



NDA 201803/S-012

**SUPPLEMENT APPROVAL**

Pfizer Inc.  
Attention: Tania Thomas  
Director, Regulatory Affairs  
One Giralda Farms  
Madison, NJ 07940

Dear Ms. Thomas:

Please refer to your supplemental new drug application (sNDA) dated and received December 18, 2017, and your amendments, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Advil® Menstrual Pain (ibuprofen sodium) tablet, 256 mg.

This “Prior Approval” supplemental new drug application proposes the following change for Advil® Menstrual Pain (ibuprofen sodium) tablets: instantly redeemable coupon (IRC) for the 20-ct Advil® Menstrual Pain carton in the form of a peel-off principal display panel (PDP).

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 labels listed in the table below, and must be in the “Drug Facts” format (21 CFR 201.66), where applicable:

Submitted Labeling	Date Submitted
20-count carton (bottle)	February 6, 2018
20-count instantly redeemable coupon (IRC) \$1.00 (peel-off PDP)	February 6, 2018

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 201803/S-012.**” 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 and Container 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  
05/31/2018