(b) (4)

Outside Panels

8.375"

1.375" | 1.375" | 1.3125" | 1.3125" | 1.375" | 1.625"

4.250"

EXPIRATION DATE XX/XX/XX

$X.XX OFF any Maalox Advanced® product

Read the product labeling to determine if this product is appropriate for you to use.

EXPIRATION DATE XX/XX/XX

$X.XX OFF any Ex-Lax® product

Read the product labeling to determine if this product is appropriate for you to use.

EXPIRATION DATE XX/XX/XX

$X.XX OFF any Benefiber® product

Read the product labeling to determine if this product is appropriate for you to use.

EXPIRATION DATE XX/XX/XX

$X.XX OFF any Gas-X® product

Read the product labeling to determine if this product is appropriate for you to use.

EXPIRATION DATE XX/XX/XX

$X.XX OFF any Prevacid®24HR product

Use as directed for 14 days to treat frequent heartburn (occurring 2 or more days a week). May take 1–4 days for full effect.

SAVE UP TO **$X.XX** on select Novartis Consumer Health, Inc. products

PREVACID 24HR

lansoprazole delayed-release capsules 15 mg/ acid reducer

Visibel Panel

Copy Reads this Way

.0625" Hold-In from Die Cut Edge

Die Cut Edge

.125" Bleed beyond Die Cut Edge

If there is a background color bleed .0625" past the fold of the visible panel.

Inside Panels

8.375"

1.625" | 1.375" | 1.3125" | 1.3125" | 1.375" | 1.375"

4.250"

Back of Visibel Panel

COUPON NOT VALID FOR PURCHASES REIMBURSED BY MEDICARE, MEDICAID, OR SIMILAR FEDERAL AND STATE PROGRAMS (INCLUDING STATE PHARMACEUTICAL ASSISTANCE PROGRAMS). COUPON NOT VALID FOR RESIDENTS OF MASSACHUSETTS IF PURCHASE IS REIMBURSED BY A HEALTHCARE INSURER. COUPON IS NOT VALID WHERE PROHIBITED OR RESTRICTED BY LAW. **RETAILER:** We will reimburse you for the lesser of the face value of this coupon or the retail price of this product, plus 8¢, if submitted in compliance with our redemption policy, available upon request. Cash value 1/20¢. Mail to: Novartis Consumer Health, CMS Dept. 00067, 1 Fawcett Dr., Del Rio, TX 78840. Limit one coupon per purchase. Coupon cannot be combined with any other offer. ©2011 Novartis Consumer Health, Inc. Prevacid® is a registered trademark of Takeda Pharmaceuticals North America, Inc. and is used under license.

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RETAILER: We will reimburse you for face value of coupon plus 8¢ if submitted in compliance with our redemption policy, available upon request. Cash value 1/20¢. Mail to: Novartis Consumer Health, CMS Dept. 00067, 1 Fawcett Dr., Del Rio, TX 78840. Limit one coupon per purchase. Cannot be combined with any other offer. ©2011 Novartis Consumer Health, Inc. U_00000-00

.0625" Hold-In from Die Cut Edge

Die Cut Edge

.125" Bleed beyond Die Cut Edge

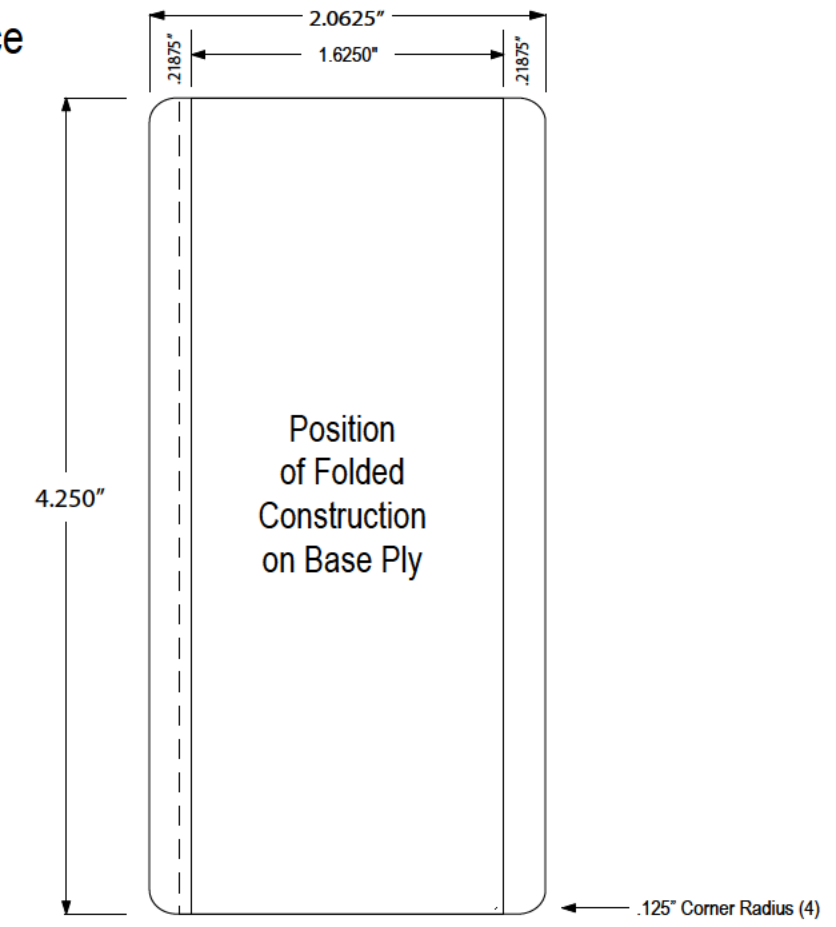
(b) (4)

Template is designed showing each panel as a seperate panel element. Front non-visible panels and Back panels copy, may extend through the fold lines, unless they are to be used as individual copy panels.If individual element, copy must be held-in .0625" min. from folds and trim edge.

(b) (4)

Finished Piece

WEB DIRECTION



Drug Facts (continued)

Other information
- read the directions, warnings and package insert before use
- keep the carton and package insert. They contain important information.
- store at 20-25°C (68-77°F)
- keep product out of high heat and humidity
- protect product from moisture

Inactive ingredients colloidal silicon dioxide, D&C red No. 28, FD&C blue No. 1, FD&C green No. 3, FD&C red No. 40, gelatin, hydroxypropyl cellulose, low substituted hydroxypropyl cellulose, magnesium carbonate, methacrylic acid copolymer, polyethylene glycol, polysorbate 80, starch, sucrose, sugar sphere, talc, titanium dioxide

Questions or comments?
1-800-452-0051

Visit us at www.prevacid24hr.com

KEEP THE CARTON AND PACKAGE INSERT. THEY CONTAIN IMPORTANT INFORMATION.

TAMPER-EVIDENT BOTTLE.
DO NOT USE IF INNER FOIL SEAL IMPRINTED WITH "SEALED for YOUR PROTECTION" OR BLACK BAND AROUND THE CENTER OF EACH CAPSULE IS MISSING OR BROKEN.

NDC 0067-6286-14

24HR PREVACID®

Lansoprazole delayed-release capsules 15 mg / acid reducer

SAVE UP TO $x.xx on select Novartis Consumer Health, Inc. products

- May take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours
- Clinically Proven To Treat Frequent Heartburn

14 CAPSULES
ONE 14-DAY COURSE OF TREATMENT

Sodium Free

1 BOTTLE INSIDE
14 CAPSULES TOTAL

Drug Facts

Active ingredient (in each capsule) — **Purpose**
Lansoprazole 15 mg — Acid reducer

Use
- treats frequent heartburn (occurs 2 or more days a week)
- not intended for immediate relief of heartburn; this drug may take 1 to 4 days for full effect

Warnings
Allergy alert: Do not use if you are allergic to lansoprazole

Do not use
- if you have trouble or pain swallowing food, vomiting with blood, or bloody or black stools. These may be signs of a serious condition. See your doctor.

Ask a doctor before use if you have
- liver disease
- had heartburn over 3 months. This may be a sign of a more serious condition.
- heartburn with **lightheadedness, sweating or dizziness**
- chest pain or shoulder pain with shortness of breath; sweating; pain spreading to arms, neck or shoulders; or lightheadedness
- frequent **chest pain**
- frequent wheezing, particularly with heartburn
- unexplained weight loss
- nausea or vomiting
- stomach pain

Ask a doctor or pharmacist before use if you are taking
- warfarin (blood-thinning medicine)
- prescription antifungal or anti-yeast medicines
- digoxin (heart medicine)

Drug Facts (continued)
- theophyline (asthma medicine)
- tacrolimus (immune system medicine)
- atazanavir (medicine for HIV infection)

Stop use and ask a doctor if
- your heartburn continues or worsens
- you need to take this product for more than 14 days
- you need to take more than 1 course of treatment every 4 months

If pregnant or breast-feeding, ask a health professional before use.
Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
- adults 18 years of age and older
- this product is to be used once a day (every 24 hours), every day for 14 days
- it may take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours

14-Day Course of Treatment
- swallow 1 capsule with a glass of water before eating in the morning
- take every day for 14 days
- do not take more than 1 capsule a day
- swallow whole. Do not crush or chew capsules.
- do not use for more than 14 days unless directed by your doctor

Repeated 14-Day Courses (if needed)
- you may repeat a 14-day course every 4 months
- **do not take for more than 14 days or more often than every 4 months unless directed by a doctor**

- children under 18 years of age; ask a doctor before use. Heartburn in children may sometimes be caused by a serious condition.

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FPO

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Parsippany NJ 07054-0622 ©2011 XXXXXXX
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LOT:
EXP:
MADE IN:

24HR PREVACID®
Lansoprazole delayed-release capsules 15 mg / acid reducer
14 CAPSULES
ONE 14-DAY COURSE OF TREATMENT
1 BOTTLE INSIDE

DRUG FACTS TEXT	
	TYPE SIZE/STYLE
DRUG FACTS TITLE	9.0 pt. / Helvetica Condensed Bold Obl.
HEADINGS	8.0 pt. / Helvetica Condensed Bold Obl.
SUBHEADS	6.0 pt. / Helvetica Condensed Bold
BODY TEXT	6.0 pt. / Helvetica Condensed
BULLETS	5.0 pt. / Helvetica Condensed
TRACKING: 0	HORIZONTAL SCALE: 85% LEADING: 6.5 pt.
CHARACTERS/INCH: <39	
BARLINES, HAIRLINES: 1.5 pt., 0.5 pt.	

DRAFT - FOR FDA REVIEW

Reference ID: 3120554

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BARLINES, HAIRLINES: 1.5 pt., 0.5 pt.	

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/s/

JOEL SCHIFFENBAUER
04/23/2012