

THE CARESM PROGRAM

CONVENIENT ACCESS & RESPONSIBLE EDUCATION

Duramed Pharmaceuticals, Inc. is committed to ensuring the appropriate access and responsible use of Rx and OTC Plan B[®]. The CARESM Program was developed to meet these objectives and provides the following:

- RESPONSIBLE EDUCATION:** Accessible, easy-to-understand information on Rx and OTC Plan B[®], which supports healthcare professionals and educates consumers. Initiatives include patient counseling and educational materials, pharmacy support, 24-hour, toll-free hotline (1-800-330-1271), and Web site (www.go2planB.com)
- APPROPRIATE DISTRIBUTION:** Comprehensive distribution management guarantees that Plan B[®] is available only at licensed drug wholesalers, retail operations with pharmacy services, and clinics with licensed healthcare practitioners
- Rx/OTC DUAL LABEL:** Innovative dual label packaging means 1 package will be used for Rx and OTC. Plan B[®] must be stocked behind the pharmacy counter, as it remains an Rx product for women age 17 and younger
- MONITORING:** A broad monitoring program tracks the effectiveness of the age restriction and ensures the safe distribution of Plan B[®]

Remember to Tell Every Woman, Every Visit
About a Second Chance With Plan B[®]

www.go2planB.com

1-800-330-1271

Plan B[®] is indicated to prevent pregnancy following unprotected intercourse or contraceptive failure.

Plan B[®] is contraindicated in women with known or suspected pregnancy, hypersensitivity to any component of the product, or undiagnosed abnormal genital bleeding. **Plan B[®] is not recommended for routine use as a contraceptive. Plan B[®] is not effective in terminating an existing pregnancy.** Plan B[®] does not protect against HIV infection and other sexually transmitted diseases (STDs). Menstrual bleeding may be heavier or lighter, earlier or later after taking Plan B[®]. If menses is delayed beyond one week, pregnancy should be considered. Severe abdominal pain may signal a tubal (ectopic) pregnancy. Common side effects associated with the use of Plan B[®] include nausea, abdominal pain, fatigue, headache, menstrual changes, dizziness, breast tenderness, vomiting, and diarrhea.

Plan B[®] is a registered trademark of Women's Capital Corporation, a subsidiary of Duramed Pharmaceuticals, Inc.

DURAMED
Duramed Pharmaceuticals, Inc.
Subsidiary of Barr Pharmaceuticals, Inc.
Pomona, New York 10970

CARESM
Convenient Access
Responsible Education

PlanB[®]
(LEVONORGESTREL)
tablets 0.75 mg

When things don't go as planned

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APPROVED OTC FOR AGE 18 AND OLDER

PLAN B[®]—THE PROGESTIN-ONLY EMERGENCY CONTRACEPTIVE

- Available OTC for age 18 and older at the pharmacy counter
—Government-issued ID required for age verification
- Prescription needed for women age 17 and younger
- One package will be used for both Rx and OTC
- Stocked behind the pharmacy counter



- Reduces the risk of pregnancy by 89% when taken as directed within 72 hours of unprotected intercourse or contraceptive failure
- Is more effective the sooner it's taken within 72 hours
- Will not affect an existing pregnancy

Please see enclosed full Prescribing Information.

PlanB[®]
(LEVONORGESTREL)
tablets 0.75 mg

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