



NDA 20812/S-024

**SUPPLEMENT APPROVAL**

Pfizer Inc.  
Attention: Michael Bailey  
Senior Director, NA Regulatory Strategy  
One Giralda Farms  
Madison, NJ 07940

Dear Mr. Bailey:

Please refer to your Supplemental New Drug Application (sNDA) dated January 6, 2017, received January 6, 2017, and your amendments, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Infants' Advil<sup>®</sup> Concentrated Drops (ibuprofen) oral suspension, 50 mg/1.25 mL.

This "Prior Approval" supplemental new drug application provides for a *Buy TWO & SAVE* display panel, and a \$1.50 coupon.

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 must be identical to the following labeling:

<b>Submitted Labeling</b>	<b>Submission date</b>
<i>Buy TWO &amp; SAVE</i> display panel, adhesive for 1/2 fl. oz. carton (bottle), <i>White Grape Flavor</i>	January 6, 2017
\$1.50 instant redeemable coupon (IRC), <i>peel-off</i> for carton (bottle)	June 2, 2017

and must be in the "Drug Facts" format (21 CFR 201.66), where applicable.

The final printed labeling should be submitted electronically according to the guidance for industry titled *Providing Regulatory Submissions in Electronic Format — Certain Human Pharmaceutical Product Applications and Related Submissions Using the eCTD Specifications (May 2015, Revision 3)*. For administrative purposes, designate this submission “**Final Printed Labeling for approved NDA 20812/S-024.**” 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 Tinya Sensie, Regulatory Project Manager, at (240) 402-4230.

Sincerely,

*{See appended electronic signature page}*

Karen Murry Mahoney, MD, FACE  
Deputy Director  
Division of Nonprescription Drug Products  
Office of Drug Evaluation IV  
Center for Drug Evaluation and Research

ENCLOSURE(S):  
Carton Labeling

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**This is a representation of an electronic record that was signed electronically and this page is the manifestation of the electronic signature.**  
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/s/  
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KAREN M MAHONEY  
07/06/2017