

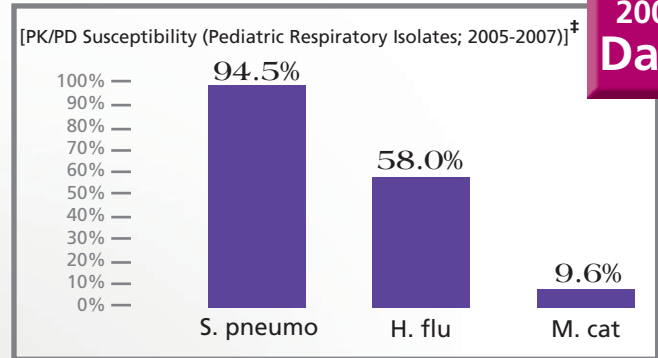
Now Available on Medicaid Formulary

In acute otitis media (AOM)\*...

...Is Amoxicillin failing?

High Dose Amoxicillin Susceptibility  
(As per study conducted at Children's Mercy  
Hospital, Kansas City<sup>1</sup>)

New  
2007  
Data



<sup>‡</sup> In vitro susceptibility does not imply in vivo efficacy

**Think...**

beta-lactamase positive

*H. flu*

**Consider...**

**>99.9% activity<sup>1‡</sup>**

**Make the move to**

Once-a-day  
**Suprax<sup>®</sup>**  
cefixime  
Oral suspension  
200 mg/5 mL

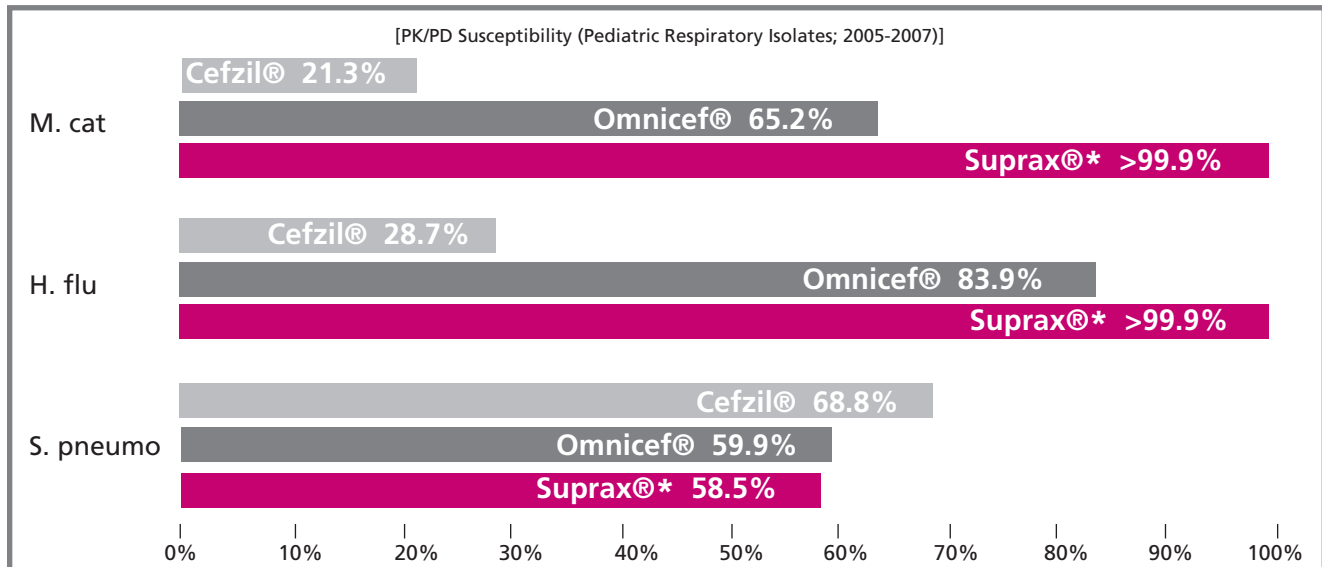


# Make the move to

# Once-a-day Suprax® cefixime

## More active against H. flu and M. cat, in vitro<sup>1†</sup>

(As per study conducted at Children's Mercy Hospital, Kansas City)



‡ In vitro susceptibility does not imply in vivo efficacy

- Offers greater activity and less resistance to H. flu than any other oral suspension<sup>2,3</sup>

†All products listed are registered trademarks of their respective owners.

#### Important safety considerations:


The most common adverse event related or probably related to SUPRAX® was GI upset. Several patients developed severe diarrhea and/or documented pseudomembranous colitis, and a few required hospitalization. SUPRAX® is contraindicated in patients with known allergy to the cephalosporin group of antibiotics.

**WARNINGS:** BEFORE THERAPY WITH SUPRAX® IS INSTITUTED, CAREFUL INQUIRY SHOULD BE MADE TO DETERMINE WHETHER THE PATIENT HAS HAD PREVIOUS HYPERSENSITIVITY REACTIONS TO CEPHALOSPORINS, PENICILLINS, OR OTHER DRUGS. IF THIS PRODUCT IS TO BE GIVEN TO PENICILLIN-SENSITIVE PATIENTS, CAUTION SHOULD BE EXERCISED BECAUSE CROSS HYPERSENSITIVITY AMONG  $\beta$ -LACTAM ANTIBIOTICS HAS BEEN CLEARLY DOCUMENTED AND MAY OCCUR IN UP TO 10% OF PATIENTS WITH A HISTORY OF PENICILLIN ALLERGY. IF AN ALLERGIC REACTION TO SUPRAX® OCCURS, DISCONTINUE THE DRUG. SERIOUS ACUTE HYPERSENSITIVITY REACTIONS MAY REQUIRE TREATMENT WITH EPINEPHRINE AND OTHER EMERGENCY MEASURES, INCLUDING OXYGEN, INTRAVENOUS FLUIDS, INTRAVENOUS ANTIHISTAMINES, CORTICOSTEROIDS, PRESSOR AMINES AND AIRWAY MANAGEMENT, AS CLINICALLY INDICATED.

\*SUPRAX® is indicated for the treatment of otitis media caused by *H. influenzae* ( $\beta$ -lactamase +/- strains), *M. (Branhamella) catarrhalis* (most of which are  $\beta$ -lactamase positive), and *S. pyogenes*.

References: 1. Data on file. 2. Sinus and Allergy Health Partnership. Otolaryngol Head Neck Surg. 2004;130(suppl):1-45. 3. Adapted from, Leibovitz E, Jacobs MR, Dagan R. Haemophilus influenzae: a significant pathogen in acute otitis media. Pediatr Infect Dis J. 2004;23:1142-1155.

Please see attached full prescribing information.

 Lupin Pharmaceuticals, Inc.,  
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111 South Calvert St., Suite 2150  
Baltimore, MD 21202  
www.lupinpharmaceuticals.com  
**A Commitment to Caring for Kids**

Suprax is a registered trademark.  
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XXX0000 January 2009

Stock up on the entire Suprax<sup>®</sup> line from Lupin Pharma and be prepared for the cough & cold season. Suprax<sup>®</sup> is indicated for the treatment of otitis media caused by *H. influenzae* ( $\beta$ -lactamase +/- strains), *M. (Branhamella) catarrhalis* (most of which are  $\beta$ -lactamase positive), and *S. pyogenes*.<sup>1</sup> Suprax<sup>®</sup> 200 mg/5 mL comes in Big-Berry<sup>™</sup> taste<sup>2</sup>, can be taken with or without food, and is distributed in plastic bottles. This product can be stored for up to 14 days. Stock up now!



**Ordering information**

The following item(s) are available for ordering from your Cardinal Health Customer Service team.

Description	Strength	Size	Form	NDC #	CIN
Suprax <sup>®</sup>	200 mg/5 mL	50 mL	Powder-Oral Suspension	27437-0206-03	3970225
Suprax <sup>®</sup>	200 mg/5 mL	75 mL	Powder-Oral Suspension	27437-0206-02	3970191
Suprax <sup>®</sup>	100 mg/5 mL	50 mL	Powder-Oral Suspension	68180-0202-03	3565728
Suprax <sup>®</sup>	100 mg/5 mL	100 mL	Powder-Oral Suspension	68180-0202-01	3565744
Suprax <sup>®</sup>	400 mg	50 ct	Tablet-Oral Suspension	27437-0201-08	4058897

Please visit [www.lupinpharmaceuticals.com/supraxinfo.htm](http://www.lupinpharmaceuticals.com/supraxinfo.htm) for full prescribing information.

Available in select Cardinal Health Distribution Centers. Please contact your Cardinal Health Customer Service team for more information.

- 1. Suprax<sup>®</sup> [package insert]. Baltimore, MD: Lupin Pharmaceuticals, Inc. 2004.
- 2. Data on file, Lupin Pharmaceuticals, Inc.; 2004.

**Important safety considerations:** The most common adverse event related or probably related to SUPRAX<sup>®</sup> was GI upset. Several patients developed severe diarrhea and/or documented pseudomembranous colitis, and a few required hospitalization. SUPRAX<sup>®</sup> is contraindicated in patients with known allergy to the cephalosporin group of antibiotics.

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