

Labeling Format li	nformation:		
Fonts: Universe Co	ond regular,	bold and bold	italic.
Drug Facts:	8.5 pt	Leading:	6.5 pt
Header:	8 pt	Bullets:	5 pt
Subheader:	6 pt	Barlines:	2.5 pt
Body Text:	6 pt	Hairlines:	0.5 pt
Drug Facts (continu	ued): 8 pt		·

Horizontal Scale: 90% Average Kerning: 0

BLISTER CARTON PEPCID MAX STRENGTH FCT 5 (VERSION E) 3004095 A-21 JULY 17, 2003



Labeling Format Information:			
Fonts: Univers Condense	d regular	, bold and bold	d oblique.
Drug Facts: Header: Subheader: Body Text: Drug Facts (continued):	10 pt 8 pt 6 pt 6 pt 8 pt	Leading: Bullets: Barlines: Hairlines:	6.5 pt 5 pt 2.5 pt 0.5 pt
Horizontal Scale: 95% Average Kerning: 0		rning: 0	

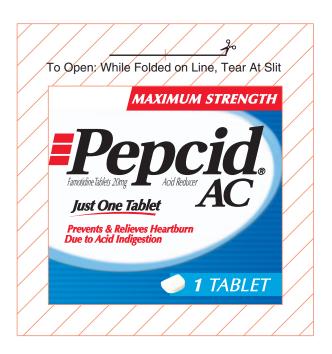


150% OF SIZE

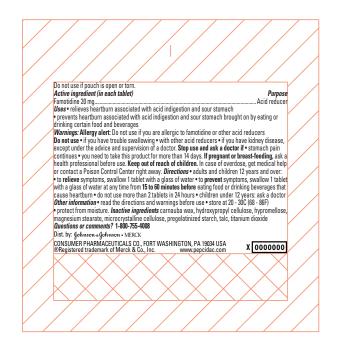


Labeling Format Information:			
Fonts: Universe Co Drug Facts: Header: Subheader: Body Text: Drug Facts (continu	NA NA 4.5 pt 4.5 pt	bold and bold i Leading: Bullets: Barlines: Hairlines:	talic. 4.5 pt 4.5 pt NA NA
Horizontal Scale: 77% Average Kerning: -15			

LABEL PEPCID MAX STRENGTH FCT 50 (VERSION E) 3004095 E-14 JULY 18, 2003



130% OF SIZE







Labeling Format In	formation:		
Fonts: Universe Cond regular, bold and bold italic.			
Drug Facts:	NA	Leading:	4.5 pt
Header:	4.5 pt	Bullets:	4.5 pt
Subheader:	4.5 pt	Barlines:	ŃΑ
Body Text:	4.5 pt	Hairlines:	NA
Drug Facts (continued): NA			

Average Kerning: -4

Horizontal Scale: 76%

POUCH PEPCID MAX STRENGTH FCT CR 1 (VERSION E) 3004095 G-5 JULY 17, 2003

FRONT

BACK



Dist. by J&J•MERCK CPC Ft. Wash., PA 19034 USA

XXXXXXX M EXP XX/XX LOT XXXXXX

PEPCID AC MAX STRENGTH TRADE POUCH 2/3/03

Labeling Format Information:

Fonts: Helvetica Neue condensed and bold condensed Zapf Humanist 601BT bold and bold italic Humanist 777BT bold condensed

Drug Facts: Header: Leading: Bullets: Subheader: Barlines: Hairlines:

Body Text:
Drug Facts (continued):

Avg Horizontal Scale: Avg Kerning:

FILE SCALE: 100%

BLISTER INSIDE TRADE BOX

Labeling Format Information:

Fonts: Century Bold, Helvetica narrow, compressed, condensed bold, Zapf Humanist 601BT bold Humanist 777BT black italic

7 pt

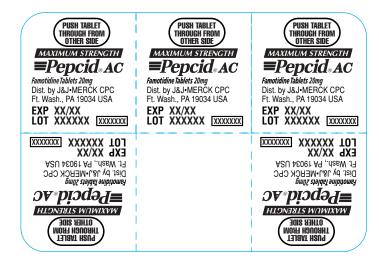
0

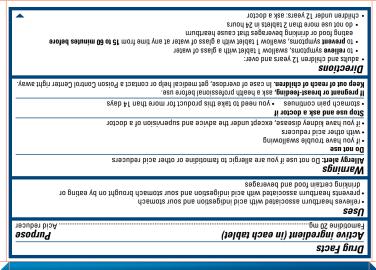
Drug Facts: Leading: Header: Bullets: Subheader: **Barlines: Body Text:** 6.5 pt Hairlines:

Drug Facts (continued):

Avg Horizontal Scale: 100% Avg Kerning:

FILE SCALE: 100%















The makers of Pepcid AC do not manufacture store brands.

- and beverages. PEPCID AC prevents heartburn due to acid indigestion brought on by eating and drinking certain toods
 - 1 tablet relieves heartburn due to acid indigestion (Read Package Insert before use).

Questions or comments? 1-800-755-4008

inactive ingredients carnauba wax, hydroxypropyl cellulosa, hypromellose, magnesium stearate, microcrystalline cellulose, pregelatinized starch, talc, titanium dioxide

- keep the carton and package insert. They contain important information. store at 20° 30° C (68 86 F)
- read the directions and warnings before use

Other information Drug Facts (continued)



Labeling Format Information:

Fonts: Universe Cond regular, bold and bold italic.

Drug Facts: 8.5 pt Leading: 6.5 pt 5 pt Header: 8 pt Bullets: Subheader: 6 pt 2.5 pt Barlines: 6 pt **Body Text**: Hairlines: 0.5 pt Drug Facts (continued): 8 pt

Horizontal Scale: 100% Average Kerning: 0 CTN PEPCID MAX STR 75ct CLUB CODE 3004404 A-1 JULY 30, 2003



eating food or drinking beverages that ceuse heartburn • do not use more than 2 tablets in 24 hours children under 12 years: ask a doctor

Drug Facts: 8.5 pt Leading: 6.5 pt Header: 8 pt Bullets: 5 pt Subheader: 6 pt Barlines: 2.5 pt **Body Text**: Hairlines: 6 pt 0.5 pt Drug Facts (continued): 8 pt

Horizontal Scale: 100% Average Kerning: 0

BOTTLE CARTON PEPCID MAX STRENGTH FCT 50 (VERSION E) 3004095 C-15 JULY 18, 2003



150% OF SIZE



Labeling Format Information:			
Fonts: Universe Cond regular, bold and bold italic. Drug Facts: NA Leading: 4.5 pt			
Header: Subheader: Body Text: Drug Facts (continu	NA 4.5 pt 4.5 pt	Bullets: Barlines: Hairlines:	4.5 pt NA NA
Horizontal Scale: 77% Average Kerning: -15			



MAXIMUM STRENGTH PEPCID® AC contains a medicine, different from antacids, that doctors have prescribed for years to treat acid-related problems in millions of people.

 1 tablet relieves heartburn due to acid indigestion. MAXIMUM STRENGTH PEPCID® AC prevents heartburn associated with acid

indigestion and sour stomach brought on by eating or drinking certain foods

· It contains famotidine, a prescription-proven medicine

How to use MAXIMUM STRENGTH PEPCID® AC

Use MAXIMUM STRENGTH PEPCID® AC to relieve or prevent these symptoms:

- Heartburn
- Acid indiaestion
- Sour stomach

MAXIMUM STRENGTH PEPCID® AC can be used up to twice daily (up to 2 tablets in 24 hours)



Swallow 1 tablet with a glass of water (do not chew).

TO RELIEVE SYMPTOMS

TO PREVENT SYMPTOMS Swallow 1 tablet with a glass of water at any time from 15 to 60 minutes before eating food or drinking beverages that cause heartburn.

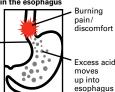
- Do not take more than 1 tablet at a time.
- Do not take more than 2 tablets in 24 hours.

Excess acid: a burning problem

It is normal for the stomach to produce acid, especially after consuming food and beverages. However, acid in the wrong place (the esophagus), or too much acid, can cause burning pain and discomfort that interfere with everyday activities.

Heartburn -Caused by acid in the esophagus

A valve-like muscle called the lower esophagea sphincter (LES) is relaxed in an open position



Tips for Managing Heartburn

- Do not lie flat or bend over soon after eating.
- Do not eat late at night, or just before bedtime.
- · Certain foods or drinks are more likely to cause heartburn, such as rich, spicy, fatty, and fried foods, chocolate, caffeine, alcohol, and even some fruits and vegetables.
- Eat slowly and do not eat big meals.

- · If you smoke, guit smoking.
- · Raise the head of your bed.



• You have trouble swallowing or stomach pain continues. You may have a serious condition that PEPCID® AC and see your doctor promptly if:

Heartburn and acid indigestion are common, but you should stop taking MMXIMUM STRENGTH

Know when to see your doctor

PEPCID® AC has been taken safely with many frequently prescribed medications. years to treat millions of patients safely and effectively. The active ingredient in MAXIMUM STRENGTH The ingredient in MAXIMUM STRENGTH PEPCID® AC, famotidine, has been prescribed by doctors for



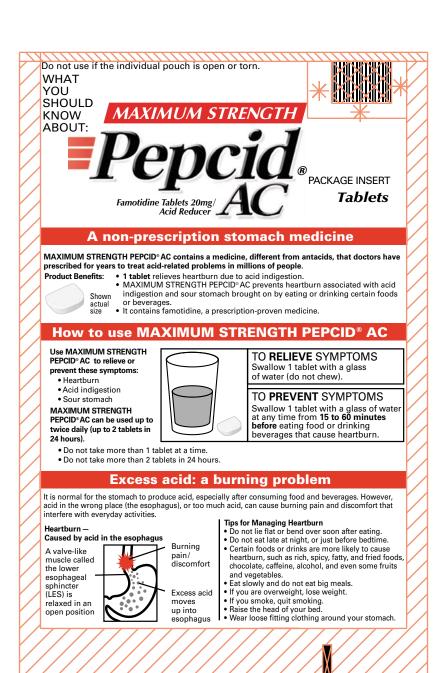
preventing heartburn.

significantly better than placebo tablets (tablets without the medicine) in relieving and In clinical studies, MAXIMUM STRENGTH PEPCID®AC film-coated tablets were

Proven effective in clinical studies

If you are overweight, lose weight.

· Wear loose fitting clothing around your stomach.



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l	giZ state ytiO	
I	JqAsesibbA	
1	Mame (please print)	
J	Please circle one: Dr. Mrs. Mrs. Miss.	
1	Johnson & Johnson • Merck Consumer Pharmaceuticals Co.	
1	Tyes, I'd like to receive future communications from McNeil-PPC, Inc., Splends, Inc. and	
l	Douglas, AZ 85655-6607 O000000 To do where prohibited or taxed. You should expect to receive your coupon To do horson • Merck 2003 To do weeks. Cannot be combined with any other offices.	
1	P.O. BOX 6001	
l	SEND TO: Pepcid AC / Pepcid Complete \$3 Offer 780 FAMILY AND/0R ADDRESS, PERYEAR, No group or organization requests FAMILY AND/0R ADDRESS, PERYEAR, No group or organization requests	
l	Tigory 1 And Table	
1	SEND: This completed certificate, UPC from the Pepcid AC or Pepcid Complete package, plus dated cash register receipt with purchase price circled.	
l	BUV: Pepcid AC (any strength) or Pepcid Complete Package 25 count or Larger.	
1	Here's how you can get \$3.00 off your next purchase: Product with purchase of 25 count or larger	
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1	etelqmoJ®bioqeq 10 mgneys JA®bioqeq 10 00,8\$ eys&	
١	VALUABLE MAIL-IN OFFER	
ł		
l	Www.pepcidac.com CONSUMER PHARMACEUTICALS CO., Inc. @ Registered trademark of Merck & Co., Inc.	
1	and a guide of how to help your heartburn.	
١	Please call 1-800-755-4008 for more information Distributed by:	
J	Questions or comments?	
ŀ		
	seek professional assistance or contact a Poison Control Center immediately.	
l	As with any drug, if you are pregnant or nursing a baby, seek the advice of a health professional before using this product. Keep this and all drugs out of the reach of children. In case of accidental overdose,	
ot a doctor. This product should not be given to children under 12 years old, unless directed by a doctor.		
other acid reducers. Do not use if you have kidney disease, except under the advice and supervision		
1	Allergy alert: Do not use if you are allergic to famotidine or other acid reducers. Do not use with	
1	may need different treatment. • You need to take this product for more than 14 days.	
l	 You have trouble swallowing or stomach pain continues. You may have a serious condition that 	
1	PEPCID® AC and see your doctor promptly if:	
ł	Heartburn and acid indigestion are common, but you should stop taking MAXIMMM STRUGTH	
ı	Know when to see your doctor	
1		
Į	years to treat millions of patients safely and effectively. The active ingredient in MAXIMUM STRENGTH PEPCID® AC has been taken safely with many frequently prescribed medications.	
ĺ	The ingredient in MXXIMUM STRENGTH PEPCID*AC, famotidine, has been prescribed by doctors for a state of a state of the series of	
١		
Į	Excellent safety record	
ĺ		
۱	50 - Blacebo 50 - Blacebo	
l	PEPCID® AC	
1	23 SIBERGEH	
1	7/1/1/2/VV 19 2/2 0/2 - 09 4/1/1/2/VV 2/9 69 - 09	
l		
1	G ybut? Study B Study A ybut?	
Į	completely relieved within 3 hours or reduction of heartburn symptoms	
ı	preventing heartburn. Percent of heartburn episodes Percent of patients with prevention	
1	significantly better than placebo tablets (tablets without the medicine) in relieving and	
J	In clinical studies, MAXIMUM STRENGTH PEPCID®AC film-coated tablets were	
1	Proven effective in clinical studies	
Į		
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Do not use if printed foil seal under bottle cap is open or torn.





A non-prescription stomach medicine

MAXIMUM STRENGTH PEPCID® AC contains a medicine, different from antacids, that doctors have prescribed for years to treat acid-related problems in millions of people.

Product Benefits:



• 1 tablet relieves heartburn due to acid indigestion.

- MAXIMUM STRENGTH PEPCID® AC prevents heartburn associated with acid indigestion and sour stomach brought on by eating or drinking certain foods or beverages.
- It contains famotidine, a prescription-proven medicine.

How to use MAXIMUM STRENGTH PEPCID® AC

Use MAXIMUM STRENGTH PEPCID® AC to relieve or prevent these symptoms:

- Heartburn
- Acid indigestion
- Sour stomach

MAXIMUM STRENGTH PEPCID® AC can be used up to twice daily (up to 2 tablets in 24 hours)



Burning

discomfort

Excess acid

moves

up into esophagus

pain/

Tablets

TO RELIEVE SYMPTOMS Swallow 1 tablet with a glass of water (do not chew).

TO PREVENT SYMPTOMS

Swallow 1 tablet with a glass of water at any time from 15 to 60 minutes **before** eating food or drinking beverages that cause heartburn.

- Do not take more than 1 tablet at a time.
- Do not take more than 2 tablets in 24 hours.

Excess acid: a burning problem

It is normal for the stomach to produce acid, especially after consuming food and beverages. However, acid in the wrong place (the esophagus), or too much acid, can cause burning pain and discomfort that interfere with everyday activities.

Heartburn -

Caused by acid in the esophagus

A valve-like muscle called the lower esophageal sphincter (LES) is relaxed in an open position



- · Certain foods or drinks are more likely to cause heartburn, such as rich, spicy, fatty, and fried foods, chocolate, caffeine, alcohol, and even some fruits and vegetables.
- Eat slowly and do not eat big meals.
- · If you smoke, quit smoking.
- Raise the head of your bed.
- Wear loose fitting clothing around your stomach.

Tips for Managing Heartburn

- Do not lie flat or bend over soon after eating.
- Do not eat late at night, or just before bedtime.
- · If you are overweight, lose weight.

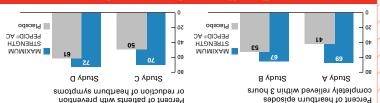
+816: ☐ 199-35 ☐ 49-05 ☐ 65-64 ☐ 65 yrs+ F-mail diΣ City .1qA Address Name (please print) Please circle one: Dr. Mr. Mrs. Miss. Johnson & Johnson • Merck Consumer Pharmaceuticals Co. Inc., Splenda, Inc. and Yes, I'd like to receive future communications from McNeil-PPC. © Johnson & Johnson • Merck 2003 n 6-8 weeks. Cannot be combined with any other offers. oid where prohibited or taxed. You should expect to receive your coupor Douglas, AZ 85655-6607 ll be honored. Your offer rights may not be transferred or assigned. Offe P.O. Box 6607 FAMILY AND/OR ADDRESS, PERYEAR. No group or organization request SEND TO: Pepcid AC / Pepcid Complete \$3 Offer 780 rm may not be mechanically reproduced. LIMIT TWO OFFERS PER RECEIVE: \$3.00 Coupon by mail. VOTE: Offer good only in U.S.A. and APO/PPO addresses. This request cash register receipt with purchase price circled. SEND: This completed certificate, UPC from the Pepcid AC or Pepcid Complete package, plus dated BUY: Pepcid AC (any strength) or Pepcid Complete Package 25 count or Larger. Here's how you can get \$3.00 off your next purchase: product with purchase of 25 count or larger OFFER CONSUMER PHARMACEUTICALS CO. FORT WASHINGTON, PA 19034 USA 0000000 www.pepcidac.com and a guide of how to help your heartburn. Johnson-Johnson • MERCK Please call 1-800-755-4008 for more information Questions or comments? seek professional assistance or contact a Poison Control Center immediately. using this product. Keep this and all drugs out of the reach of children, in case of accidental overdose, As with any drug, if you are pregnant or nursing a baby, seek the advice of a health professional before s qoctor. This product should not be given to children under 12 years old, unless directed by a doctor other acid reducers. Do not use if you have kidney disease, except under the advice and supervision of VIJETGY SIETT: Do not use if you are allergic to famotidine or other acid reducers. Do not use with You need to take this product for more than 14 days. may need different treatment. You have trouble swallowing or stomach pain continues. You may have a serious condition that PEPCID®AC and see your doctor promptly if:

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Excellent safety record



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