



NDA 022327/S-019

SUPPLEMENT APPROVAL

Novartis Consumer Health, Inc.
Attention: Marie Vicinanza, M.S., R.D.
Associate Director, Global Regulatory Affairs
200 Kimball Drive
Parsippany, NJ 07054

Dear Ms. Vicinanza:

Please refer to your Supplemental New Drug Application (sNDA) dated and received on October 25, 2011, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Prevacid® 24HR (lansoprazole) delayed-release capsules, 15 mg.

We acknowledge receipt of your amendments dated December 5, 2011 and March 19, 2012.

This “Prior Approval” supplemental new drug application provides for the addition of an instant redeemable coupon (IRC) which states “SAVE \$X.XX on select Novartis Consumer Health, Inc. products”, with a rendering of the product name and active ingredient, to be attached to the principal display panel of the 14-, 28- and 42-count retail cartons. The coupon will be attached with a clear adhesive which allows full visibility of all required labeling prior to purchase.

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

LABELING

Submit final printed labeling, as soon as they are available, but no more than 30 days after they are printed. The final printed labeling (FPL) must be identical to the 14-, 28- and 42 count retail carton label and coupons submitted March 19, 2012, and must be in the “Drug Facts” format (21 CFR 201.66), where applicable.

Even though no revisions were made to the immediate container (bottle) label and Consumer Information Leaflet as part of this supplement, the approval letter should request that the sponsor submit the immediate container (bottle) label and Consumer Information Leaflet as part of the FPL for this supplement in order to maintain a record of the complete labeling (count sizes and packaging configurations) being approved as part of this supplement.

The final printed labeling should be submitted electronically according to the guidance for industry titled “Providing Regulatory Submissions in Electronic Format – Human Pharmaceutical Product Applications and Related Submissions Using the eCTD Specifications (June 2008).” Alternatively, you may submit 12 paper copies, with 6 of the copies individually mounted on heavy-weight paper or similar material. For administrative purposes, designate this submission “**Final Printed Labeling for approved NDA 022327/S-019.**” Approval of this submission by FDA is not required before the labeling is used.

DRUG REGISTRATION AND LISTING

All drug establishment registration and drug listing information is to be submitted to FDA electronically, via the FDA automated system for processing structured product labeling (SPL) files (eLIST). At the time that you submit your final printed labeling (FPL), the content of labeling (Drug Facts) should be submitted in SPL format as described at <http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm>. Information on submitting SPL files using eLIST may be found in the guidance for industry titled “SPL Standard for Content of Labeling Technical Qs and As” at <http://www.fda.gov/downloads/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/UCM072392.pdf>. In addition, representative container or carton labeling, whichever includes Drug Facts, (where differences exist only in the quantity of contents statement) should be submitted as a JPG file.

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, call Sherry Stewart, Regulatory Project Manager, at (301) 796-9618.

Sincerely,

{See appended electronic signature page}

Joel Schiffenbauer, M.D.
Deputy Director
Division of Nonprescription Clinical Evaluation
Office of Drug Evaluation IV
Center for Drug Evaluation and Research

ENCLOSURE(S): Carton Labeling

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

/s/

JOEL SCHIFFENBAUER
04/23/2012