Dear Dr. Madhu:

Please refer to your Supplemental New Drug Application (sNDA) dated and received July 15, 2011, submitted pursuant to section 505(b)(2) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Aplenzin (bupropion hydrobromide) Extended-Release 174mg, 348, 522mg Tablets.


This “Prior Approval” supplemental new drug application provides for the addition of the Seasonal Affective Disorder (SAD) indication and update of applicable sections (Highlights, Indications and Usage, Warnings and Precautions, Adverse Reactions, Clinical Studies, and Medication Guide). The label also contains updates throughout the Highlights and Full Prescribing Information to improve compliance with the requirements on content and format of labeling for human prescription drug and biological products, published in the Federal Register in January 2006 (Requirements on Content and Format of Labeling for Human Prescription Drug and Biological Products, 71 FR 3922, January 24, 2006, see 21 CFR 201.56 and 201.57). These requirements are also referred to as the Physician Labeling Rule (PLR).

We have completed our review of this supplemental application, as amended. It is approved, effective on the date of this letter, for use as recommended in the enclosed, agreed-upon labeling text.

We note that your May 9, 2012, submission includes final printed labeling (FPL) for your package insert and Medication Guide. We have not reviewed this FPL. You are responsible for assuring that the wording in this printed labeling is identical to that of the approved content of labeling in the structured product labeling (SPL) format.

Reference ID: 3174724
**PEDIATRIC RESEARCH EQUITY ACT (PREA)**

Under the Pediatric Research Equity Act (PREA) (21 U.S.C. 355c), all applications for new active ingredients, new indications, new dosage forms, new dosing regimens, or new routes of administration are required to contain an assessment of the safety and effectiveness of the product for the claimed indication(s) in pediatric patients unless this requirement is waived, deferred, or inapplicable.

We are waiving the pediatric study requirement for this application because necessary studies are impossible or highly impracticable due to the challenges of accurately diagnosing SAD in this population and recruitment.

**CONTENT OF LABELING**

As soon as possible, but no later than 14 days from the date of this letter, submit the content of labeling [21 CFR 314.50(l)] in structured product labeling (SPL) format using the FDA automated drug registration and listing system (eLIST), as described at [http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm](http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm). Content of labeling must be identical to the enclosed labeling (text for the package insert and Medication Guide), with the addition of any labeling changes in pending “Changes Being Effected” (CBE) supplements, as well as annual reportable changes not included in the enclosed labeling.


The SPL will be accessible from publicly available labeling repositories.

Also within 14 days, amend all pending supplemental applications for this NDA, including CBE supplements for which FDA has not yet issued an action letter, with the content of labeling [21 CFR 314.50(l)(1)(i)] in MS Word format, that includes the changes approved in this supplemental application, as well as annual reportable changes and annotate each change. To facilitate review of your submission, provide a highlighted or marked-up copy that shows all changes, as well as a clean Microsoft Word version. The marked-up copy should provide appropriate annotations, including supplement number(s) and annual report date(s).
PROMOTIONAL MATERIALS

You may request advisory comments on proposed introductory advertising and promotional labeling. To do so, submit the following, in triplicate, (1) a cover letter requesting advisory comments, (2) the proposed materials in draft or mock-up form with annotated references, and (3) the package insert(s) to:

   Food and Drug Administration  
   Center for Drug Evaluation and Research  
   Office of Prescription Drug Promotion (OPDP)  
   5901-B Ammendale Road  
   Beltsville, MD 20705-1266

You must submit final promotional materials and package insert(s), accompanied by a Form FDA 2253, at the time of initial dissemination or publication [21 CFR 314.81(b)(3)(i)]. Form FDA 2253 is available at http://www.fda.gov/opacom/morechoices/fdaforms/cder.html; instructions are provided on page 2 of the form. For more information about submission of promotional materials to the Office of Prescription Drug Promotion (OPDP), see http://www.fda.gov/AboutFDA/CentersOffices/CDER/ucm090142.htm.

REPORTING REQUIREMENTS

We remind you that you must comply with reporting requirements for an approved NDA (21 CFR 314.80 and 314.81).

If you have any questions, email Juliette Touré, PharmD, Senior Regulatory Project Manager, at Juliette.Toure@fda.hhs.gov.

Sincerely,

{See appended electronic signature page}

Thomas Laughren, M.D.  
Director  
Division of Psychiatry Products  
Office of Drug Evaluation I  
Center for Drug Evaluation and Research

ENCLOSURE:  
Content of Labeling – Package Insert and Medication Guide

Reference ID: 3174724
This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.

/s/

THOMAS P LAUGHREN
08/15/2012