DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration
Silver Spring MD 20993

NDA 022327/S-017

SUPPLEMENT APPROVAL

Novartis Consumer Health, Inc.
Attention: Marie C. Vicinanzo, M.S., R.D.
Associate Director, Global Regulatory Affairs
200 Kimball Drive
Parsippany, NJ 07054

Dear Ms. Vicinanzo:

Please refer to your Supplemental New Drug Application (sNDA) dated May 2, 2011, received May 2, 2011, submitted under section 505(b) of the Federal Food, Drug, and Cosmetic Act (FDCA) for Prevacid®24HR (lansoprazole) capsules, 15mg.

We acknowledge receipt of your amendment dated August 24, 2011.

This "Prior Approval" supplemental new drug application provides for the addition of a flag with the statements, "BONUS", "14 FREE Capsules!", and "(42 capsules for the price of 28)" on the Principal Display Panel (PDP) and the addition of a strikeout "28" on the statement of net quantity of contents.

We have completed our review of this application, as amended. It is approved, effective on the date of this letter, for use as recommended in the agreed-upon labeling text.

LABELING

Submit final printed labeling as soon as they are available, but no more than 30 days after they are printed. The final printed labeling (FPL) must be identical to the enclosed labeling (the 42-count outer (retail) carton label submitted on August 24, 2011), and must be in the "Drug Facts" format (21 CFR 201.66), where applicable.

Even though no revisions were made to the immediate container (bottle) label or Consumer Information Leaflet(CIL) as part of this supplement, we request that you submit this as part of the FPL for this supplement in order to maintain a record of the complete labeling (count sizes and packaging configurations) being approved as part of this supplement.

The final printed labeling should be submitted electronically according to the guidance for industry titled "Providing Regulatory Submissions in Electronic Format – Human Pharmaceutical Product Applications and Related Submissions Using the eCTD Specifications (June 2008)." Alternatively, you may submit 12 paper copies, with 6 of the copies individually mounted on heavy-weight paper or similar material. For administrative purposes, designate this submission "**Final Printed Labeling for approved NDA 022327/S-017**." Approval of this submission by FDA is not required before the labeling is used.

DRUG REGISTRATION AND LISTING

All drug establishment registration and drug listing information is to be submitted to FDA electronically, via the FDA automated system for processing structured product labeling (SPL) files (eLIST). At the time that you submit your final printed labeling (FPL), the content of labeling (Drug Facts) should be submitted in SPL format as described at http://www.fda.gov/ForIndustry/DataStandards/StructuredProductLabeling/default.htm. Information on submitting SPL files using eLIST may be found in the guidance for industry titled "SPL Standard for Content of Labeling Technical Qs and As" at http://www.fda.gov/downloads/Drugs/GuidanceComplianceRegulatoryInformation/Guidances/UCM072392.pdf. In addition, representative container or carton labeling, whichever includes Drug Facts, (where differences exist only in the quantity of contents statement) should be submitted as a JPG file.

REPORTING REQUIREMENTS

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, call Mary Vienna, Regulatory Project Manager, at (301) 796-4150.

Sincerely,

{See appended electronic signature page}

Joel Schiffenbauer, M.D.
Deputy Director
Division of Nonprescription Clinical Evaluation
Office of Drug Evaluation IV
Center for Drug Evaluation and Research

ENCLOSURE(S):
Carton

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
10/31/2011