From: Michael Perfetto [nguerraruiz@actavis.com]

Sent: 5/30/2007 9:05:44 AM
To: Sales reps and contract team

CC: kanderson@actavis.com; nbornell@amide.com; Terrence Fullem [tfullem@actavis.com]; Doug Boothe

[dboothe@actavis.com]

Subject: Oxycodone Unit Dose 15 mg and 30 mg

As we discussed on the conference call:

Actavis is planning to launch the subject product this week, below is the POA:

- Pricing, WAC, AWP, HDMA forms completed
- Offers to major wholesalers (asap) and sales team to secure orders : this week. Mckesson, ABC, Cardinal, HD Smith, and Morris Dixon
- Offers to all hospital/ltc GPO's, VA, Multi state, Kaiser, Omnicare (asap) and sales to close offers
- Offers to any other accounts that are interested in this product.
- Sales and marketing work with specific accounts to drive business on this first to market product.

Please call me if you have any questions.

Michael Perfetto Vice President, Sales Actavis US Cell 908 - 868 -9778

---- Forwarded by Michael Perfetto/SM/CRA/Alpharma on 05/30/2007 11:50 AM -----



Nekela Bornell/Actavis@Exchange

05/30/2007 11:20 AM

To

William Dickman/PG/ELZ/Alpharma@Alpharma, Alana

Dundas/CS/CRA/Alpharma@ALPHARMA, Andrea Johnson/AF/CRA/Alpharma@Alpharma, Barbara Haszko/CS/CRA/Alpharma@ALPHARMA, Bob

Miranda/SM/CRA/Alpharma@ALPHARMA, Chris Gordon/AF/CRA/Alpharma@ALPHARMA, Cristina Garcia/RE/PIS/Alpharma@Alpharma, Danielle

Metzger/QA/ELZ/Alpharma@Alpharma, Danny Soares/AF/CRA/Alpharma@ALPHARMA, David Myers/SM/WIN/Alpharma@Alpharma, Divya Patel/Actavis@Exchange, Dominick Gagliostro <DGagliostro@actavis.com>, Doug Boothe/AD/CRA/Alpharma@Alpharma, Fran Pisciotta/RE/PIS/Alpharma@Alpharma, Hector Chaparro/AF/CRA/Alpharma@Alpharma, Janet Schnurr/AF/CRA/Alpharma@ALPHARMA, Jinping

McCormick/BI/CRA/Alpharma@Alpharma, John Reed/SM/CRA/Alpharma@ALPHARMA, Joseph Corsetti/RD/CRA/Alpharma@Alpharma, Judith Rivano/AF/CRA/Alpharma@Alpharma, Karen Belton/SM/CRA/Alpharma@ALPHARMA, Karen

Stoedter/CSWIN/Alpharma@Alpharma, Ken Washington/WH/WIN/Alpharma@Alpharma, Kevin Anderson/Actavis@Exchange, Lisa Pehlke/SM/ELZ/Alpharma@Alpharma, Liza Pavlock/SM/CRA/Alpharma@Alpharma, Malika Muhammad/QA/ELZ/Alpharma@Alpharma, Maria Molina/CS/CRA/Alpharma@Alpharma, Mel McDaniels/QA/ELZ/Alpharma@Alpharma, Melissa Humphrey/GR/WIN/Alpharma@Alpharma, Michael

Berryman/SM/WIN/Alpharma@Alpharma, Michael Craney/SM/WIN/Alpharma@Alpharma, Michael Perfetto/SM/CRA/Alpharma@ALPHARMA, Michael

Puorro/QA/ELZ/Alpharma@Alpharma, Mike DiBlasi/CS/WIN/Alpharma@Alpharma, Pat Corridon/CS/CRA/Alpharma@Alpharma, Peter Rota/AF/CRA/Alpharma@ALPHARMA, Sarah Meyer/CS/CRA/Alpharma@ALPHARMA, Teisha Davis/SM/CRA/Alpharma@ALPHARMA, Teresa Wozniak/RE/PIS/Alpharma@Alpharma, Terrence Fullem/AF/CRA/Alpharma@Alpharma

CC

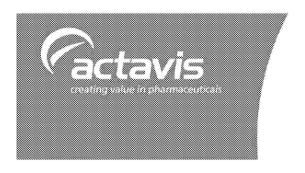
Subject

Oxycodone Unit Dose 15 & 30 mg; Product profile and HDMA.

Nekela Bornell Actavis Totowa LLC Tel.973/ 890 /1440 Ext.1016 Fax.862/757/0493 Cell.973/919/3076



Oxycodone Unit Dose Launch.pdf OxyUDPricing.doc





Actavis Announces the Introduction of Oxycodone HCl Tabs Unit Dose

- ♦ Actavis would like to announce that Oxycodone HCl Tablets 15mg and 30mg are now available in our new Unit Dose packaging!
- ♦ Individual RSS Barcodes on each unit dose blister and reverse sequence numbering allows for added security and traceability when dispensing.
- ♦ This new unit dose packaging form is in addition to our existing 100 count bottle sizes.

NDC#	Product Name	Size	Case Pack
52152-214-11	Oxycodone Hydrochloride USP 15mg Tabs Unit Dose CII	10x10	12
52152-215-11	Oxycodone Hydrochloride USP 30mg Tabs Unit Dose CII	10x10	12

We appreciate your support. If you have any questions, please do not hesitate to contact your National Account representative. You may also contact our Customer Service Department at **800-432-8534**.

Sincerely,

Nekela Bornell Marketing Analyst Actavis US

14 Commerce Drive, Cranford, NJ 07016

Tel: (800) 432-8534

Fax: (908) 653-8175



Oxycodone HCl 15mg UD

- Productionarie

National Brand Name: Roxicodone® Tablets

RX

OTC

Brand Manufacturer: Roxane Laboratories Inc.

Therapeutic Rating: AA

AB

AN AT

ANDA#: 76-636

Product Description: Active Ingredient: Oxycodone Hydrochloride, USP

Green colored Tablets debossed "A214" on the bisected side.

Expiration Dating: 24 Months

Label: Actavis

Packaging Information:

NDC Number: 52152-0214-11 UPC Number: 3 52152-021411 9

Case Quantity: 12

Case Dimensions: 10 1/8" x 7 3/4" x 5 1/2"

Case Cube: 0.204'
Case Weight: 1.96 lbs
Cases per Pallet: 1392

Bottle Dimensions: $2.09" \times 7.13" \times 2.96"$

Item Weight: 0.13 lbs

^{*} Roxicodone ® is the registered trademark of Roxane Laboratories Inc. Corporation



Oxycodone HCl 30mg UD

 \leftarrow Productive

National Brand Name: Roxicodone® Tablets

RX

OTC

Brand Manufacturer: Roxane Laboratories Inc.

Therapeutic Rating: AA

AB

AN AT

ANDA#: 76-636

Product Description: Active Ingredient: Oxycodone Hydrochloride, USP

Blue colored Tablets debossed "A215" on the bisected side.

Expiration Dating: 24 Months

Label: Actavis

Packaging Information:

NDC Number: 52152-0215-11 UPC Number: 3 52152-021511 6

Case Quantity: 12

Case Dimensions: 10 1/8" x 7 3/4" x 5 1/2"

Case Cube: 0.204'.
Case Weight: 1.96 lbs
Cases per Pallet: 1392

Bottle Dimensions: 2.09" x 7.13" x 2.96"

Item Weight: 0.13 lbs

^{*} Roxicodone ® is the registered trademark of Roxane Laboratories Inc. Corporation

HDMA Standard Product Information

Pharmaceutical Products

☑ New Item	☐ Promotion/Deal	Open Stock	☐ Post Launch Chang
	Date: (05/09/07	Page 1 of 2

PRODI	PRODUCT INFORMATION					SPECIAL HANDLING AND STORAGE REQUIREMENTS							
Manufacturer/Broker Name: Actavis Tot	rurer/Broker Name: Actavis Totowa LLC Number:					a. Temperature – Indicate the normal temperature range for this product.							
Product Name: Oxycodone Hydrochlori	<u>de Tablets 15m</u>	g Unit Dose			I. Controlled Room Temperature (68° – 77° F)								
Product ID Number: 214						II. Room Temperature (59° – 86° F)						\boxtimes	
NDC <u>52152-214-11</u>									.,				
Description: Green colored , round table		III. Excessive Heat (>104° F)											
Address: 101 East Main						IV. Cool (46° – 59°	F)					
City, State, Zip: Little Falls						V. Refrig	erated (3	6° – 46° F)					
Key Contact: Kevin Anderson						VI. Froze	n (-4° - 1.	4° F)					
hone Number: 973 890 1440 Ext: Ext:													
						VII. No Re	equireme	nt					
Is the Product?	23/204/62	nip item			b.	Are tempe	rature ex	cursions pe	rmitted/allo	wed for pro	duct?	☐ Yes	⊠ No
If Yes, Schedule Number: CII	es 🗌 NO					If Yes	provide	the tempera	ture range a	and hours d	luration:		
Is this ARCOS reportable?	es 🗌 No					11 103,	provide	-	nd	ila ilouis a	ididiloii.		
Is this Product a Legend Device?						••••	***************************************	***************************************	***************************************				
Country of Origin: USA					C.	Are there	additiona	ıl storage an	d shipping	requiremen	its?	☐ Yes	⊠ No
Harmonization Code Number for Interna	tional Shipping	·				If yes,	please p	rovide on pa	age 2.				
Is this product a Hazardous Material or 0	Cytotoxic Agent	?											
☐ Yes If yes, p	rovide addition	al information	on page 2.										
Attach copy of Material Safety Data SI	neet (MSDS)												
Attach Package Insert													
ADDITIONAL PRODUCT					ITEN	AND PAC	KING IN	FORMATIO	N				
INFORMATION	Size/Strength	Unit		M	str.	Inner	Wght.		Case	Iten	n	Pallet	# Cases/
Is there a minimum order quantity?	/Form	Of Sale	UPC Code		hpr.	Case Pk	Lbs.	Cube	Dimensions	V231030000000		Dimensions	Pallet
If yes, ⊠ Case ☐ Carton ☐ Item	10x10/15mg	☐ Bottle	Case:				Case:		Depth:	Depth:	1	Depth:	
Number of Pieces? 12		☐ Box					1.96lbs		10 1/8	3"			
Shelf Life: 24 Months		☐ Glass jar	Carton:				Carton:		Height:	Height:	1	leight:	
Whsl. Code #:		Ampule	N3521522141	19			0.132lbs		5 1/2	4 1/2"			
Fineline Code:		☐ Other	Item:				Item:		Width:	Width:	\	Vidth:	
Is Item? ⊠ Unit Dose ☐ Unit of Use			-						7 3/4	1 3/4"			
1 4 202345-379602 3	For Generic D	rug Products			-					ct Color: G			
If Unit Dose, is item bar coded to unit dose for Hospital tracking purposes?			III. Brand	Name E	quivale	ent: Roxico			IV. Gener	ic Name Fo	or Brand:	Oxycodone	Hcl. Tabs.
⊠ Yes □ No		Т			Τ		NFORMA		T			T	
Will handling data change in the first:	Doon	lar	Purchase Allov			ibution Allo ☐ OI ☐ E		Invoice Cost (\$)	Net Cost (\$)	Mfr's AWP	Avg Re Price (\$		Excise Tax
6 months? Yes	Regu Cost		\$	%	·		% %	CO31 (4)	CO31 (4)	AVVE	1 1106 (4	') (Ψ)	IGA
9 months?	DZ	**************************************	*	/U	T *		70						
12 months?	EA							\$45.00		\$73.75			
Unknown?	PPK												

This offer is made on a proportionally equal basis to all sellers' accounts completive with customer.

Signature: Kevin Anderson_____



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HDMA Standard Product Information

Pharmaceutical Products

Page 2 of 2

Item Description: Oxycodone Hydrochloride 15	img Tabs	Manufacturer: Actavis Totowa LLC
If additional information is necessary, provide on right of page		
HAZARDOUS MATERIAL INFORM	MATION	ADDITIONAL INFORMATION AS NECESSARY
Is this product:		
a) Cytotoxic?		
b) Carcinogen?		
c) Inhalation Hazard? Yes No		
d) Contact Hazard? ☐ Yes ☒ No		
Is this item considered a carcinogen?	☐ Yes No	
Is this item an aerosol requiring special storage?	☐ Yes	
Does this product require special clean-up instructions?	☐ Yes	
If yes, attach MSDS with special instructions.		
Department of Transportation (DOT) I.D. Number:		
Hazard Class/ORM Code:		
OSHA/DOT CHEMICAL STORAGE	CLASS	
Please check appropriate Class(s) for this product.		
☐ ORGANIC ☐ ANTINEOPLASTIC		
☐ CORROSIVE/OXIDIZER ☐ ESSENTIAL CHEMICAL		
☐ AEROSOL ☐ PRECURSOR CHEMICAL (De	scribe below)	222 Form Required
☐ AEROSOL CLASS ☐ MAXIMUM QTY LEVEL		
Is the product restricted for air shipping?		
☐ Passenger		
☐ Cargo ☐ Passenger & Cargo		
99 99 18 18	Cima (Chranath	
Precursor Chemical: Ephedrine ☐ Yes ☒ No	Size/Strength	
Pseudoephedrine		
Phenylpropanolamine ☐ Yes ☐ No		
ADDITIONAL STORAGE AND SHIPPING F	EQUIREMENTS	
Is this product to be shipped to customers on ice?	☐ Yes	
Is this product to be shipped to customers on dry ice?	☐ Yes	
Does this product require refrigerated truck for transport?	☐ Yes	
Is this Product State Regulated?	☐ Yes	
If yes, list states on the right or as an attachment.	ET M. S. S. Al.	
Are there special returns requirements?	☐ Yes ☑ No	
If yes, provide requirements in the space to the righ	t or as attachment.	



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HDMA Standard Product Info	ormation	Pharr	naceutical Pr	oducts	§ 🗵	New Item	Prom	otion/Deal [] Date: 05/0	Open Stock		Change e 1 of 2
BDON	UCT INFORMA	TION				CDECIA	LANDI		RAGE REQUIR		e 1012
									,		
Manufacturer/Broker Name: Actavis To				a.	. Tempera	ture – Indica	ate the no	rmal temperati	ire range for thi	s product.	
Product Name: Oxycodone Hydrochlori	ide Tablets 30m	g Unit Dose			I. Cont	rolled Roon	n Tempera	ature (68° – 77°	F)		
Product ID Number: 215				-	II. Roor	n Temperat	ure (59° –	86° F)		\bowtie	
NDC <u>52152-215-11</u>		TIN # <u>N3 52152</u>			III Evce	ssive Heat	(>10.4° F)				
Description: <u>Blue colored , round tablet</u> Address: 101 East Main	is, debossed "A	215" on the bis	ected side.								
	7424				IV. Cool	(46° – 59° F	·)				
City, State, Zip: Little Falls New Jersey C Key Contact: <u>Kevin Anderson</u>					V. Refri	gerated (36	° – 46° F)				
Phone Number: 973 890 1440					VI. Froze	en (-4° – 14°	' F)				
Phone Number:					VII No R	equirement					
s the Product?					VIII. 140 IV	equirement					
s the Product a Controlled Drug? X		inp item		b	. Are temp	erature exc	ursions p	ermitted/allowe	ed for product?	☐ Yes 🗵] No
If Yes, Schedule Number: CII	Accessed 1				If Yes	. provide th	e temper	ature range and	d hours duration	n:	
s this ARCOS reportable?						, .		and			
s this Product a Legend Device?	es ⊠ No				-	***************************************	***************************************	***************************************			2.00
Country of Origin: USA				C.	. Are there	additional	storage a	nd shipping re	quirements?	☐ Yes 🗵] No
Harmonization Code Number for Interna	itional Shipping	·			If yes	, please pro	vide on p	age 2.			
s this product a Hazardous Material or	Cytotoxic Agent	?									
🗌 Yes 🛮 No If yes, p	rovide addition	al information o	on page 2.								
Attach copy of Material Safety Data Si	heet (MSDS)										
Attach Package Insert											
ADDITIONAL PRODUCT INFORMATION				ITE	M AND PA	CKING INF	ORMATIC	NC			
	Size/Strength	Unit		Mstr.	Inner	Wght.		Case	Item	Pallet	# Cases/
Is there a minimum order quantity?	/Form	Of Sale	UPC Code	Shpr.	Case Pk	Lbs.	Cube	Dimensions	Dimensions	Dimensions	Pallet
If yes, ⊠ Case ☐ Carton ☐ Item	10x10/30mg	☐ Bottle	Case:			Case:		Depth:	Depth:	Depth:	
Number of Pieces? 12		Box				1.96lbs		10 1/8	3"		
Shelf Life: 24 Months		☐ Glass jar	Carton:			Carton:		Height:	Height:	Height:	
Whsl. Code #:		☐ Ampule	N352152215116			0.132lbs		5 1/2	4 1/2"	\$4.0° 141.	
Fineline Code:		☐ Other	Item:			Item:		Width:	Width:	Width:	

					- 1				1 1		p	1		
Number of Pie	ces? <u>12</u>		□Вох					1.96lbs		10 1/8	3"			
Shelf Life: 24 Months			☐ Glass jar	Carton:				Carton:		Height:	Height:	Н	eight:	
Whsl. Code #:			☐ Ampule	N3521522151	16			0.132lbs		5 1/2	4 1/2"			
Fineline Code:			☐ Other	Item:				Item:		Width:	Width:	W	idth:	
			304000000000000000000000000000000000000	_						7 3/4	1 3/4"			
Is Item? 🛛 Unit Dose	Unit of Use	For Generic [Orug Product	s: I. Orange	Book F	Rating	: <u>AB</u>	***************************************	<u>'</u>	II. Produ	ct Color: B	lue		
If Unit Dose, is item ba				III. Brand I	Name E	quival	ent: Roxico	odone Tab	let	IV. Gener	ric Name Fo	or Brand: <u>C</u>	xycodone	Hcl. Tabs.
dose for Hospital track	ing purposes?	Glass jar Carton: N352152215116 Item: Other Item: Ounit oses? COST COST Cost (\$) \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	INFORMATION											
	☐ No			Purchase Allov	vance	Dist	ribution All	lowance	Invoice	Net	Mfr's	Avg Reti	SRP	Excise
Will handling data char	nge in the first:	Regu	ılar	□ OI □ E	3B		□ OI □	BB	Cost (\$)	Cost (\$)	AWP	Price (\$)	(\$)	Tax
6 months?	☐ Yes	Cost	(\$)	\$	%	\$		%	1001 1001	1000			0/0 //:	
9 months?	☐ Yes	DZ												
12 months?	☐ Yes	EA							\$75.00		\$142.15			
I In lea aven 2	C Van	DDK												

This offer is made on a proportionally equal basis to all sellers' accounts completive with customer.

Signature: Kevin Anderson_____



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HDMA Standard Product Information

Pharmaceutical Products

Page 2 of 2

Item Description: Oxycodone Hydrochloride 30mg Tabs	Manufacturer: Actavis Totowa LLC
If additional information is necessary, provide on right of page or as attachment.	
HAZARDOUS MATERIAL INFORMATION	ADDITIONAL INFORMATION AS NECESSARY
Is this product:	
a) Cytotoxic? ☐ Yes ☒ No	
b) Carcinogen? Yes No	
c) Inhalation Hazard?	
d) Contact Hazard? ☐ Yes ⊠ No	
Is this item considered a carcinogen? ☐ Yes ☒ No	
Is this item an aerosol requiring special storage? ☐ Yes ☒ No	
Does this product require special clean-up instructions? ☐ Yes ☒ No	
If yes, attach MSDS with special instructions.	
Department of Transportation (DOT) I.D. Number:	
Hazard Class/ORM Code:	
OSHA/DOT CHEMICAL STORAGE CLASS	
Please check appropriate Class(s) for this product.	
☐ ORGANIC ☐ ANTINEOPLASTIC	
☐ CORROSIVE/OXIDIZER ☐ ESSENTIAL CHEMICAL	
☐ AEROSOL ☐ PRECURSOR CHEMICAL (Describe below)	222 Form Required
☐ AEROSOL CLASS ☐ MAXIMUM QTY LEVEL	
Is the product restricted for air shipping?	
Passenger	
Cargo	
Passenger & Cargo	
Precursor Chemical: Size/Strength	
Ephedrine	
Pseudoephedrine ☐ Yes ☒ No Phenylpropanolamine ☐ Yes ☒ No	
Phenylpropanolamine 🗌 Yes 🛛 No	
ADDITIONAL STORAGE AND SHIPPING REQUIREMENTS	
Is this product to be shipped to customers on ice? ☐ Yes ☐ No	
Is this product to be shipped to customers on dry ice? ☐ Yes ☐ No	
Does this product require refrigerated truck for transport? ☐ Yes ☒ No	
Is this Product State Regulated? ☐ Yes ☐ No	
If yes, list states on the right or as an attachment.	
Are there special returns requirements? ☐ Yes ☒ No	
If yes, provide requirements in the space to the right or as attachment.	



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New Product Pricing

Oxycodone HCl 15 & 30mg Tablets, Unit Dose

NDC#	Product Description	Size	AWP**	WAC*
52152-				
0214-11	Oxycodone HCl Tabs, 15mg UD	10x10	\$45.00	\$73.75
0215-11	Oxycodone HCl Tabs, 30mg UD	10x10	\$75.00	\$142.15

^{*}WAC Price is also commonly referred to as "List Price", "Wholesale Acquisition Cost", "Invoice Price", and "Direct Price". **AWP is suggested only.