

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

pms 740bc	PMS 871 GOLD	PMS 300 BRIGHT BLUE	ROTARY SS WHITE
			SS WHITE

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

Pfizer ARTWORK APPROVAL	APPROVED (CHECK ONE)	
	AS IS	WITH CHANGES
NAME	DATE	INITIALS
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	<p>ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.</p> <p>QUESTIONS? CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE</p> <p>FILE NAME: 07_0804_01_rog_mns_fom_60g_1.ai</p> <p>SOFTWARE: ADOBE ILLUSTRATOR 10.0</p> <p>EDGE BAR POSITIONS: 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>FONTS USED: (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>COLORS: 5 PLUS VARNISH (NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)</p> <p>NOTES TO PRINTER:</p> <ul style="list-style-type: none"> 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 					
	<table border="1"> <tbody> <tr> <td>PMS 871 GOLD</td> <td>PMS 541 DARK BLUE</td> <td>PMS 300 BRIGHT BLUE</td> </tr> <tr> <td>BLACK</td> <td>PMS 7408 YELLOW</td> <td></td> </tr> </tbody> </table>	PMS 871 GOLD	PMS 541 DARK BLUE	PMS 300 BRIGHT BLUE	BLACK	PMS 7408 YELLOW		
PMS 871 GOLD	PMS 541 DARK BLUE	PMS 300 BRIGHT BLUE						
BLACK	PMS 7408 YELLOW							

Can I use Men's Rogaine® Foam more than twice a day? Will it work faster, better?

No. Rogaine® Foam will not work faster or better if used more than two times a day. More frequent use or larger doses have not been shown to speed up hair growth and may increase your chance of side effects.

What kind of shampoo should I use with Men's Rogaine® Foam?

If you wash your scalp before applying Rogaine® Foam, use a mild shampoo.

Can I use hair sprays, mousses, conditioners, gels, etc.?


Yes. Hair sprays, spritz, or styling aids may be used on your hair while using Rogaine® Foam. For best results, Rogaine® Foam should be allowed to soak into the scalp before using any styling products. Try to develop a good routine of applying Rogaine® Foam first, and then applying styling products and style as usual. Keep in mind that your best results will be seen with proper application.

BRAND: MEN'S ROGAINE
SUBBRAND: FOAM
FRAGRANCE/FLAVOR: UNSCENTED
COUNTRY/REGION: USA
WEIGHT/COUNT: 1's CAN INSERT
USAGE: OPEN STOCK
ITEM NUMBER: 78131-00
DIE NUMBER: XXXXX
DRAFT NUMBER: 3

Pfizer ARTWORK APPROVAL	APPROVED (CHECK ONE)	
	AS IS	WITH CHANGES
NAME	DATE	INITIALS
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 _____

FOR REFERENCE ONLY

PRODUCTION NOTES	<p>ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.</p> <p>QUESTIONS? CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE</p> <p>FILE NAME: 07_0807_01_Rog_Foam_Ins_p9.ai SOFTWARE: ADOBE ILLUSTRATOR 10.0 EDGE BAR POSITIONS: N/A</p>	<p>FONTS USED: Helvetica, HelveticaNeue-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, HelveticaNeue-ThinItalic, Myriad-BoldItalic, Myriad-Roman, ZapfHumanist601BT-Bold</p> <p>COLORS : 1 (NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)</p> <p>NOTES TO PRINTER:</p> <ul style="list-style-type: none"> 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
07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.12.06	1	LP	changes per FDA Submission

Ask your doctor before use if you have heart disease.

When using this product

- do not apply on other parts of the body
- avoid contact with the eyes. In case of accidental contact, rinse eyes with large amounts of cool tap water.
- some people may experience changes in hair color and/or texture
- it takes time to regrow hair. Results may occur at 2 months with twice a day usage. For some men, you may need to use this product for at least 4 months before you see results.
- the amount of hair regrowth is different for each person. This product will not work for all men.

Stop use and ask a doctor if

- chest pain, rapid heartbeat, faintness, or dizziness occurs
- sudden, unexplained weight gain occurs
- your hands or feet swell
- scalp irritation or redness occurs
- unwanted facial hair growth occurs

Not for use by women.

May be harmful if used when pregnant or breast-feeding.

Keep out of reach of children.


If swallowed, get medical help or contact a poison control center right away.

FOR REFERENCE ONLY

BRAND: MEN'S ROGAINE
SUBBRAND: FOAM
FRAGRANCE/FLAVOR: UNSCENTED
COUNTRY/REGION: USA
WEIGHT/COUNT: 1's CAN INSERT
USAGE: OPEN STOCK
ITEM NUMBER: 78131-00
DIE NUMBER: XXXXX
DRAFT NUMBER: 3

Pfizer ARTWORK APPROVAL	APPROVED (CHECK ONE)	
	AS IS	WITH CHANGES
NAME	DATE	INITIALS
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	<p>ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.</p> <p>QUESTIONS? CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE</p> <p>FILE NAME: 07_0807_01_Rog_Foam_Ins_p14.ai SOFTWARE: ADOBE ILLUSTRATOR 10.0 EDGE BAR POSITIONS: N/A</p>	<p>FONTS USED: Helvetica, HelveticaNeue-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, HelveticaNeue-ThinItalic, Myriad-BoldItalic, Myriad-Roman, ZapfHumanist601BT-Bold</p> <p>COLORS : 1 (NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.</p> <p>NOTES TO PRINTER:</p> <ul style="list-style-type: none"> • 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
07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.12.06	1	LP	changes made per FDA Submission

What are the most common side effects with Men's Rogaine® Foam?

The most common side effects are itching and skin irritation of the treated area of the scalp. If scalp irritation continues, stop use and see a doctor. Rogaine® Foam contains alcohol, which will cause burning or irritation of the eyes. If Rogaine® Foam accidentally gets into eyes, rinse with large amounts of cool tap water.

Can Men's Rogaine® Foam produce unwanted hair growth?

Unwanted hair growth on the face and other parts of the body has been reported in women. But it is rare and reversible. If you develop unwanted hair, stop using Rogaine® Foam. Over time, the unwanted hair growth caused by Rogaine® Foam will go away. You can take the following steps to decrease the chances of unwanted hair growth:

1. limit the application of Rogaine® Foam only to the scalp;
2. if you use your hands to apply Rogaine® Foam, wash your hands well immediately afterwards.

BRAND: MEN'S ROGAINE
SUBBRAND: FOAM
FRAGRANCE/FLAVOR: UNSCENTED
COUNTRY/REGION: USA
WEIGHT/COUNT: 1's CAN INSERT
USAGE: OPEN STOCK
ITEM NUMBER: 78131-00
DIE NUMBER: XXXXX
DRAFT NUMBER: 3

Pfizer ARTWORK APPROVAL	APPROVED (CHECK ONE)	
	AS IS	WITH CHANGES
NAME	DATE	INITIALS
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 _____

FOR REFERENCE ONLY

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: 07_0807_01_Rog_Foam_Ins_p15.ai
SOFTWARE: ADOBE ILLUSTRATOR 10.0
EDGE BAR POSITIONS: N/A

COLORS USED: Helvetica, HelveticaNeue-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, HelveticaNeue-ThinItalic, Myriad-BoldItalic, Myriad-Roman, ZapfHumanist601BT-Bold

COLORS : 1
 (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

 BLACK

PFIZER CONSUMER HEALTHCARE				
Spec #	Date	Rev #	Artist	Nature of Revisions
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

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

/s/

Stanka Kukich
1/20/2006 03:03:42 PM

Andrea Segal
1/20/2006 03:07:20 PM