO. (Latest final printed labeling) Rev. Feb 2010 Part# 40-9101 Rev. Dec 2009 Part# 40-9120	7. MANUFACTURER NAME: License No. (Biologics)

**FDA/CBER USE ONLY**

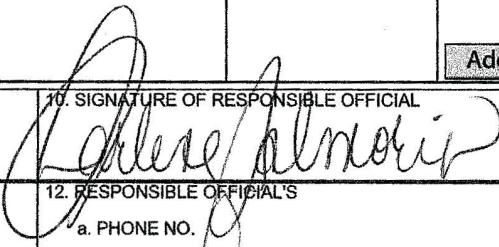
REVIEWED BY	DATE	RETURNED BY	DATE
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**8. ADVERTISEMENT / PROMOTIONAL LABELING MATERIALS**

Please check only one:  Professional  Consumer

Material Type (use FDA codes) a.	Dissemination/ Publication Date b.	Applicant's Material ID Code and/or description c.	Previous review No. if applicable / date (PLA Submissions) d.	COMMENTS:
PSA	12/13/11	Pharmacy Flyer Material Code: KADI1194	N/A	

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9. TYPED NAME AND TITLE OF RESPONSIBLE OFFICIAL OR AGENT Charlene Salmorin Director of Labeling, Regulatory Affairs	10. SIGNATURE OF RESPONSIBLE OFFICIAL 
11. APPLICANT'S RETURN ADDRESS 200 Elmora Avenue Elizabeth, NJ 07207 USA	12. RESPONSIBLE OFFICIAL'S a. PHONE NO. (908) 659-3017 b. FAX NO. (908) 659-2250
13. FOR CBER PRODUCTS ONLY: (Check one) <input type="checkbox"/> Part I/Draft <input type="checkbox"/> Part II/Final	

**PLAINTIFFS TRIAL  
 EXHIBIT  
 P-22001\_00001**

**Now Available...**

**KADIAN**<sup>®</sup>   
Morphine Sulfate  
Extended-Release Capsules  
20mg • 30mg • 50mg • 60mg • 80mg • 100mg

## Generic KADIAN<sup>®</sup>

(morphine sulfate extended-release)  
Capsules CII from Actavis.

- **Produced and Packaged in the same facilities as the brand.**
- **Same Size, Color and Shape that existing KADIAN<sup>®</sup> patients are familiar with.**



Capsules are not shown at actual size.

Available Immediately at:

- |             |                      |                   |                          |
|-------------|----------------------|-------------------|--------------------------|
| - CVS       | - A&P                | - Express Scripts | - Publix                 |
| - Rite Aid  | - Albertsons         | Mail Order        | - Sam's Club             |
| - Walmart   | - Balls Food         | - Kmart           | - Sav-On                 |
| - Kroger    | - Bartell Drug       | - Longs           | - Scott and White        |
| - SuperValu | - Bi-Lo/Bruno        | - Medicine Shoppe | - Southern Family Market |
| - Target    | - CARE               | - Meijer          | - Stop & Shop            |
|             | - Discount Drug Mart | - OSCO            | - Thrifty White          |
|             |                      | - Price Chopper   | - Wegman                 |

**R<sub>x</sub> only**

### WARNING:

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

KADIAN<sup>®</sup> 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<sup>®</sup> Capsules are NOT for use as a prn analgesic.

KADIAN<sup>®</sup> 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<sup>®</sup> 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.

For further information, please visit [www.KADIAN.com](http://www.KADIAN.com) or call 1-888-496-3082.

Please see accompanying Full Prescribing Information and Important Safety Information.

KADIAN<sup>®</sup> is a registered trademark of Actavis Elizabeth LLC.

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KAD1194 November 2011 Printed in USA

  
actavis  
think smart medicine

## Important Safety Information

KADIAN® is contraindicated in patients with a known hypersensitivity to morphine, morphine salts or any of the capsule components, or in any situation where opioids are contraindicated. This includes in patients with respiratory depression (in the absence of resuscitative equipment or in unmonitored settings), and in patients with acute or severe bronchial asthma or hypercarbia.

KADIAN® is contraindicated in any patient who has or is suspected of having paralytic ileus.

**Care should be taken in the prescribing of the 100 mg and 200 mg capsule strengths. Patients should be instructed against use by individuals other than the patient for whom it was prescribed, as such inappropriate use may have severe medical consequences, including death.**

KADIAN® may be expected to have additive effects when used in conjunction with alcohol, other opioids, or illicit drugs that cause central nervous system depression because respiratory depression, hypotension, and profound sedation or coma may result.

Respiratory depression is the chief hazard of all morphine preparations. Respiratory depression occurs more frequently in elderly and debilitated patients, and those suffering from conditions accompanied by hypoxia, hypercapnia, or upper airway obstruction (when even moderate therapeutic doses may significantly decrease pulmonary ventilation).

KADIAN® should be used with extreme caution in patients with chronic obstructive pulmonary disease or cor pulmonale, and in patients having a substantially decreased respiratory reserve (e.g. severe kyphoscoliosis), hypoxia, hypercapnia, or pre-existing respiratory depression. In such patients, even usual therapeutic doses of morphine may increase airway resistance and decrease respiratory drive to the point of apnea. In these patients, alternative non-opioid analgesics should be considered, and opioids should be employed only under careful medical supervision at the lowest effective dose.

The respiratory depressant effects of morphine with carbon dioxide retention and secondary elevation of cerebrospinal fluid pressure may be markedly exaggerated in the presence of head injury, other intracranial lesions, or a pre-existing increase in intracranial pressure. KADIAN® produces effects which may obscure neurologic signs of further increases in pressure in patients with head injuries. Morphine should only be administered under such circumstances when considered essential and then with extreme care.

KADIAN® may cause severe hypotension. There is an added risk to individuals whose ability to maintain blood pressure has already been compromised by a reduced blood volume, or a concurrent administration of drugs such as phenothiazines or general anesthetics. (see **PRECAUTIONS - Drug Interactions section of Full Prescribing Information.**) KADIAN® may produce orthostatic hypotension and syncope in ambulatory patients.

KADIAN®, like all opioid analgesics, should be administered with caution to patients in circulatory shock, as vasodilation produced by the drug may further reduce cardiac output and blood pressure.

KADIAN® should be used with great caution and in reduced dosage in patients who are concurrently receiving other central nervous system depressants including sedatives or hypnotics, general anesthetics, phenothiazines, other tranquilizers, and alcohol because respiratory depression, hypotension, and profound sedation or coma may result.

KADIAN® should not be given to patients with gastrointestinal obstruction, particularly paralytic ileus, as there is a risk of the product remaining in the stomach for an extended period and the subsequent release of a bolus of morphine when normal gut motility is restored. As with other solid morphine formulations diarrhea may reduce morphine absorption.

Opioid analgesics have a narrow therapeutic index in certain patient populations, especially when combined with CNS depressant drugs, and should be reserved for cases where the benefits of opioid analgesia outweigh the known risks of respiratory depression, altered mental state, and postural hypotension.

The administration of KADIAN® may obscure the diagnosis or clinical course in patients with acute abdominal conditions.

KADIAN® may aggravate pre-existing convulsions in patients with convulsive disorders.

Patients taking KADIAN® who are scheduled for cordotomy or other interruption of pain transmission pathways should have KADIAN® ceased 24 hours prior to the procedure and the pain controlled by parenteral short-acting opioids. In addition, the post-procedure titration of analgesics for such patients should be individualized to avoid either oversedation or withdrawal syndromes.

KADIAN® may cause spasm of the sphincter of Oddi and should be used with caution in patients with biliary tract disease, including acute pancreatitis. Opioids may cause increases in the serum amylase level.

Tolerance is the need for increasing doses of opioids to maintain a defined effect such as analgesia (in the absence of disease progression or other external factors). Physical dependence is manifested by withdrawal symptoms after abrupt discontinuation of a drug or upon administration of an antagonist. Physical dependence and tolerance are not unusual during chronic opioid therapy.

KADIAN® should be administered with caution, and in reduced dosages in elderly or debilitated patients; patients with severe renal or hepatic insufficiency; patients with Addison's disease; myxedema; hypothyroidism; prostatic hypertrophy or urethral stricture.

Caution should also be exercised in the administration of KADIAN® to patients with CNS depression, toxic psychosis, acute alcoholism and delirium tremens, and convulsive disorders.

KADIAN® may impair the mental and/or physical abilities needed to perform potentially hazardous activities such as driving a car or operating machinery. Patients must be cautioned accordingly. Patients should also be warned about the potential combined effects of KADIAN® with other CNS depressants, including other opioids, phenothiazines, sedative/hypnotics and alcohol (see **Drug Interactions section of Full Prescribing Information.**)

**CNS Depressants:** Morphine should be used with great caution and in reduced dosage in patients who are concurrently receiving other central nervous system (CNS) depressants including sedatives, hypnotics, general anesthetics, antiemetics, phenothiazines, other tranquilizers and alcohol because of the risk of respiratory depression, hypotension and profound sedation or coma.

**Muscle Relaxants:** KADIAN® may enhance the neuromuscular blocking action of skeletal relaxants and produce an increased degree of respiratory depression.

**Mixed Agonist/Antagonist Opioid Analgesics:** Agonist/antagonist analgesics (i.e., pentazocine, nalbuphine, and butorphanol) should be administered with caution to a patient who has received or is receiving a course of therapy with a pure opioid agonist analgesic such as KADIAN®.

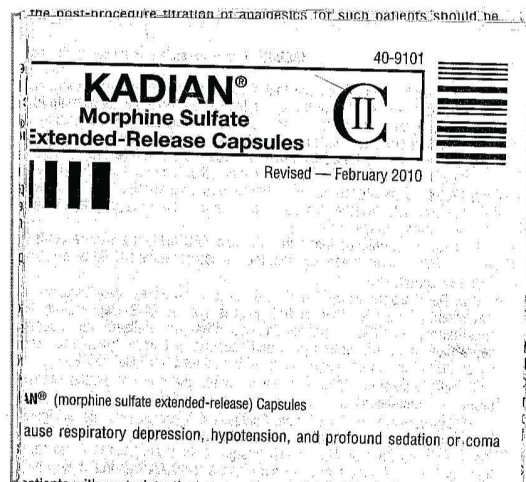
**Monoamine Oxidase Inhibitors (MAOIs):** MAOIs have been reported to intensify the effects of at least one opioid drug causing anxiety, confusion and significant depression of respiration or coma. KADIAN® should not be used in patients taking MAOIs or within 14 days of stopping such treatment.

There is an isolated report of confusion and severe respiratory depression when a hemodialysis patient was concurrently administered morphine and cimetidine.

Morphine can reduce the efficacy of diuretics by inducing the release of antidiuretic hormone. Morphine may also lead to acute retention of urine by causing spasm of the sphincter of the bladder, particularly in men with prostatism.

The most serious adverse events associated with KADIAN® and other opioid analgesics are respiratory depression, respiratory arrest, apnea, circulatory depression, cardiac arrest, hypotension, and/or shock.

The most frequent adverse events are drowsiness, dizziness, constipation, and nausea.



40-9101



**KADIAN®**  
**Morphine Sulfate**  
**Extended-Release Capsules**

Revised February 2010



**Warnings**  
KADIAN® should be used with great caution and in reduced dosage in patients who are concurrently receiving other central nervous system depressants including sedatives or hypnotics, general anesthetics, phenothiazines, other tranquilizers, and alcohol because respiratory depression, hypotension, and profound sedation or coma may result.

**Interactions with other CNS Depressants**  
KADIAN® should be used with great caution and in reduced dosage in patients who are concurrently receiving other central nervous system depressants including sedatives or hypnotics, general anesthetics, phenothiazines, other tranquilizers, and alcohol because respiratory depression, hypotension, and profound sedation or coma may result.

**Gastrointestinal Obstruction**  
KADIAN® should not be given to patients with gastrointestinal obstruction, particularly paralytic ileus, as there is a risk of the product remaining in the stomach for an extended period and the subsequent release of a bolus of morphine when normal gut motility is restored. As with other solid morphine formulations diarrhea may reduce morphine absorption.

**Other**  
Although extremely rare, cases of anaphylaxis have been reported.

**PRECAUTIONS**  
**General**

40-9120

**Morphine Sulfate  
Extended-Release  
Capsules, USP**



Revised — December 2009



**Gastrointestinal Obstruction**

Morphine sulfate extended-release should not be given to patients with gastrointestinal obstruction, particularly paralytic ileus, as there is a risk of the product remaining in the stomach for an extended period and the subsequent release of a bolus of morphine when normal gut motility is restored. As with other solid morphine formulations diarrhea may reduce morphine absorption.

**Other**

Although extremely rare, cases of anaphylaxis have been reported.

**PRECAUTIONS**

**General**

Morphine sulfate extended-release is intended for use in patients who require continuous, around-the-clock opioid analgesia for an extended period of time. As with any potent opioid, it is critical to adjust the dosing regimen for morphine sulfate extended-release for each patient, taking into account the patient's prior analgesic treatment experience. Although it is clearly impossible to enumerate every consideration that is important to the selection of the initial dose of morphine sulfate extended-release, attention should be given to the points under

**DOSAGE AND ADMINISTRATION**

— Solid capsules have a narrow therapeutic index in certain patient populations, especially when combined

CARLA HEDRICK 908-659-2527 ACTAVIS ELIZABETH LLC 200 ELMORA AVENUE ELIZABETH NJ 072021106	<b>2 LBS</b>	<b>1 OF 1</b>
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**Service:** UPS Next Day Air®  
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**Shipped/Billed On:** 12/12/2011  
**Delivered On:** 12/13/2011 9:35 A.M.  
**Delivered To:** BELTSVILLE, MD, US  
**Signed By:** FERGUSON  
**Left At:** Receiver

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Sincerely,

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