

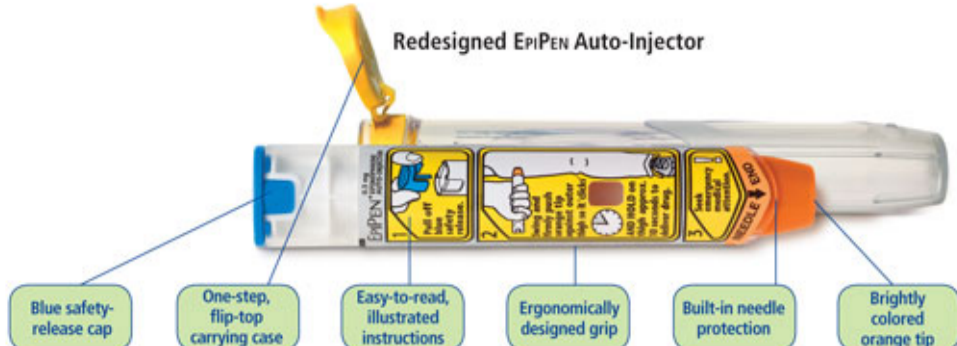
Dear Pharmacist,

NEW PRODUCT DESIGN

We are pleased to announce that the next-generation EpiPEN Auto-Injector is now available for patients at risk for anaphylactic reactions. This next-generation EpiPEN Auto-Injector provides the same trusted and reliable efficacy that patients have counted on for 25 years, but now has a variety of new, user-friendly features—each of which was added to enhance patient ease-of-use and safety.

Long known for its simplicity, speed, safety, and sterility, the EpiPEN Auto-Injector now offers the following expanded benefits:

- One-step, flip-top carrying case enables single-handed opening
- Blue safety-release cap prevents unintentional activation
- Easy-to-read, illustrated instructions for rapid recognition of product usage steps
- Unique, ergonomically designed grip helps ease of handling
- Built-in protection from accidental needle sticks before and after use—a feature unique to EpiPEN Auto-Injector
- Brightly colored orange tip allows patients to quickly identify the needle end to reduce the risk of accidental thumb puncture



Importantly, there is no change to the EpiPEN Auto-Injector name or the way in which EpiPEN Auto-Injector is prescribed, dispensed, or reimbursed. The next-generation EpiPEN Auto-Injector will reach pharmacy shelves soon and should be dispensed once you have exhausted your current EpiPEN Auto-Injector inventory. For patients who currently have an EpiPEN Auto-Injector, there is no need to replace their EpiPEN Auto-Injector until the next scheduled refill prescription.

With the newly designed, easy-to-use EpiPEN Auto-Injector, patients will be well prepared to deal with an anaphylactic emergency. If you have any questions about the enhanced design of the EpiPEN Auto-Injector, please contact your Dey, L.P., sales representative or call 800-527-4278.

When you begin dispensing the new EpiPEN Auto-Injector, please ask your patients if they were shown how to use it. Patient instructions on how to use this newly designed EpiPEN Auto-Injector can be found in the prescribing information or can be downloaded from www.EpiPen.com/instructions.

Sincerely,

Sunil Mehra, MD, FRCP, FAAAAI
Chief Medical Officer

Indications

EpiPen and EpiPen Jr Auto-Injectors (0.3 and 0.15 mg epinephrine) are indicated in the emergency treatment of type 1 allergic reactions, including anaphylaxis, to allergens, idiopathic and exercise-induced anaphylaxis, and in patients with a history or increased risk of anaphylactic reactions. Selection of the appropriate dosage strength is determined according to body weight.

Important Safety Information

EpiPen Auto-Injectors should only be injected into the anterolateral aspect of the thigh. DO NOT INJECT INTO BUTTOCK, OR INTRAVENOUSLY.

Epinephrine should be used with caution in patients with certain heart diseases, and in patients who are on drugs that may sensitize the heart to arrhythmias, because it may precipitate or aggravate angina pectoris and produce ventricular arrhythmias. Adverse reactions include transient moderate anxiety, apprehensiveness, restlessness, tremor, weakness, dizziness, sweating, palpitations, pallor, nausea and vomiting, headache, and/or respiratory difficulties.

EpiPen and EpiPen Jr Auto-Injectors are intended for immediate self-administration as emergency supportive therapy only and are not intended as a substitute for immediate medical or hospital care.

Please [Click here to see full Prescribing Information](#)

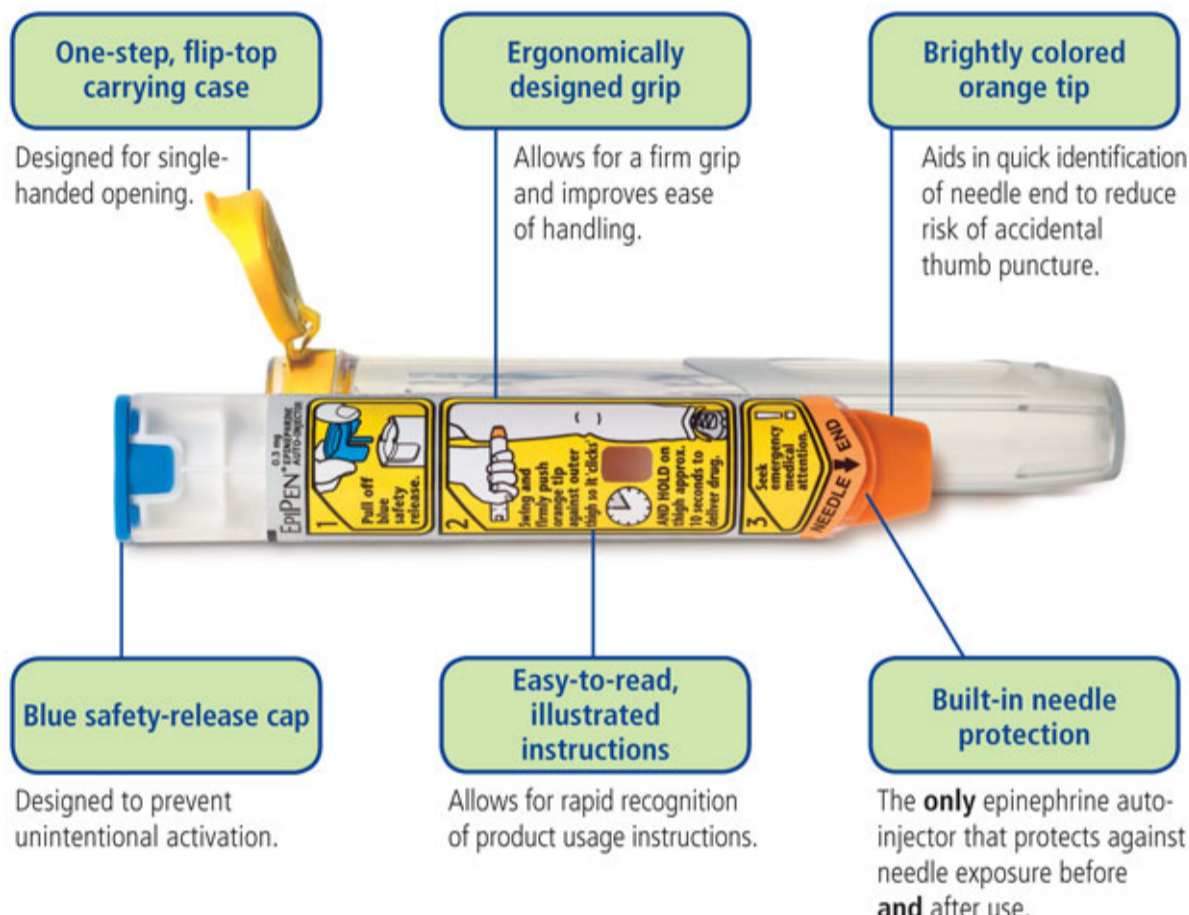
www.EpiPen.com

EPIPEN 2-PAK® EPIPEN Jr 2-PAK®
(Epinephrine) Auto-Injectors 0.3/0.15mg

DEY®, the Dey logo, EpiPen®, EpiPen® Jr, EpiPen 2-Pak®, and EpiPen Jr 2-Pak® are registered trademarks of Dey Pharma, L.P.
© Dey Pharma, L.P. 2009. All rights reserved. Printed in the USA for USA residents only. 09/09 19-506-00

EpiPEN Auto-Injector

Newly designed for ease of use to help you
Stay prepared and confident



The #1 prescribed epinephrine auto-injector* offers the performance you can count on in an anaphylactic emergency.

Please [Click here to see full Prescribing Information](#)

EPIPEN 2-PAK® EPIPEN Jr 2-PAK®
(Epinephrine) Auto-Injectors 0.3/0.15mg

EpiPEN 2-PAK Auto-Injector

Enhanced usability for emergency treatment†

If you or someone you are caring for shows signs of a severe allergic reaction, follow these steps:



1. After removing the EpiPEN Auto-Injector from the plastic carrying case, pull off the blue safety-release cap. This must be done in order to unlock the EpiPEN Auto-Injector.

2. Hold the orange tip near the outer thigh (always apply to thigh). Position the EpiPEN Auto-Injector at a 90° angle.

3. Swing and firmly push the orange tip against the outer thigh until a click or popping sound is heard. Hold tightly pressed in place for 10 seconds. Remove the EpiPEN Auto-Injector and massage the area for 10 more seconds.

Once the EpiPEN Auto-Injector has been used, call 911 and get to the nearest emergency room as soon as possible. Take the used EpiPEN Auto-Injector along with you to the hospital.

Indications

EpiPen and EpiPen Jr Auto-Injectors (0.3 and 0.15 mg epinephrine) are for the emergency treatment of severe allergic reactions (anaphylaxis) caused by allergens, exercise, or unknown triggers; and for patients who are at increased risk for these reactions.

EpiPen and EpiPen Jr Auto-Injectors are designed for you to use immediately in an emergency, to treat an allergic reaction fast and give you time to get to a hospital or medical center. EpiPen and EpiPen Jr Auto-Injectors are not a substitute for emergency medical treatment.

Important Safety Information

Each EpiPEN Auto-Injector contains a single dose of a medicine called epinephrine, which you inject into your outer thigh. DO NOT INJECT INTRAVENOUSLY. DO NOT INJECT INTO YOUR BUTTOCK, as this may not be effective for a severe allergic reaction. In case of accidental injection, please seek immediate medical treatment.

Epinephrine should be used with caution if you have heart disease or are taking certain medicines that can cause heart-related (cardiac) symptoms.

Side effects may include an increase in heart rate, a stronger or irregular heartbeat, sweating, nausea and vomiting, difficulty breathing, paleness, dizziness, weakness or shakiness, headache, apprehension, nervousness, or anxiety. These side effects usually go away quickly, especially if you rest. If you have high blood pressure or an overactive thyroid, these side effects may be more severe or longer lasting. If you have heart disease, you could experience chest pain (angina). If you have diabetes, your blood sugar levels may increase after use. If you have Parkinson's disease, your symptoms may temporarily get worse.

*IMS NPA data. December 2007-November 2008.

†The EpiPEN Auto-Injector does not replace the need for emergency medical care.

Please [Click here to see full Prescribing Information](#)

EPIPEN 2-PAK® EPIPEN Jr 2-PAK®
(Epinephrine) Auto-Injectors 0.3/0.15mg

DEY®, the Dey logo, EpiPen®, EpiPen® Jr, EpiPen 2-Pak®, and EpiPen Jr 2-Pak® are registered trademarks of Dey Pharma, L.P.
© Dey Pharma, L.P. 2009. All rights reserved. Printed in the USA for USA residents only. 10/09 19-506-00