



NDA 21394/S-026

SUPPLEMENT APPROVAL

Pfizer Inc.
Attention: Wendy A. McManus, MS, RAC
Director, Worldwide Regulatory Affairs
One Giralda Farms
Madison, NJ 07940

Dear Ms. McManus:

Please refer to your supplemental new drug application (sNDA) dated and received April 2, 2018, and your amendments, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Advil[®] PM (ibuprofen 200 mg, diphenhydramine citrate 38 mg), tablet.

This “Prior Approval” supplemental new drug application provides a 96-count carton shelf tray dispenser (holds twelve 8-count immediate container vials), and the associated 8-count immediate container vial label, as well as a standalone 8-count immediate container vial label.

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 (FPL), as soon as they are available, but no more than 30 days after they are printed. The FPL must be in the “Drug Facts” format (21 CFR 201.66), where applicable, and be identical to the labeling listed in the following table.

Submitted Labeling	Date Submitted
8-count immediate container vial – for 96-count (twelve 8-count vials) carton (retail dispenser tray)	April 2, 2018
8-count immediate container vial – stand alone	April 2, 2018
96-count carton (retail dispenser tray holds twelve of the 8-count immediate container vials)	September 28, 2018

The FPL 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 21394/S-026.**” 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 Helen Lee, Regulatory Project Manager, at (301) 796-6848.

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):

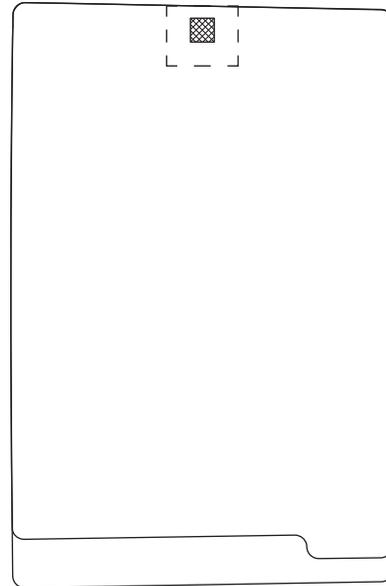
Carton and Container Labeling

TOP (BACK)

Warnings

- **Ask your doctor before use** if you are pregnant, under a doctor's care for any continuing medical illness, age 60 or over, taking any other drug or have stomach problems.
- This product may cause a **severe allergic reaction**, especially in people allergic to aspirin. Symptoms may include: hives, facial swelling, asthma (wheezing), shock, skin reddening, rash, blisters. If an allergic reaction occurs, stop use and seek medical help right away.
- **Do not use** this product if you have ever had an allergic reaction to any pain reliever/fever reducer; unless you have time for a full night's sleep; in children under 12 years or with any other product containing diphenhydramine.
- **Stomach bleeding warning:** This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause severe stomach bleeding. The chance is higher if you
 - are age 60 or older
 - have had stomach ulcers or bleeding problems
 - take a blood thinning (anticoagulant) or steroid drug
 - take other drugs containing prescription or nonprescription NSAIDs [aspirin, ibuprofen, naproxen, or others]
 - have 3 or more alcoholic drinks every day while using this product
 - take more or for a longer time than directed.

COMPOSITE



BASE

- **Heart attack and stroke warning:** NSAIDs, except aspirin, increase the risk of heart attack, heart failure, and stroke. These can be fatal. The risk is higher if you use more than directed or for longer than directed.
- **When using this product** drowsiness will occur. Do not drive a motor vehicle or operate machinery. Avoid alcoholic drinks.

Directions

- **do not take more than directed**
- adults and children 12 years and over: take 2 caplets at bedtime
- do not take more than 2 caplets in 24 hours

Store at 20-25°C (68-77°F)
Avoid excessive heat above 40°C (104°F)

Questions or comments? Call weekdays 9 AM to 5 PM EST 1-800-88-ADVIL

DO NOT USE
unless vial was sealed in
unbroken plastic blister on
cardboard card.

For most recent product information,
visit www.Advil.com.
Pfizer, Madison, NJ 07940 USA
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PAA099921.FDA01

TOP (FACE)

Advil[®] PM
Ibuprofen, 200 mg /
Diphenhydramine citrate, 38 mg
Pain Reliever (NSAID)/
Nighttime Sleep-Aid **8 Caplets**

**READ AND KEEP CARD FOR COMPLETE
WARNINGS AND INFORMATION**

Uses

- for relief of occasional sleeplessness when associated with minor aches and pains
- helps you fall asleep and stay asleep

**OPEN HERE TO VIEW MORE
PRODUCT INFORMATION**

PAA099921.FDA01

DRUG FACTS TEXT DEFINED	TYPE SIZE
• HEADINGS	6 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.5 pt
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• WARNING BOX LINE	.5 pt

TOP LAYER (BACK)

Drug Facts (continued)

Uses
 ■ for relief of occasional sleeplessness when associated with minor aches and pains ■ helps you fall asleep and stay asleep

Warnings
Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include: ■ hives ■ facial swelling ■ asthma (wheezing) ■ shock ■ skin reddening ■ rash ■ blisters
 If an allergic reaction occurs, stop use and seek medical help right away.

Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you ■ are age 60 or older ■ have had stomach ulcers or bleeding problems ■ take a blood thinning (anticoagulant) or steroid drug ■ take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others) ■ have 3 or more alcoholic drinks every day while using this product ■ take more or for a longer time than directed

Heart attack and stroke warning: NSAIDs, except aspirin, increase the risk of heart attack, heart failure, and stroke. These can be fatal. The risk is higher if you use more than directed or for longer than directed.

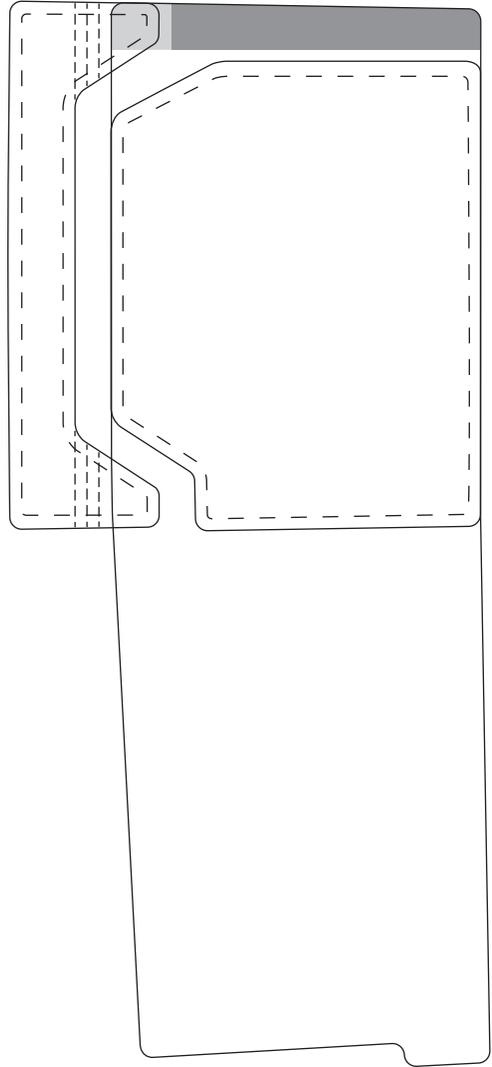
Do not use
 ■ if you have ever had an allergic reaction to any other pain reliever/fever reducer ■ unless you have time for a full night's sleep ■ in children under 12 years of age ■ right before or after heart surgery ■ with any other product containing diphenhydramine, even one used on skin ■ if you have sleeplessness without pain

Ask a doctor before use if
 ■ stomach bleeding warning applies to you ■ you have problems or serious side effects from taking pain relievers or fever reducers ■ you have a history of stomach problems, such as heartburn ■ you have high blood pressure, heart disease, liver cirrhosis, kidney disease, asthma, or had a stroke ■ you are taking a diuretic ■ you have a breathing problem such as emphysema or chronic bronchitis ■ you have glaucoma ■ you have trouble urinating due to an enlarged prostate gland

Ask a doctor or pharmacist before use if you are
 ■ taking sedatives or tranquilizers, or any other sleep-aid ■ under a doctor's care for any continuing medical illness ■ taking any other antihistamines ■ taking aspirin for heart attack or stroke, because ibuprofen may decrease this benefit of aspirin ■ taking any other drug

When using this product
 ■ drowsiness will occur ■ avoid alcoholic drinks ■ do not drive a motor vehicle or operate machinery ■ take with food or milk if stomach upset occurs

COMPOSITE



TOP LAYER (FACE)

Drug Facts (continued)

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions
 ■ do not take more than directed ■ adults and children 12 years and over: take 2 caplets at bedtime ■ do not take more than 2 caplets in 24 hours

Other information
 ■ read all warnings and directions before use. ■ store at 20-25°C (68-77°F) ■ avoid excessive heat above 40°C (104°F)

Inactive ingredients
 calcium stearate, carnauba wax, colloidal silicon dioxide, corn starch, croscarmellose sodium, FD&C blue no. 2 aluminum lake, glyceryl behenate, hypromellose, lactose monohydrate, microcrystalline cellulose, pharmaceutical ink, polydextrose, polyethylene glycol, pregelatinized starch, sodium lauryl sulfate, sodium starch glycolate, stearic acid, titanium dioxide

Questions or comments?
 Call weekdays 9 AM to 5 PM EST at 1-800-88-ADVIL

For most recent product information, visit www.Advil.com.
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 U.S. Patent 8,263,647

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DO NOT USE IF SEAL AROUND CAP IS BROKEN OR MISSING. ADVIL SAFETY SEALED.

Advil[®] PM
 Ibuprofen, 200 mg / Diphenhydramine citrate, 38 mg
 Pain Reliever (NSAID) / Nighttime Sleep-Aid
 8 Coated Caplets*
 *Capsule-Shaped Tablets

Drug Facts
Active ingredients (in each caplet) Purposes
 Diphenhydramine citrate 38 mg Nighttime sleep-aid
 Ibuprofen 200 mg (NSAID)* Pain reliever
 *nonsteroidal anti-inflammatory drug

LIFT HERE for More Drug Facts

BASE LAYER

ADVIL[®] SAFETY SEALED ADVIL[®] SAFETY SEALED ADVIL[®] SAFETY SEALED

TEAR HERE TO OPEN

Drug Facts (continued)

Stop use and ask a doctor if
 ■ you experience any of the following signs of stomach bleeding:
 ■ feel faint ■ vomit blood
 ■ have bloody or black stools
 ■ have stomach pain that does not get better
 ■ you have symptoms of heart problems or stroke:
 ■ chest pain ■ trouble breathing
 ■ weakness in one part or side of body
 ■ slurred speech
 ■ leg swelling
 ■ pain gets worse or lasts more than 10 days
 ■ sleeplessness persists continuously for more than 2 weeks. Insomnia may be a symptom of a serious underlying medical illness. ■ redness or swelling is present in the painful area ■ any new symptoms appear

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use ibuprofen during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

PAA099922.FDA01

DRUG FACTS MODIFIED TEXT DEFINED	TYPE SIZE
• DRUG FACTS TITLE	8 pt
• DRUG FACTS CONTINUED	7 pt
• HEADINGS	7 pt
• SUBHEADINGS/BODY TEXT	6 pt
• LEADING	6.25 pt
• # OF CHARACTERS PER INCH	<39
• BULLETS	5 pt
• SPACE BEFORE BULLET	2 ems
• BARLINES, HAIRLINES	1.5 pt, .5 pt
• SPACE BETWEEN HAIRLINES AND BOX END	2 spaces

Advil[®] PM

Ibuprofen, 200 mg / Diphenhydramine citrate, 38 mg
Pain Reliever (NSAID) / Nighttime Sleep-Aid

- ✓ For relief of occasional sleeplessness when associated with minor aches and pains
- ✓ Helps you fall asleep and stay asleep

Coated Caplets*
*Capsule-Shaped Tablets



Advil[®] PM

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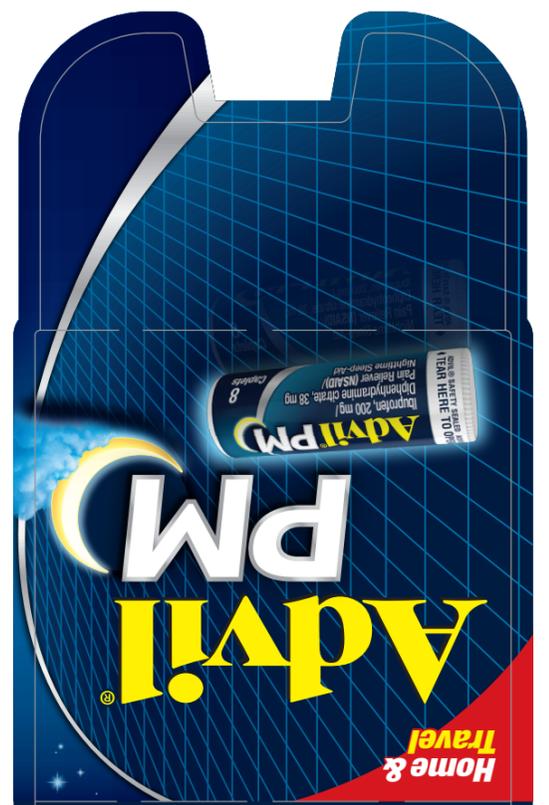


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Ibuprofen, 200 mg / Diphenhydramine citrate, 38 mg
Pain Reliever (NSAID) / Nighttime Sleep-Aid

- ✓ For relief of occasional sleeplessness when associated with minor aches and pains
- ✓ Helps you fall asleep and stay asleep

Coated Caplets*
*Capsule-Shaped Tablets



Contains: 1 Dozen, 8 Count Pocket Packs

Pfizer, Madison, NJ 07940 USA
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U.S. Patent 8,263,647

For most recent product information, visit www.Advil.com

PAA086809

This is a representation of an electronic record that was signed electronically. Following this are manifestations of any and all electronic signatures for this electronic record.

/s/

KAREN M MAHONEY
10/02/2018