

Instant Savings

Instant Savings

SAVE UP TO \$300

per year. Up to 12 prescriptions
Up to \$25 each prescription.

think

OPANA[®] ER

(oxymorphone HCl) 

Extended-release tablets
5 mg, 7.5 mg, 10 mg, 15 mg, 20 mg, 30 mg, 40 mg

Please see accompanying Patient Information
and full eligibility rules.
This offer is available for patients who
qualify as registered recipients of Endo Pharmaceuticals
opioid extended-release tablets at their pharmacies.

Please see enclosed Patient Information

think

OPANA[®] ER

(oxymorphone HCl) 

Extended-release tablets
5 mg, 7.5 mg, 10 mg, 15 mg, 20 mg, 30 mg, 40 mg

Your Kit Includes:

- Instant Savings Card
- Patient Pain Diary
- Mail-In Rebate Form
- Patient Information
- Helpful Information for Caregivers and about Long-Acting Opioids

PLAINTIFFS TRIAL
EXHIBIT
P-10788_00001

Here's How to Save:

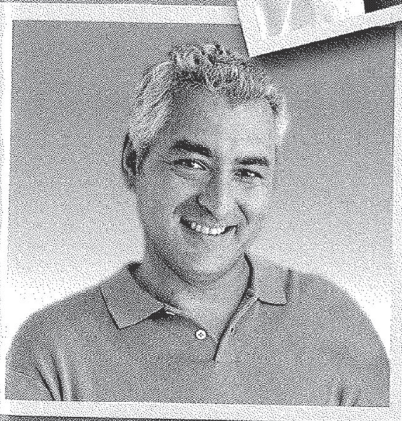
- Remove your Instant Savings Card from your kit.
- Bring the card to your pharmacy when you fill your prescription and save up to \$25.
Be sure to keep your card for future use.
(See enclosed eligibility rules.)
- Bring your card every time you fill your prescription and save up to \$25 off your next 11 prescriptions for a total savings of up to \$300.
- The card must be activated by 12-31-10 to receive up to 12 redemptions.

Note: If your pharmacy does not accept the card, obtain your savings using the mail-in rebate form included with this kit.

Please see inside for eligibility rules.

WHAT DOES IT MEAN TO ME?

*Information on Taking
a Long-Acting Opioid*



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DILAUDID[®] is a registered trademark of Abbott Laboratories

KADIAN[®] is a registered trademark of Alpharma Pharmaceuticals LLC

MS CONTIN[®] is a registered trademark of Purdue Pharma LP

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OPANA[®] ER is a registered trademark of Endo Pharmaceuticals

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**Taking a long-acting opioid:
What does it mean to me?**

The management of moderate to severe chronic pain can be achieved in different ways. This brochure answers some of the most frequently asked questions about the use of long-acting opioids to treat moderate to severe chronic pain.

The information contained in this brochure does not replace talking with your healthcare provider about your pain treatment options including medication.

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Long-Acting Opioids

What is a long-acting opioid?

Long-acting opioids are a type of pain medicine used for moderate to severe chronic pain that lasts most of the day. They are sometimes called "controlled-release" or "extended-release" because the medicine is gradually released into the body over an 8-24 hour period or longer. Examples of long-acting opioids taken by mouth include:

- AVINZA® (morphin sulfate extended-release capsules)
- KADIAN® (morphin sulfate extended-release) Capsules
- MS CONTIN® (morphin sulfate controlled-release) Tablets
- OPANA® ER (oxymorphone hydrochloride) Extended-Release Tablets
- ORAMORPH® SR (morphine sulfate) Sustained-Release Tablets
- OXYCONTIN® (oxycodone HCl controlled-release) Tablets

How do long-acting opioids differ from short-acting opioids?

Compared to long-acting opioids, short-acting opioids are primarily used to treat acute pain and are taken as needed. Short-acting opioids may be used alone or combined with opioid or non-opioid analgesics. Examples of short-acting opioids include the following products:

- TYLENOL® WITH CODEINE (acetaminophen and codeine phosphate) Tablets
- ZYDONE® (hydrocodone bitartrate and acetaminophen tablets, usp)
- VICODIN® (hydrocodone bitartrate and acetaminophen tablets, usp)
- DILAUDID® (hydromorphone hydrochloride)
- PERCOCET® (oxycodone and acetaminophen tablets, usp)
- TYLOX® (oxycodone and acetaminophen capsules, usp)
- ROXICODONE® (oxycodone hydrochloride tablets, usp)
- OPANA® (oxymorphone hydrochloride) Tablets