

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 <input type="checkbox"/> MINOR CHANGE <input type="checkbox"/> 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

gms 7408c	PMS 871 GOLD	PMS 300 BRIGHT BLUE	ROTARY SS WHITE
			SS WHITE

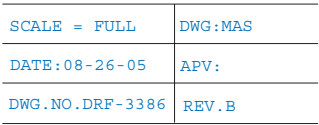
Pfizer Consumer Healthcare				
Spec #	Date	Rev #	Artist	Nature of Revisions
06-0489-01	12.07.05	0	LP	New mechanical
06-0489-01	01.13.06	1	LP	changes based on fda submission



FOR REFERENCE ONLY



DRF-3386  
Pfizer Bullwinkle Label  
110mm x 105mm



**FOR REFERENCE ONLY**

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FAST TRACK APPROVAL

☐

MINOR CHANGE

☐

INITIALS

DATE

PRODUCTION NOTES

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

**FILE NAME:** 07\_0804\_01\_rog\_mns\_fom\_60g\_1.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0

**EDGE BAR POSITIONS:** N/A

HEADINGS- 7 PT HELVETICA NEUE BOLD CONDENSED ITALIC

SUBHEADS- 6 PT HELVETICA NEUE BOLD

ALL SMALL TEXT – 6/6.5 PT HELVETICA NEUE CONDENSED

RULE – 1 PT

HORIZONTAL SCALE 85%

BULLETS – 6 PT

**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

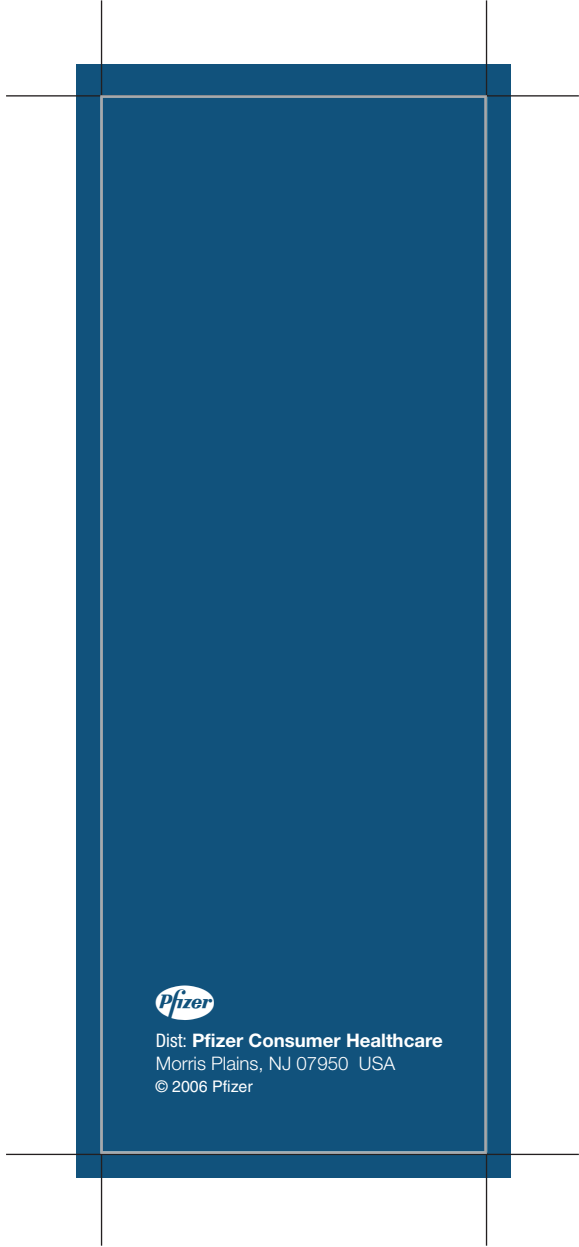
**COLORS:** 5 PLUS VARNISH  
(NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)

**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 871 GOLD	PMS 541 DARK BLUE	PMS 300 BRIGHT BLUE
BLACK	PMS 7408 YELLOW	

**This label may not be the latest approved by FDA.  
For current labeling information, please visit <https://www.fda.gov/drugsatfda>**



**FOR REFERENCE ONLY**

**BRAND:** MEN'S ROGAINE  
**SUBBRAND:** FOAM  
**FRAGRANCE/FLAVOR:** UNSCENTED  
**COUNTRY/REGION:** USA  
**WEIGHT/COUNT:** 1's CAN INSERT COVER  
**USAGE:** OPEN STOCK  
**ITEM NUMBER:** 78131-00  
**DIE NUMBER:** C10905-00  
**DRAFT NUMBER:** 4

## PRODUCTION NOTES

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

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

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_cvr.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0

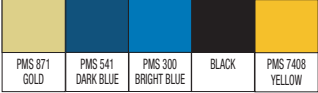
**EDGE BAR POSITIONS:** N/A


**Fonts used:** AntiqueOlive-Light, Helvetica, Helvetica-Bold, Helvetica-Condensed, Helvetica-Condensed-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, MyriadMM-lt\_400\_RG\_600\_NO, MyriadMM\_700\_BD\_600\_NO, ZapfHumanist601BT-Bold

**COLORS : 5**  
(NOTE COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED  
COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.

**NOTES TO PRINTER:**

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 <b>ARTWORK APPROVAL</b>				<b>APPROVED (CHECK ONE)</b>	
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GRAPHIC SPECIALIST					
PRODUCT MANAGEMENT					
CONSUMER PROMOTIONS					
CLUB PRODUCT MANAGEMENT					
REGULATORY AFFAIRS					
TRADEMARK					
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CONSUMER AFFAIRS					

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

[illegible]





[illegible]

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**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

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DATE \_\_\_\_\_

## PRODUCTION NOTES

BLACK

[illegible]







At first, hair growth is usually soft, downy, colorless hairs (like peach fuzz). After further use, the new hairs should be the same color and thickness as the other hairs on your scalp.

If you experience hair regrowth, continued use of Rogaine® Foam is necessary or the hair loss will begin again.

Continuous use of Rogaine® Foam is needed to maintain hair regrowth.

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FAST TRACK APPROVAL ☐

MINOR CHANGE ☐

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DATE \_\_\_\_\_

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

## QUESTIONS?

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

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p7.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0

EDGE BAR POSITIONS: N/A

**FONTS 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



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



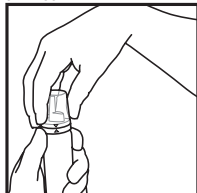
07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.12.06	1	LP	changes per FDA Submission

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

[illegible]



- After each use, close the container to make child resistant by snapping the cap back on to the can.



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**USAGE:** OPEN STOCK  
**ITEM NUMBER:** 78131-00  
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FAST TRACK APPROVAL ☐

MINOR CHANGE ☐

INITIALS \_\_\_\_\_

DATE \_\_\_\_\_

## PRODUCTION NOTES

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## QUESTIONS?

**CALL: JENNIFFER HARY**

CALL: JENNIFER HADY  
908-901-7201

PACKAGING SERVICES

Pfizer Consumer Healthcare

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p12.ai

SOFTWARE: ADOBE ILLUSTRATOR 10.0

EDGE BAR POSITIONS: N/A

**Fonts used:** Helvetica, HelveticaNeue-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, HelveticaNeue-ThinItalic, Myriad-BoldItalic, Myriad-Roman, ZapfHumanist601BT-Bold

**COLORS : 1**

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COLOR DRAWDOWNS WHEN RUNNING THIS MECHANICAL ON PRESS.)

**NOTES TO PRINTER:**

- Printer to replace F.P.O. UPC'S with hi-res digital art
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**FOR REFERENCE ONLY**

[illegible]

### 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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**SUBBRAND: FOAM**

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COUNTRY/REGION: USA

**WEIGHT/COUNT:** 1's CAN INSERT

**USAGE:** OPEN STOCK

ITEM NUMBER: 78131-00

**DIE NUMBER: XXXXX**

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FAST TRACK APPROVAL ☐

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**QUESTIONS?**

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

FILE NAME: 07 0807 01 Roq Foam Ins p13.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0

EDGE BAR POSITIONS: N/A

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

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**FOR REFERENCE ONLY**

[illegible]

**When using this product**

- Stop use and ask a doctor if**

- Not for use by women.**

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

**Keep out of reach of children.**

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**DRAFT NUMBER: 3**

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**FILE NAME:** 07\_0807\_01\_Rog\_Foam\_Ins\_p14.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0


**EDGE BAR POSITIONS:** N/A

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

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

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