



NDA 22113/S-4

SUPPLEMENT APPROVAL

Pfizer Inc.
Attention: Wendy A. McManus, MS, RAC
Regulatory Affairs Senior Manager
Worldwide Safety & Regulatory
235 East 42nd Street
New York, NY 10017

Dear Ms. McManus:

Please refer to your Supplemental New Drug Application (sNDA) dated and received October 10, 2017, submitted pursuant to section 505(b)(2) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Advil Allergy & Congestion Relief and Advil Multi-Symptom Cold & Flu (ibuprofen 200 mg, phenylephrine hydrochloride 10 mg, chlorpheniramine maleate 4 mg), tablets.

This “Prior Approval” supplemental new drug application provides for instant redeemable coupons to be affixed to the 10-count and 20-count carton.

We have completed our review of this application. 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 enclosed labeling described in the table below, and must be in the “Drug Facts” format (21 CFR 201.66), where applicable.

Labeling Item	Date Submitted
\$1 instant redeemable coupon	10/10/2017
\$2 instant redeemable coupon	10/10/2017

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 22113/S-4.**” 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.

REQUIRED PEDIATRIC ASSESSMENTS

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.

Because none of these criteria apply to your application, you are exempt from this requirement.

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}

Theresa Michele, MD
Director
Division of Nonprescription Drug Products
Office of Drug Evaluation IV
Center for Drug Evaluation and Research

ENCLOSURES:

Labeling
Instant Redeemable Coupons

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

/s/

THERESA M MICHELE
02/26/2018