

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.  
**References:** 1. KADIAN® [prescribing information], Morrisville, NJ: Actavis Elizabeth LLC. 2. Gourlay GK, Cherry DA, Orley MM, et al. Pharmacokinetics and pharmacodynamics of twenty-four-hourly Kapanol compared to twelve-hourly MS Contin in the treatment of severe cancer pain. *Pain*. 1997;69(3):295-302. 3. Weil A, Nicholson B, Ross E, Sakai J. Patients with chronic, non-malignant, moderate/severe pain can be successfully switched from other sustained-release morphine or oxycodone compounds to KADIAN® (morphine sulfate sustained-release capsules), the KRIONUS-MSP trial. Roster presented at: American Pain Society 23rd Annual Scientific Meeting, May 6-9, 2004; Vancouver, BC, Canada. 4. AVINZA® [prescribing information], Bristol, TN: King Pharmaceuticals Inc; October 2006. 5. MS Contin® [prescribing information], Stamford, CT: Purdue Pharma LP; August 2007.  
For further information, please visit [www.KADIAN.com](http://www.KADIAN.com) or call 1-888-496-3082.  
Please see accompanying complete Prescribing Information.



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



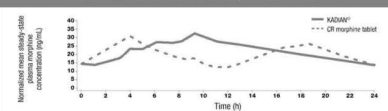
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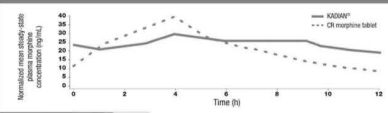
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### Fewer peaks and valleys

Pharmacokinetics of ONCE-DAILY KADIAN® vs twice-daily CR morphine tablets over 24 hours<sup>1,2</sup>



Pharmacokinetics of TWICE-DAILY KADIAN® vs twice-daily CR morphine tablets over 12 hours<sup>1,2</sup>

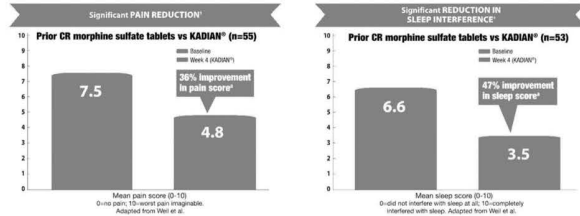


Allow for less breakthrough pain and more consistent pain relief for patients<sup>3</sup>

Please see accompanying complete Prescribing Information.

### Better pain control and improved sleep scores

Improved pain control and sleep scores in patients treated with KADIAN® who were previously on CR morphine tablets<sup>3\*</sup>



Allow patients to live with less pain and get adequate rest with less medication<sup>3</sup>

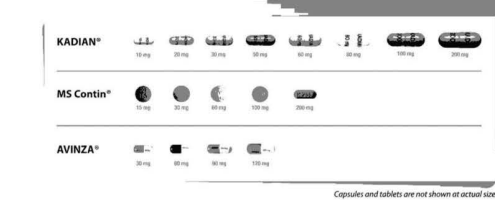
\*In a subanalysis of a randomized, open-label, blinded endpoint study of patients previously taking CR morphine tablets and switched to KADIAN® capsules.

Please see accompanying complete Prescribing Information.



### Fewer barriers to prescribing

The unique dosing options with a morphine



- \* No immediate-release (IR) component
- \* No ceiling dose—contains no acetaminophen, ibuprofen, or fumatic acid<sup>1</sup>
- \* Allows for titration in increments of 10 mg, with a low dose of 10 mg<sup>1</sup>

Allow individualization and customization of a patient's pain treatment

Please see accompanying complete Prescribing Information.