

BRAND: MEN'S ROGAINE  
SUBBRAND: FOAM  
FRAGRANCE/FLAVOR: UNSCENTED  
COUNTRY/REGION: USA  
WEIGHT/COUNT: 1s  
USAGE: OPEN STOCK FRONT PILLOW PACK (Untagged)  
ITEM NUMBER: 78131-00  
DIE NUMBER: C10913-00  
DRAFT NUMBER: 3

Pfizer ARTWORK APPROVAL				APPROVED (CHECK ONE)	
	NAME	DATE	INITIALS	AS IS	WITH CHANGES
GRAPHIC ARTIST					
PROOFREADER					
GRAPHIC SPECIALIST					
PRODUCT MANAGEMENT					
CONSUMER PROMOTIONS					
CLUB PRODUCT MANAGEMENT					
REGULATORY AFFAIRS					
TRADEMARK					
PATENT					
LEGAL					
MEDICAL					
CONSUMER AFFAIRS					

FAST TRACK APPROVAL  MINOR CHANGE  INITIALS \_\_\_\_\_ DATE \_\_\_\_\_

**PRODUCTION NOTES**

ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.

**QUESTIONS?**  
CALL: JENNIFER HABY  
908-901-7201  
PACKAGING SERVICES  
PFIZER CONSUMER HEALTHCARE

**FILE NAME:** 06\_0489\_01\_rog\_mn\_60g\_ft\_ppk.ai  
**SOFTWARE:** ADOBE ILLUSTRATOR 10.0  
**EDGE BARS:** N/A

**FONTS USED:**  
DIN 1451 Mittelschrift, Helvetica 75 Bold  
Helvetica 77 Bold Condensed, DIN 1451 Mittelschrift Alternate  
Times Semibold, Helvetica 65 Medium, Helvetica 57 Condensed

**COLORS:** 8 colors plus foil stamp  
(NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)

**NOTES TO PRINTER:**

- Printer to replace F.P.O. UPC'S with hi-res digital art
- Printer to supply color matchprint for color approval prior to press run


PFIZER CONSUMER HEALTHCARE				
Spec #	Date	Rev #	Artist	Nature of Revisions
06-0489-01	12.07.05	0	LP	New mechanical
06-0489-01	01.13.06	1	LP	changes based on fda submission



**FOR REFERENCE ONLY**



NOTE: Shown Print Side Up  
Grain Direction Horizontal

DRF-3386  
Pfizer Bullwinkle Label  
110mm x 105mm



Legend for Lines and Coatings	
—	Cuts
—	Creases
—	Bleed Line

- △ A Changed Size to 105mm x 110mm per Lori Murray 09-12-05 MRB
- △ B Changed Size to 110mm x 105mm per Lori Murray 09-15-05 MRB

JH PACKAGING DIVISION  
5800 W. Grand River Ave.  
Lansing, MI 48906  
Ph. (800) 748-0517  
Pfizer Bullwinkle Label

SCALE = FULL	DWG:MAS
DATE:08-26-05	APV:
DWG.NO.DRF-3386	REV.B

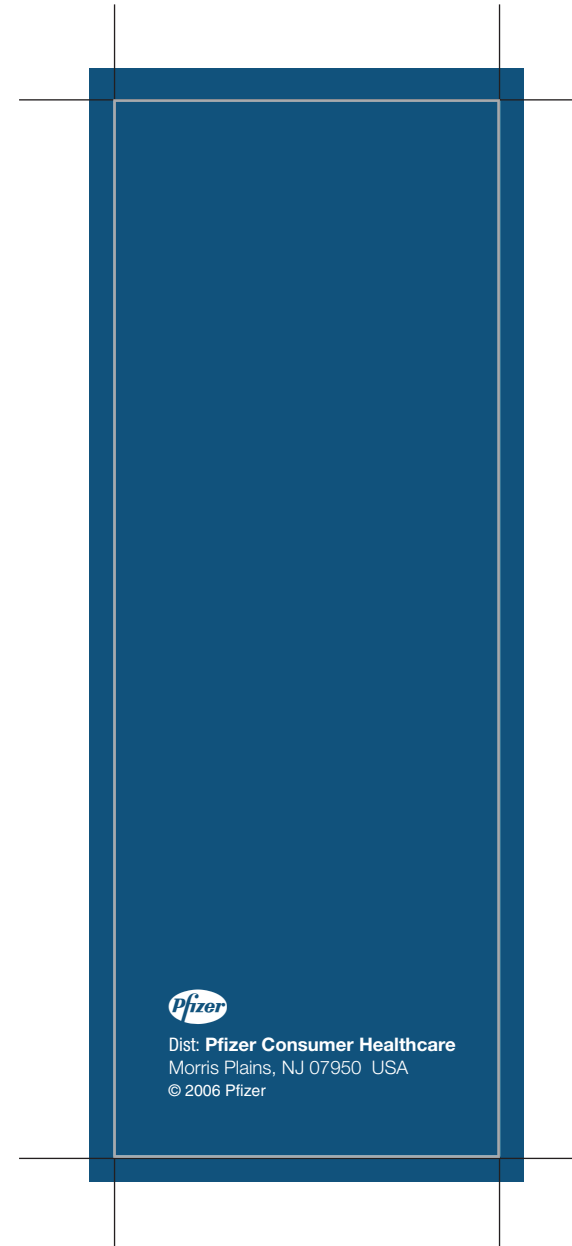
BRAND: MEN'S ROGAINE  
SUBBRAND: FOAM  
FRAGRANCE/FLAVOR: UNSCENTED  
COUNTRY/REGION: USA  
WEIGHT/COUNT: 1s CAN LABEL  
USAGE: OPEN STOCK  
ITEM NUMBER: 78131-00  
DIE NUMBER: C10905-00  
DRAFT NUMBER: 5

FOR REFERENCE ONLY

PFIZER CONSUMER HEALTHCARE				
Spec #	Date	Rev #	Artist	Nature of Revisions
NA	09.26.05	0	JP/LP	New Mechanical
NA	10.03.05	1	LP	Add sales sample flag
NA	10.10.05	2	LP	drug fact changes per DR
07-0804-01	12.13.05	0	TP	New Mechanical
07-0804-01	01.17.06	1	LP	changes based on FDA Submission

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GRAPHIC ARTIST				
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CONSUMER AFFAIRS				
FAST TRACK APPROVAL <input type="checkbox"/> MINOR CHANGE <input type="checkbox"/> INITIALS _____ DATE _____				

PRODUCTION NOTES	<p>ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.</p> <p><b>QUESTIONS?</b> CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE</p> <p><b>FILE NAME:</b> 07_0804_01_rdg_mns_fom_60g_1.ai</p> <p><b>SOFTWARE:</b> ADOBE ILLUSTRATOR 10.0</p> <p><b>EDGE BAR POSITIONS:</b> N/A</p>	<p>HEADINGS- 7 PT HELVETICA NEUE BOLD CONDENSED ITALIC</p> <p>SUBHEADS- 6 PT HELVETICA NEUE BOLD</p> <p>ALL SMALL TEXT - 6/6.5 PT HELVETICA NEUE CONDENSED</p> <p>RULE - 1 PT</p> <p>HORIZONTAL SCALE 85%</p> <p>BULLETS - 6 PT</p>	<p><b>FONTS USED:</b> (Type 1) Courier, Helvetica 55 Roman, Antique Olive Light, Helvetica 77 Bold Condensed Oblique, DIN 1451 Mittelschrift, Helvetica 77 Bold Condensed, Helvetica 57 Condensed, Helvetica Condensed Medium, Helvetica Condensed Bold, Pfizer, Helvetica 76 Bold Italic, ITC Clearface Black, ITC Clearface Heavy, Helvetica 97 Black Condensed Oblique, Helvetica 67 Medium Condensed, Helvetica 87 Heavy Condensed, Helvetica 95 Black</p> <p><b>COLORS:</b> 5 PLUS VARNISH (NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)</p> <p><b>NOTES TO PRINTER:</b></p> <ul style="list-style-type: none"> <li>Printer to replace F.P.O. UPC'S with hi-res digital art</li> <li>Printer to supply color matchprint for color approval prior to press run</li> </ul>	<table border="1"> <tbody> <tr> <td style="background-color: #d4c08d;">PMS 871 GOLD</td> <td style="background-color: #000080;">PMS 541 DARK BLUE</td> <td style="background-color: #00b0f0;">PMS 300 BRIGHT BLUE</td> </tr> <tr> <td style="background-color: #000000;">BLACK</td> <td style="background-color: #ffff00;">PMS 7408 YELLOW</td> <td> </td> </tr> </tbody> </table>	PMS 871 GOLD	PMS 541 DARK BLUE	PMS 300 BRIGHT BLUE	BLACK	PMS 7408 YELLOW	
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**COUNTRY/REGION:** USA  
**WEIGHT/COUNT:** 1's CAN INSERT COVER  
**USAGE:** OPEN STOCK  
**ITEM NUMBER:** 78131-00  
**DIE NUMBER:** C10905-00  
**DRAFT NUMBER:** 4

<b>PRODUCTION NOTES</b>	ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING. <b>QUESTIONS?</b> CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE <b>FILE NAME:</b> 07_0807_01_Rog_Foam_Ins_cvr.ai <b>SOFTWARE:</b> ADOBE ILLUSTRATOR 10.0 <b>EDGE BAR POSITIONS:</b> N/A	<b>FONTS USED:</b> AntiqueOlive-Light, Helvetica, Helvetica-Bold, Helvetica-Condensed, Helvetica-Condensed-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, MyriadMM-It_400_RG_600_NO, MyriadMM_700_BD_600_NO, ZapfHumanist601BT-Bold <b>COLORS : 5</b> (NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS. <b>NOTES TO PRINTER:</b> • Printer to replace F.P.O. UPC'S with hi-res digital art • Printer to supply color matchprint for color approval prior to press run

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FAST TRACK APPROVAL <input type="checkbox"/> MINOR CHANGE <input type="checkbox"/> INITIALS _____ DATE _____		

PFIZER CONSUMER HEALTHCARE				
Spec #	Date	Rev #	Artist	Nature of Revisions
07-0807-01	12.20.05	0	LP/TP	New Mechanical
07-0807-01	01.12.06	1	LP/TP	changes based on FDA Submission



**What is Men's Rogaine® Foam?**

Rogaine® Foam is a white foam containing 5% minoxidil for use only on the scalp to help regrow hair in men.

**Who may use Men's Rogaine® Foam?**

Rogaine® Foam is for use only by men. Rogaine® Foam may be appropriate for you if you are a male at least 18 years old and experiencing gradually thinning hair or gradual hair loss on the top of the scalp (vertex only, as shown on the next page). It is not intended for frontal baldness or a receding hairline. The common inherited thinning or hair loss process begins slowly and may become noticeable only after years of gradual loss.


Rogaine® Foam is for men with hair loss or thinning hair that begins on the vertex of the scalp. Rogaine® Foam is more likely to regrow hair in men with hair loss in the range shown on the next page. If men have more hair loss than shown, Rogaine® Foam may not work.

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07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.17.06	1	LP	changes based on FDA Submission



















**Warnings:**

**For external use only**

**For use by men only**

**Extremely Flammable:** Avoid fire, flame, or smoking during and immediately following application.

**Do not use if**

- you are a woman
- your amount of hair loss is different than that shown on page 3 of this booklet or your hair loss is on the front of the scalp. 5% minoxidil topical foam is not intended for frontal baldness or receding hairline.
- you have no family history of hair loss
- your hair loss is sudden and/or patchy
- you do not know the reason for your hair loss
- you are under 18 years of age. Do not use on babies or children.
- your scalp is red, inflamed, infected, irritated, or painful
- you use other medicines on the scalp

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07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.12.06	1	LP	changes made based on FDA Submission





