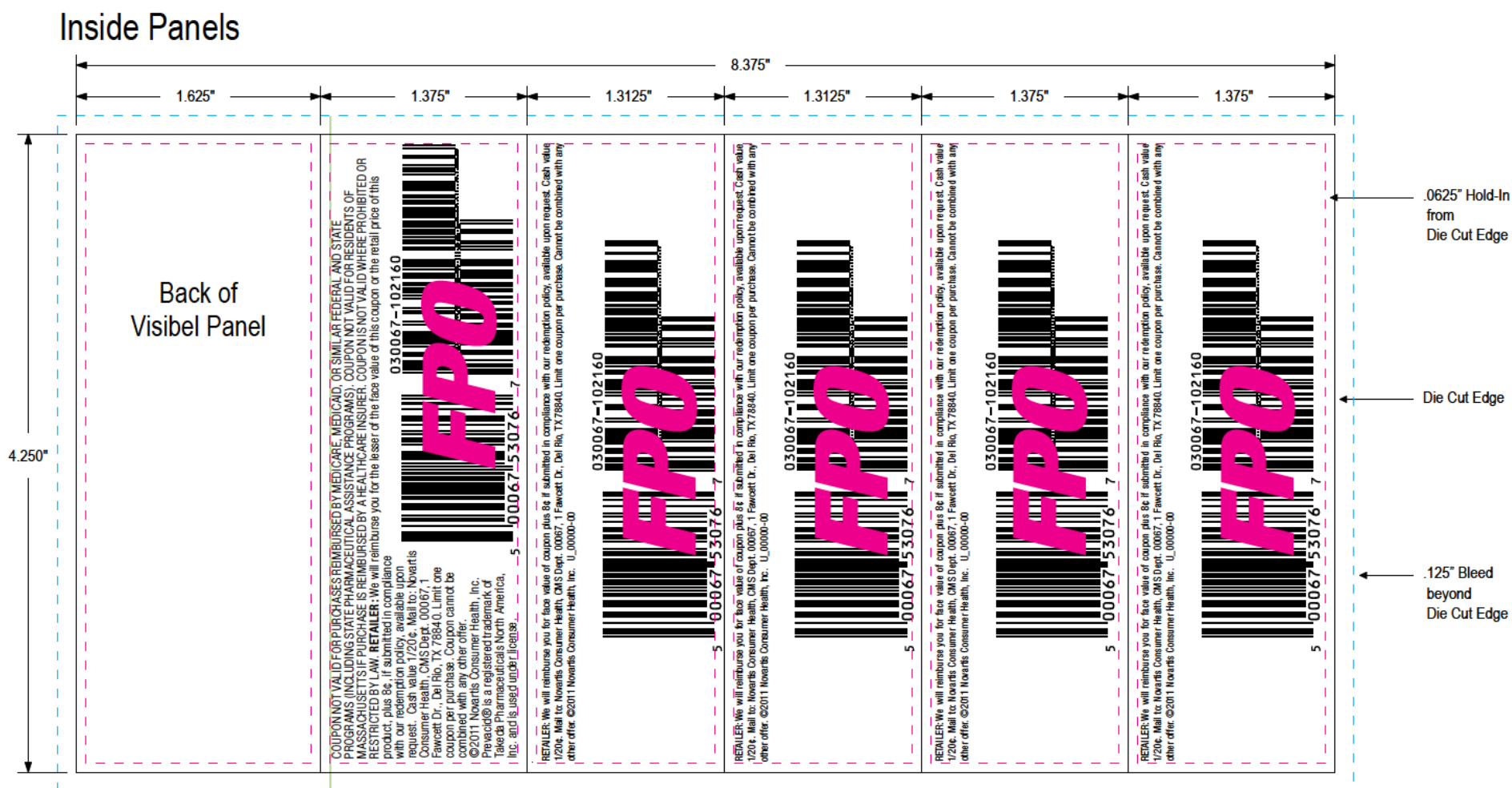


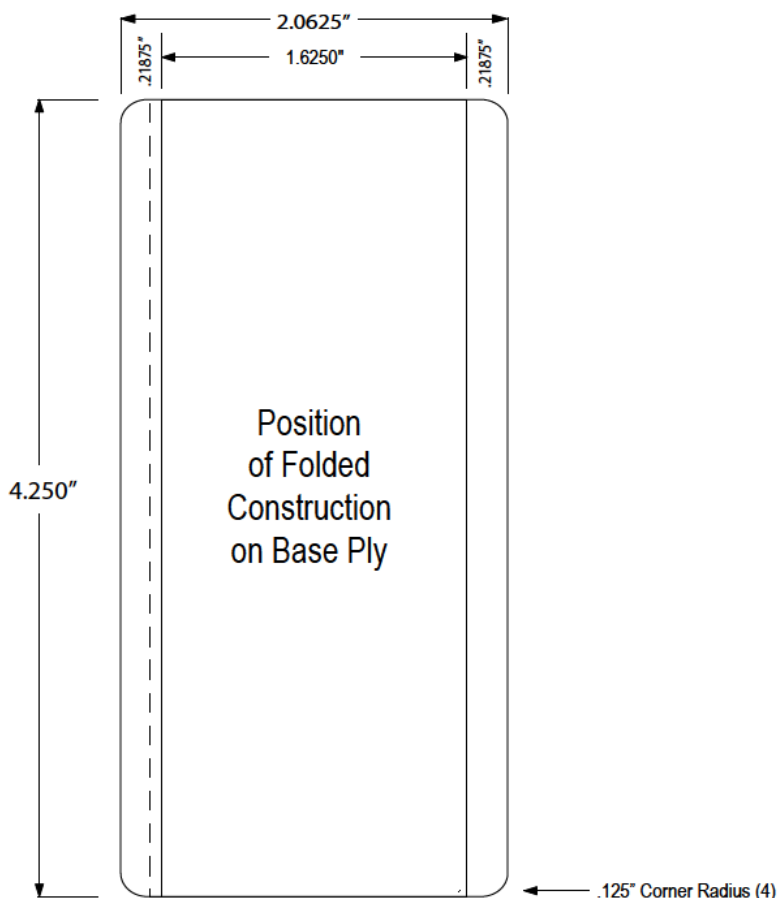
(b) (4)



If there is a background color bleed .0625" past the fold of the visible panel.



Finished Piece



Template is designed showing each panel as a separate panel element. Front non-visible panels and Back panels copy, may extend through the fold lines, unless they are to be used as individual copy panels. If individual element, copy must be held-in .0625" min. from folds and trim edge.

(b) (4)

PREVACID 24HR
 Lansoprazole delayed-release capsules 15 mg / acid reducer

28 CAPSULES
 TWO 14-DAY COURSES OF TREATMENT

SAVE UP TO \$X.XX
 on select
 Novartis Consumer Health, Inc. products

2 BOTTLES INSIDE
28 CAPSULES
 TOTAL

Actual Size
 ONE 14-DAY COURSE OF TREATMENT

Drug Facts (continued)

Other information

- read the directions, warnings and package insert before use
- keep the carton and package insert.
- They contain important information.
- store at 20-25°C (68-77°F)
- keep product out of high heat and humidity
- protect product from moisture

Inactive ingredients colloidal silicon dioxide, D&C red No. 28, FD&C blue No. 1, FD&C green No. 3, FD&C red No. 40, gelatin, hydroxypropyl cellulose, low substituted methacrylic acid copolymer, polyethylene glycol, polysorbate 80, starch, sucrose, sugar sphere, talc, titanium dioxide

Questions or comments?
 1-800-452-0051

Visit us at www.prevacid24hr.com

KEEP THE CARTON AND PACKAGE INSERT. THEY CONTAIN IMPORTANT INFORMATION.

TAMPER-EVIDENT BOTTLE. DO NOT USE IF INNER FOIL SEAL IMPRINTED WITH "SEALED FOR YOUR PROTECTION" OR BLACK BAND AROUND THE CENTER OF EACH CAPSULE IS MISSING OR BROKEN.

Drug Facts

Active ingredient (in each capsule) Purpose
 Lansoprazole 15 mg Acid reducer

Use

- treats frequent heartburn (occurs 2 or more days a week)
- not intended for immediate relief of heartburn; this drug may take 1 to 4 days for full effect

Warnings
Allergy alert: Do not use if you are allergic to lansoprazole

Do not use

- if you have trouble or pain swallowing food, vomiting with blood, or bloody or black stools. These may be signs of a serious condition. See your doctor.

Ask a doctor before use if you have

- liver disease
- had heartburn over 3 months. This may be a sign of a more serious condition.
- heartburn with lightheadedness, sweating or dizziness
- chest pain or shoulder pain with shortness of breath; sweating; pain spreading to arms, neck or shoulders; or lightheadedness
- frequent chest pain
- frequent wheezing, particularly with heartburn
- unexplained weight loss
- nausea or vomiting
- stomach pain

Ask a doctor or pharmacist before use if you are taking

- warfarin (blood-thinning medicine)
- prescription antifungal or anti-yeast medicines
- digoxin (heart medicine)

Drug Facts (continued)

- theophylline (asthma medicine)
- tacrolimus (immune system medicine)
- atazanavir (medicine for HIV infection)

Stop use and ask a doctor if

- your heartburn continues or worsens
- you need to take this product for more than 14 days
- you need to take more than 1 course of treatment every 4 months

If pregnant or breast-feeding, ask a health professional before use. Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions

- adults 18 years of age and older
- this product is to be used once a day (every 24 hours), every day for 14 days
- it may take 1 to 4 days for full effect, although some people get complete relief of symptoms within 24 hours

14-Day Course of Treatment

- swallow 1 capsule with a glass of water before eating in the morning
- take every day for 14 days
- do not take more than 1 capsule a day
- swallow whole. Do not crush or chew capsules.
- do not use for more than 14 days unless directed by your doctor

Repeated 14-Day Courses (if needed)

- you may repeat a 14-day course every 4 months
- do not take for more than 14 days or more often than every 4 months unless directed by a doctor

• children under 18 years of age: ask a doctor before use. Heartburn in children may sometimes be caused by a serious condition.

LOT: _____
EXP: _____
MADE IN: _____

© 2014 Novartis
 PREVACID® is a registered trademark of Takeda
 Pharmacia Inc. North America, Inc. and is used under license

DRAFT - FOR FDA REVIEW

DRUG FACTS TEXT	
TYPE SIZE/STYLE	
DRUG FACTS TITLE	9.0 pt. / Helvetica Condensed Bold Obl.
HEADINGS	8.0 pt. / Helvetica Condensed Bold Obl.
SUBHEADS	6.0 pt. / Helvetica Condensed Bold
BODY TEXT	6.0 pt. / Helvetica Condensed
BULLETS	5.0 pt. / Helvetica Condensed
TRACKING: 0	HORIZONTAL SCALE: 85% LEADING: 6.5 pt.
CHARACTERS/INCH:	<39
BARLINES, HAIRLINES:	1.5 pt., 0.5 pt.

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

/s/

JOEL SCHIFFENBAUER

04/23/2012