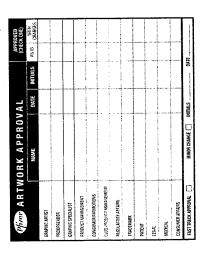
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APPLICATION NUMBER: 21-812

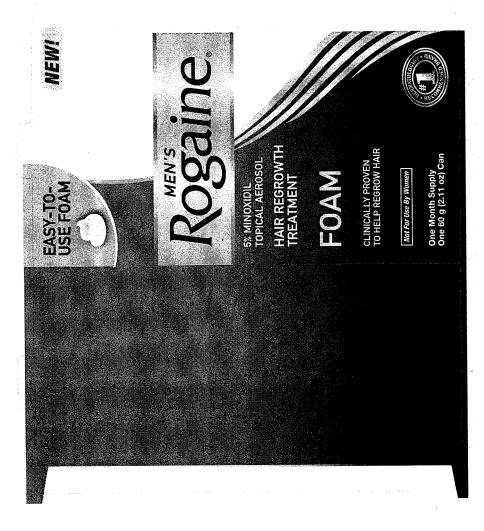
# **LABELING**

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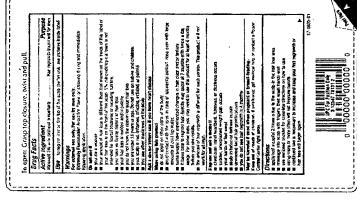
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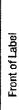
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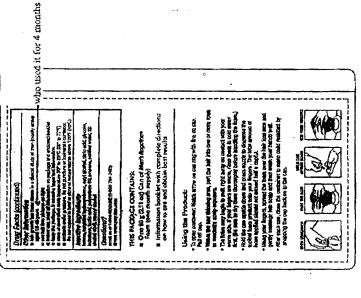


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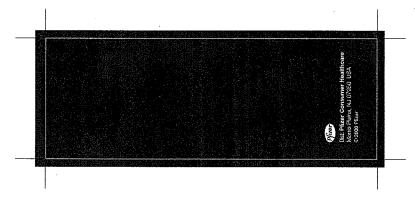
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COUNTRY/REGION: USA
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ITEM NUMBER: 78131-00
DIE NUMBER: C10905-00
DRAFT NUMBER: 5

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CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES PRIZER CONSUMER HEALTHGARE	RUE – 1 PT HORIZONTAL SCALE 85% BULLETS – 6 PT	Pfizer, Helvetica 76 Bolt Balo, 11C Clearface Black, 11C Clearface Heavy, Helvetica 97 Black Condensed Oblique, Helvetica 67 Michiam Condensed, Helvetica 87 Heavy Condensed, Helvetica 95 Black	BIAX	PMS 7408	apantes.
FILE NAME: 07_0804_01_rog_nuss_forn_60g_tai	BOXXET3 - OFF	COLORS: 5 PLUS VARNISH	L	AETTER.	j
SOFTWARE: ADOBE ILLUSTRATOR 10.0		(NOTE COLORS ARE FOR REFERENCE ONLY, PLEASE USE APPROVED COLOR DRAWDOWNS WHEN PURRENG THIS			
EDGE BAR POSITIONS: N/A		MECHANICAL ON PRESS.			
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Not for Use by Warnen Clinically Proven to Help Regrow Hair



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changes based on FDA Submission

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07-0807-01 07-0807-01 Spec #

Date Rev # Artist Nature of Revisions 12.20.05 0 LP/TP New Mechanical LP/TP

PFIZER CONSUMER HEALTHCARE

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BRAND: MEN'S ROGAINE
SUBBRAND: FOAM
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ITEM NUMBER: 78131-00
DIE NUMBER: C10905-00
DRAFT NUMBER: 1

**FOR REFERENCE ONLY** 

APPEARS THIS WAY
ON ORIGINAL

Rogaine.



#### 5% Minoxidil Topical Aerosol Hair Regrowth Treatment

Save booklet for future reference

• 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.

Please read this booklet carefully. It will help you understand how to use Rogaine® Foam and what to expect from its use. If you have any questions after reading this booklet, or anytime while using Rogaine® Foam, you should ask your health care professional or call us at 1-800-ROGAINE (1-800-764-2463). You can also contact us at our website at rogaine.com.

© 2006 Pfizer

- 2 -

#### **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** 

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	NAME	DATE	INITIALS	AS IS	CHANGE
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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\_p2.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

(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 CONSUME	R HEALTHCAI	RE		
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 based on FDA Submision

#### 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.

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

#### **OUESTIONS?**

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

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p3.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-Thinltalic, Myriad-Boldtalic, Myriad-Roman,ZapfHumanist601BT-Bold

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

#### NOTES TO PRINTER:

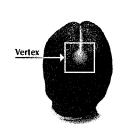
- · Printer to replace F.P.O. UPC'S with hi-res digital art
- Printer to supply color matchprint for color approval prior to press run

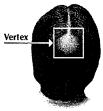


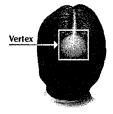
#### FOR REFERENCE ONLY

- 3 -

Spec #	Date	Rev#	Artist	Nature of Revisions
07-0807-01	12.13.05	0	LP/TP	New Mechanical
07-0807-01	01.17.06	1	LP	changes based on FDA Submission







Many of those experiencing hair loss have other family members with gradually thinning hair or hair loss. If you have no family history of gradually thinning hair or of gradual hair loss, or your hair loss is patchy, see your doctor.

- 4 -

**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** 

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

QUESTIONS? CALL: JENNIFER HABY 908-901-7201

EDGE BAR POSITIONS: N/A

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p4.ai SOFTWARE: ADOBE ILLUSTRATOR 10.0

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PFIZER CONSUMER HEALTHCARE

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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

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FONTS USED: Helvetica. HelveticaNeue-Bold, HelveticaNeue-BoldCond, HelveticaNeue-Condensed, HelveticaNeue-HeavyCond, HelveticaNeue-Light, HelveticaNeue-Thinltalic, Myriad-BoldItalic,

PFIZER CONSUMER HEALTHCARE						
Spec #	Date	Rev#	Artist	Nature of Revisions		
07-0807-01	01.17.06	0	LP	New Mechanical		

# Who should NOT use Men's Rogaine® Foam?

- Women should not use Men's Rogaine<sup>®</sup> Foam.
- Rogaine® Foam should not be used on babies or children under 18 years old.
- Rogaine® Foam will not prevent or improve hair loss which may occur with the use of some prescription and non-prescription medications, certain severe nutritional problems (very low body iron; too much vitamin A intake), low thyroid states (hypothyroidism), chemotherapy, or diseases which cause scarring of the scalp.

Also, Rogaine® Foam will not improve hair loss due to:

- damage from the use of hair care products which cause scarring or deep burns of the scalp.
- hair grooming methods such as cornrowing or ponytails which require pulling the hair tightly back from the scalp.

Do not use if you are not sure of the reason for your hair loss. BRAND: MEN'S ROGAINE SUBBRAND: FOAM

FRAGRANCE/FLAVOR: UNSCENTED

**COUNTRY/REGION: USA** 

WEIGHT/COUNT: 1's CAN INSERT

USAGE: OPEN STOCK
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FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p5.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



#### FOR REFERENCE ONLY

- 5 -

PFIZER CONSUMER HEALTHCARE					
Spec #	Date	Rev#	Artist	Nature of Revisions	
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#### Will Men's Rogaine® Foam work for me?

The amount of hair regrowth is different for each person. Not everyone will respond to Rogaine® Foam. The response to Men's Rogaine® Foam cannot be predicted. It is unlikely anyone will be able to grow back all their hair.

However, to see your best results with Men's Rogaine® Foam, make sure you get the medicine directly to the scalp and apply it twice a day, every day.

You may get better results if you have been losing your hair for a short period of time or have little hair loss. However, for some men Rogaine® Foam may not work.

#### How soon can I expect results from using Men's Rogaine® Foam?

Since normal hair usually grows only 1/2 to 1 inch per month, hair regrowth with Rogaine® Foam also takes time.

Results may be seen as early as 2 months with twice daily use. For some men, it may take at least 4 months for results to be seen. If you do not see any results after 4 months, stop using Rogaine® Foam and seek the advice of your physician.

- 6 -

#### **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** 

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

QUESTIONS? Call: Jennifer Haby PACKAGING SERVICES PFIZER CONSUMER HEALTHCARE

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p6.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

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

When you **first** begin to use Rogaine® Foam, your hair loss may increase temporarily for up to 2 weeks. This is likely a sign that you are getting rid of old hairs in order to regrow more new hairs. This temporary increase in hair loss is expected and is part of the process for how Rogaine® Foam regrows hair. Remember, this increased hair loss is temporary. However, if it continues after two weeks, see your physician.

# If Men's Rogaine® Foam is working, what will the hair look like?

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.

# How long do I need to use Men's Rogaine® Foam?

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

# What happens if I completely stop using Men's Rogaine® Foam?

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

7

**BRAND:** MEN'S ROGAINE **SUBBRAND:** FOAM

FRAGRANCE/FLAVOR: UNSCENTED

**COUNTRY/REGION: USA** 

WEIGHT/COUNT: 1's CAN INSERT

USAGE: OPEN STOCK
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FAST TRACK APPROVAL	MINOR CHANGE	INITIALS	DA	TE	

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\_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-BoldItalic, Myriad-Roman,ZapfHumanisI601BT-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
			•	

If you stop using Rogaine® Foam, you will lose your newly regrown hair in 3 to 4 months.

#### How do I use Men's Rogaine® Foam?

For best results, apply half a capful **2 times a day directly** to the scalp in the hair loss area. Using more than the recommended amount will not improve results. Each can should last one month, if used as directed.

Never take this product by mouth or apply to other parts of the body.

# When do I use Men's Rogaine® Foam?

Apply Rogaine® Foam once in the morning and once at night. Allow the nighttime application to dry completely before going to bed. Each can should last one month, if used as directed.

#### What if I miss a dose or forget to use Men's Rogaine® Foam?

If you miss one or two daily doses of Rogaine® Foam, just continue with your next dose. You should not make up for missed doses.

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 ARTW	ORK APPROVAL			APPROVED (CHECK ONE)		
	NAME	DATE	INITIALS	AS IS	WITH CHANGES	
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ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.

QUESTIONS?

CALL: JENNIFER HABY
908-901-7201

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FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p8.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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#### 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



#### FOR REFERENCE ONLY

- 8 -

Spec #	Date	Fev #	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
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				*
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# 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 l'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 ARTWO	fizer ARTWORK APPROVAL					
	NAME	DATE	INITIALS	AS IS	WITH CHANGE	
GRAPHIC ARTIST						
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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\_p9.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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#### NOTES TO PRINTER:

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- Printer to supply color matchprint for color approval prior to press run



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- 9 -

PFIZER CONSUMER HEALTHCARE						
Spec #	Date	Hev #	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		
				·		

# Can I have my hair colored or permed or use hair relaxers while using Men's Rogaine® Foam?

Yes. We have no evidence that coloring or perming your hair or that the use of relaxers change the effect of Rogaine® Foam. However, because the use of a permanent wave and hair color can cause scalp irritation on certain people, we recommend the following precautions:

- To avoid possible scalp irritation, you should make sure all of the Rogaine® Foam has been washed off the hair and scalp before using color or perm chemicals.
- For best results, do not apply Rogaine<sup>®</sup> Foam on the same day that you use a chemical treatment on your hair.
- 3. Do not use Rogaine® Foam for 24 hours after using any chemicals to make sure your scalp has not been irritated by the perm or color treatment. If no irritation occurs, continue use of Rogaine® Foam as usual.
- Simply restart your normal Rogaine® Foam routine. There is no need to use more Rogaine® Foam to make up for missed applications.

**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
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<u>-                                    </u>	NAME	DATE	INITIALS	AS IS	WITH CHANGES
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ALL ARTWORK CREATED ON A MAC PLATFORM. IT IS THE RESPONSIBILITY OF THE PRINTER TO IMPLEMENT TRAPPING.

QUESTIONS?

CALL: JENNIFER HABY 908-901-7201

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PFIZER CONSUMER HEALTHCARE

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p10.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 ZapHumanist601BT-Bold

COLORS:1

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#### NOTES TO PRINTER:

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- 10 -

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	
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Missing one day of Rogaine® Foam will not affect your hair regrowth results.

# Can I apply Men's Rogaine® Foam and wash my hair an hour later?

No. For Rogaine® Foam to work best, you should allow it to stay on the scalp for about 4 hours before washing.

#### Using the Product:

- To open container: Match arrow on can ring with line on cap.
   Pull off cap.
- Within the hair thinning area, part the hair into one or more rows to maximize scalp exposure.
- The foam may begin to melt right away on contact with your warm skin. If your fingers are warm, rinse them in cold water first. (Be sure to dry them thoroughly before handling the foam.)
- Hold the can upside down and press nozzle to dispense the topical foam product onto your fingers. The total amount of foam applied should not exceed half a capful.
- Using your fingers, spread the foam over the hair loss area and gently massage into scalp and then wash your hands well.

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
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QUESTIONS?

CALL: JENNIFER HABY 908-901-7201 PACKAGING SERVICES

PFIZER CONSUMER HEALTHCARE

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p11.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-Thinltalic, Myriad-BoldItalic, Myriad-BoldItalic, Myriad-BoldItalic, Myriad-Roman,ZapfHumanist601BT-Bold

#### COLORS: 1

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#### NOTES TO PRINTER:

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- Printer to supply color matchprint for color approval prior to press run



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- 11 -

Spec #	Date	Dou 4	Artist	Nature of Revisions
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07-0807-01	12.13.05	0	LP/TP	New Mechanical
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 After each use, close the container to make child resistant by snapping the cap back on to the can.









- 12 -

**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
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Pfizer ARTW	APPROVED (CHECK ONE)				
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QUESTIONS?

CALL: JENNIFER HABY

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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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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

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

**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
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Pfizer ARTW	ORK APPR	APPROVED (CHECK ONE)			
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- 13 -

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

QUESTIONS?

CALL: JENNIFER HABY

: Jennifek haby 908-901-7201 Packaging Services Pfizer Consumer Healthcare

FILE NAME: 07\_0807\_01\_Rog\_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-BoldItalic, Myriad-Roman.ZapfHumanist601 BT-Bold

COLORS: 1

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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

# 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.

- 14 -

# 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
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Pfizer ARTW	ORK APPR	APPROVED (CHECK ONE)			
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QUESTIONS?

CALL: JENNIFER HABY
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PFIZER CONSUMER HEALTHCARE

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

COLORS: 1

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NOTES TO PRINTER:

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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 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 ARTW	ORK APPROVAL				APPROVED (CHECK ONE)	
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QUESTIONS?

CALL: JENNIFER HABY 908-901-7201

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FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p15.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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#### NOTES TO PRINTER:

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- 15 -

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
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Can I use Men's Rogaine® Foam for baldness or hair loss in babies or children?

No. Rogaine® Foam must not be used to treat baldness or hair loss in babies and children.

If you have any other questions, ask your health care professional or call us at 1-800-ROGAINE (1-800-764-2463). You can also visit our website at rogaine.com

Store at Controlled Room Temperature 20° to 25° C (68° to 77° F).

Save this booklet for future reference

Pfizer

Dist: **Pfizer Consumer Healthcare** Morris Plains, NJ 07950 USA

07-0807-01

- 16 -

#### 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

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QUESTIONS?

**CALL:** JENNIFER HABY 908-901-7201

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PRIZER CONSUMER HEALTHCARE

FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p16.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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Spec #	Date	Rev#	Artist	Nature of Revisions
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/s/

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

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