DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration
Rockville, MD 20857

NDA 20-895/S-023

Pfizer, Inc.
Attention: Lilya Donohew, Ph.D.
U.S. Regulatory Affairs
235 East 42nd Street
New York, NY 10017

Dear Dr. Donohew:

Please refer to your supplemental new drug applications dated May 10, 2006, received May 11, 2006, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act for Viagra® (sildenafil citrate), 25mg, 50mg and 100mg.

This "Prior Approval" supplement provides a response to a Supplement Request Letter dated February 8, 2006, requesting that Peyronie's Disease be added to the POST-MARKETING EXPERIENCE section of the Viagra labeling. The supplement also provided your proposal to add sildenafil-bosentan drug interaction data to the labeling.

We have completed the review of this supplemental application and have concluded, after further consideration, that it is not necessary at this time to add "Peyronie's Disease" as an adverse event term in the POST-MARKETING EXPERIENCE section of the label for the PDE-5 inhibitors for erectile dysfunction, and that adequate information has been presented to demonstrate that the drug is safe and effective for use as recommended in the agreed upon labeling text. Accordingly, it is approved effective on the date of this letter.

The final printed labeling (FPL) must be identical to the enclosed Physician Insert.

Please submit an electronic version of the FPL according to the guidance for industry titled *Providing Regulatory Submissions in Electronic Format - NDA*. Alternatively, you may submit 20 paper copies of the FPL as soon as it is available but no more than 30 days after it is printed. Individually mount 15 of the copies on heavy-weight paper or similar material. For administrative purposes, designate these submissions "**FPL for approved supplement NDA 20-895/SLR-023**." Approval of these submissions by FDA is not required before the labeling is used.

In addition, submit three copies of the introductory promotional materials that you propose to use for this product. Submit all proposed materials in draft or mock-up form, not final print. Send one copy to Division of Reproductive and Urologic Products and two copies of both the promotional materials and the package insert directly to:

Food and Drug Administration
Center for Drug Evaluation and Research
Division of Drug Marketing, Advertising, and Communications
Food and Drug Administration
5901-B Ammendale Road
Beltsville, MD 20705-1266

If you issue a letter communicating important information about this drug product (i.e., a "Dear Health Care Professional" letter), we request that you submit a copy of the letter to this NDA and a copy to the following address:

MEDWATCH, HFD-410
FDA
5600 Fishers Lane
Rockville, MD 20857

We remind you that you must comply with reporting requirements for an approved NDA (21 CFR 314.80 and 314.81).

If you have any questions, please call Eufrecina DeGuia, Regulatory Health Project Manager, at (301) 796-2130.

Sincerely,

{See appended electronic signature page}

Mark Hirsch, M.D.
Acting Deputy Director
Division of Reproductive and Urologic Products
Office of Drug Evaluation III
Center for Drug Evaluation and Research

Enclosure

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

/s/

Mark S. Hirsch
10/6/2006 10:40:19 AM