




NEW PRODUCTS

The Latest in the Medical Marketplace

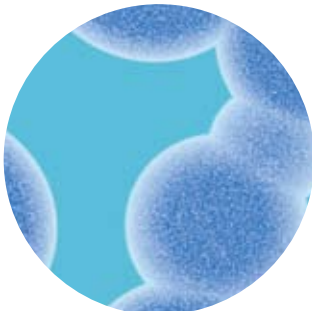
Generic Emergency Contraceptive Available



The first generic version of the emergency contraceptive levonorgestrel (Plan B), 0.75 mg, has been approved by the FDA and is available by prescription only for women 17 and younger. The generic tablets were developed by Watson Laboratories Inc and will be marketed under the trade name Next Choice. The trademarked version of the drug, Plan B, was manufactured by Duramed Pharmaceuticals Inc and was approved in 2006 as a nonprescription drug for women 18 and older. **For more information, see www.watson.com.**

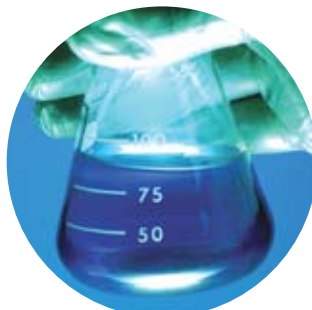
Three New Pain Meds

Acute Migraine Pain



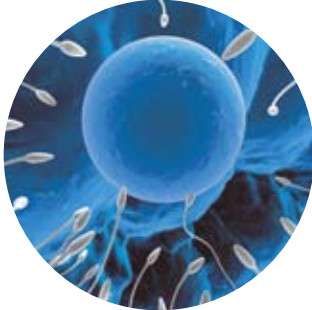
The FDA has approved a diclofenac-based NSAID combined with potassium bicarbonate (Cambia) for the treatment of acute migraine with or without aura in adults. Developed by Applied Pharma Research and marketed by Kowa Pharmaceuticals America, Inc, the treatment is available in individual packets designed to deliver a 50-mg dose when mixed in water. **For more information, visit www.kowapharma.com.**

Mild to Moderate Pain



Diclofenac potassium (Zipsor) has been approved by the FDA as a new treatment option for relief of mild to moderate acute pain in adults 18 and older. Manufactured by Xanodyne Pharmaceuticals, Inc, diclofenac potassium is the first and only prescription strength NSAID for oral administration available in the United States in a low-dose, liquid-filled soft gelatin capsule. **For more information, visit www.xanodyne.com.**

Moderate to Severe Acute Pain



A new medication for the relief of moderate to severe acute pain in patients 18 and older is now available. Tapentadol (Nucynta) was approved by the FDA in late 2008 and is now available by prescription in 50-, 75-, and 100-mg immediate-release tablets. Marketed by PriCara, a division of Ortho-McNeil-Janssen Pharmaceuticals, Inc, the new treatment option binds to μ -opioid receptors and inhibits norepinephrine reuptake. The exact mechanism of action is not known, but these 2 mechanisms affect established pain pathways and are thought to be responsible for pain relief. Tapentadol is a schedule II controlled drug. **More information is available at www.nucynta.com.**