

**CENTER FOR DRUG EVALUATION AND  
RESEARCH**

*APPLICATION NUMBER:*  
**21-812**

**LABELING**

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

ARTWORK APPROVAL		APPROVED CLASS 3083	
NAME	DATE	INITIALS	MINOR CHANGES WITH CHANGES
GRAPHIC ARTIST			
PROOFREADER			
GRAPHIC SPECIALIST			
PROOF CLERK/ARTIST			
CONSUMER REPRESENTATIONS			
CLASS ADVERTISING MANAGER/WRITER			
REGULATORY AFFAIRS			
FRANCHISE			
PATENT			
LEGAL			
MEDICAL			
CONSUMER AFFAIRS			

☐ FAST TRACK APPROVAL

☐ MINOR CHANGES

DATE \_\_\_\_\_

**FONTS USED:**

DIN 145 Universum, Helvetica 7 Bold  
Helvetica 9, Helvetica 10, Helvetica 12  
Helvetica 14, Helvetica 16 Medium,  
Helvetica 18 Condensed

**COLORS - 8 colors plus full tinting.**

**HAVE COLORS ARE FOR REFERENCE ONLY! PLEASE USE APPROVED COLOR GRAYSCALE WHEN RUNNING THIS MECHANICAL ON PRESSES.**

**NOTES TO PRINTER:**

- \* Please to replace P.O. U.K.'S with binary signal art
- \* Printer to supply color mechanical for color approval prior to press run

CMYK	PANTONE	SPOT	FOUR	BLACK
000000	Black	Black	Black	Black
000000	Blue	Blue	Blue	Blue
000000	Green	Green	Green	Green
000000	Yellow	Yellow	Yellow	Yellow
000000	Magenta	Magenta	Magenta	Magenta
000000	Red	Red	Red	Red
000000	Orange	Orange	Orange	Orange
000000	Brown	Brown	Brown	Brown
000000	Grey	Grey	Grey	Grey
000000	White	White	White	White

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

**QUESTIONS?**

**CALL: JEFFREY HARRY**

**TRADING SERVICES**

**PRINTER'S CONSUMER CARE**

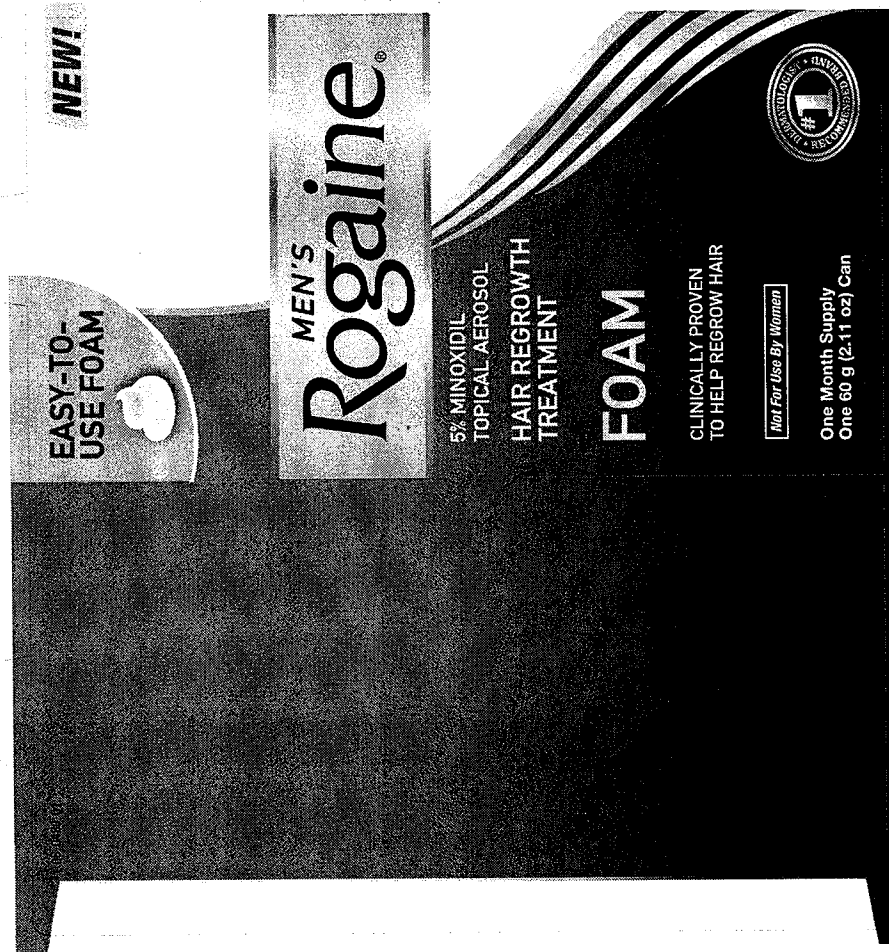
**FILE NAME: 06\_145B.DT (you are 54A...I think)**

**SOFTWARE: ADOS ILLUSTRATION 1.0**

**EDGE CASES: WA**

**PRODUCTION NOTES**

PEPPER CONSUMER HEALTHCARE					
Spec #	Date		Artist	Nature of Revisions	
06-0489-01	12.07.05	0	L.P.	New mechanical	
06-0489-01	01.13.06	1	L.P.	changes based on IGA submission	



**FOR REFERENCE ONLY**

**FOR REFERENCE ONLY**

**Inside Left of Label**

## Inside Right of Label

[illegible]

Spec #	Date	Rev #	Artist	Nature of Revisions
XXX.XXX.XXX	09/29/05	0	TP/JP	New Mechanical
XXX.XXX.XXX	10/10/05	1	LP	regulatory change
07-0805-01	12/13/05	0	TP	New Mechanical
07-0805-01	01/11/06	1	LP	changes based upon FDA Submission

[illegible]

NOTE: Shown Print Side Up Grain Direction Horizontal DRF-3386  
Pfizer Bullwinkle Label 110mm x 105mm

**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.

**Directions**  
• apply to a scalp 2 times a day to the scalp in the hair loss area  
• massage into scalp with fingers, then wash hands well  
• see inner carton and enclosed booklet for complete directions on how to use  
• using more or more often will not improve results  
• continued use is necessary to increase and keep your hair regrowth or hair loss will begin again

**Inactive ingredients**  
benzyl alcohol, benzyl alcohol, capryl alcohol, chloroform, glycerin, isobutyl alcohol, isopropyl alcohol, propylene glycol, purified water, SD alcohol 40-B, strong alcohol

**Questions?**  
Call toll free 1-800-ROGAINE (1-800-764-2463) or reach us on the internet at [www.rogaïne.com](http://www.rogaïne.com)

**Store at Controlled Room Temperature 20° to 25°C (68° to 77°F). Contents under pressure. Do not puncture or incinerate container. Do not expose to heat or store at temperatures above 120°F (49°C).**

**One Month Supply**  
One 60 g (2.11 oz) Can



**Read and keep package and booklet for full product information.**  
**Active ingredient:** Minoxidil 5% w/v (without propellant)  
**Warnings**  
For external use only.  
For use by men only.  
Avoid fire, flame, or smoking during and immediately following application.  
**Do not use if**  
• you are a woman  
• 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, itchy, inflamed, or painful  
• you use other medicine on the scalp.  
**Ask a 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 have experienced changes in hair color and/or texture.  
**Stop use and ask a doctor if**  
• chest pain, rapid heartbeat, dizziness or dizziness occurs  
• sudden, unexplained weight gain occurs  
• your hands or feet swell  
• scalp itching or redness occurs  
• unwanted facial hair growth occurs

Legend for Lines on Package

Line 1: New

Line 2: Old

Line 3: New

Line 4: Old

Line 5: New

Line 6: Old

Line 7: New

Line 8: Old

Line 9: New

Line 10: Old

Line 11: New

Line 12: Old

Line 13: New

Line 14: Old

Line 15: New

Line 16: Old

Line 17: New

Line 18: Old

Line 19: New

Line 20: Old

Line 21: New

Line 22: Old

Line 23: New

Line 24: Old

Line 25: New

Line 26: Old

Line 27: New

Line 28: Old

Line 29: New

Line 30: Old

Line 31: New

Line 32: Old

Line 33: New

Line 34: Old

Line 35: New

Line 36: Old

Line 37: New

Line 38: Old

Line 39: New

Line 40: Old

Line 41: New

Line 42: Old

Line 43: New

Line 44: Old

Line 45: New

Line 46: Old

Line 47: New

Line 48: Old

Line 49: New

Line 50: Old

Line 51: New

Line 52: Old

Line 53: New

Line 54: Old

Line 55: New

Line 56: Old

Line 57: New

Line 58: Old

Line 59: New

Line 60: Old

Line 61: New

Line 62: Old

Line 63: New

Line 64: Old

Line 65: New

Line 66: Old

Line 67: New

Line 68: Old

Line 69: New

Line 70: Old

Line 71: New

Line 72: Old

Line 73: New

Line 74: Old

Line 75: New

Line 76: Old

Line 77: New

Line 78: Old

Line 79: New

Line 80: Old

Line 81: New

Line 82: Old

Line 83: New

Line 84: Old

Line 85: New

Line 86: Old

Line 87: New

Line 88: Old

Line 89: New

Line 90: Old

Line 91: New

Line 92: Old

Line 93: New

Line 94: Old

Line 95: New

Line 96: Old

Line 97: New

Line 98: Old

Line 99: New

Line 100: Old

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)	
	NAME	DATE	INITIALS	AS IS	WITH CHANGES
GRAPHIC ARTIST					
PROOFREADER					
GRAPHIC SPECIALIST					
PRODUCT MANAGEMENT					
CONSUMER PROMOTIONS					
CLUB PRODUCT MANAGEMENT					
REGULATORY AFFAIRS					
TRADENAME					
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 TRAPPINGS.

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

FILE NAME: 07\_0804\_01\_rog\_mus\_fom\_05g\_tai

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 - 6/5.5 PT HELVETICA NEUE CONDENSED**  
**RULE - 1 PT**  
**HORIZONTAL SCALE 85%**  
**BULLETS - 6 PT**

**COLORS: 5 PLUS VARIANTS**  
(NOTE: COLORS ARE FOR REFERENCE ONLY. PLEASE USE APPROVED COLOR DRUMDOWNS WHEN FURNISHING THIS MECHANICAL TO PRINTERS.)

**NOTES TO PRINTER:**  
• Printer to replace P.P.O. UPC'S with hi-res digital art  
• Printer to supply color calibration for color approval prior to press run

BEST POSSIBLE COPY

**IMPORTANT INFORMATION  
ABOUT**

MEN'S

# Rogaine®

5% Minoxidil  
Topical Aerosol  
Hair Regrowth  
Treatment


## FOAM

Clinically Proven  
to Help Regrow Hair

**Not for Use by Women**



[rogaine.com](http://rogaine.com)

 **Pfizer Consumer Healthcare**  
Morris Plains, NJ 07950 USA  
© 2009 Pfizer


**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

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

QUESTIONS?  
CALL: JENNIFER HARTY  
909-901-7201  
PACKAGING SERVICES  
PREZEE CONSUMER REALTY/CAPAE  
FILE NAME: 07\_0807\_01\_Reg\_Fram\_Ins\_Corr.ai  
SOFTWARE: ADOBE ILLUSTRATOR 10.0  
EDGE BAR POSITIONS: N/A

[illegible]

APPROVED	DATE		INITIALS	DATE		INITIALS
	DATE	TIME		DATE	TIME	
 <b>ARTWORK APPROVAL</b>	CAPTION: N/A					
	PROOF: N/A					
	GRADING: N/A					
	PRODUCT: TAMMAMULET					
	CONSUMER PROMOTIONS					
	CLIENT: PRODUCT MANAGEMENT					
	REGULATION: N/A					
	TRAINING: N/A					
	PATENT: N/A					
	LEGAL: N/A					
REMARKS:						
CONSUMER: N/A						

[illegible]



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

## 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  
**DIE NUMBER:** XXXXX  
**DRAFT NUMBER:** 4

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: 07\_0807\_01\_Roq\_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-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:

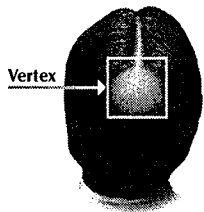
- Printer to replace F.P.O. UPC'S with hi-res digital art
- Printer to supply color matchprint for color approval prior to press run



- 3 -

**FOR REFERENCE ONLY**

[illegible]



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 -

**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)	
	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: 07\_0807\_01\_Bog Foam I

SOFTWARE: Adobe ILLUSTRATOR 10.0

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



**PFIZER CONSUMER HEALTHCARE**

[illegible]



- Women should not use Men's Rogaine® 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.

- 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.

**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)	
	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

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

**FILE NAME: 07\_0807\_01\_Rog\_Foam\_Ins\_p5.ai**

**SOFTWARE: ADOBE ILLUSTRATOR 10.0**

**EDGE BAR POSITIONS: N/A**

- 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**

[illegible]

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.

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.

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 -

**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)	
	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: 07 0807 01 Reg 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

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

[illegible]

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

[illegible]

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.

[illegible]

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.

**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\_p9.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0


**EDGE BAR POSITIONS:** N/A

**COLORS USED:** 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 P.P.O. UPC'S with hi-res digital art
- Printer to supply color matchprint for color approval prior to press run



**FOR REFERENCE ONLY**

[illegible]

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:

- 10 -

**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

## PRODUCTION NOTES

EDGE BAR POSITIONS: N/A

- 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

[illegible]

- 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.

**FOR REFERENCE ONLY**

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:** 07\_0807\_01\_Rog\_Foam\_Ins\_p11.ai

**SOFTWARE:** ADOBE ILLUSTRATOR 10.0


**EDGE BAR POSITIONS:** N/A

**FONTS USED:** 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.

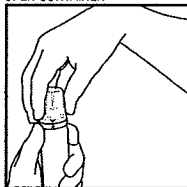
**NOTES TO PRINTER:**

- 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



[illegible]

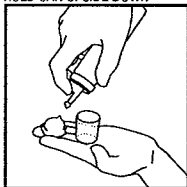
- OPEN CONTAINER



## PART THE HAIR



HOLD CAN UPSIDE DOWN



## USE YOUR FINGERS



- 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  
**DIE NUMBER:** XXXXX  
**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

## QUESTIONS?

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

FILE NAME: 07 0807 01 Reg 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

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

NOTES TO PRINTER:

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**PFIZER CONSUMER HEALTHCARE**

[illegible]



- 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  
**DIE NUMBER:** XXXXX  
**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: 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

**COLORS : 1**

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

**NOTES TO PRINTER:**

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- 13 -

**FOR REFERENCE ONLY**

[illegible]

[illegible]

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.

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.

- 15 -

**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)	
	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

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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

**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  
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**NOTES TO PRINTER:**

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



**FOR REFERENCE ONLY**

[illegible]

[illegible]

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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

Appears This Way  
On Original