



URGENT: DRUG RECALL

DATE:

TO: (Company)

ATTENTION: To Our Valued Customer

Novartis Consumer Health, Inc. (NCH) is voluntarily recalling **15 lots** of over-the-counter pain reliever Excedrin[®] listed in the table below as a result of instances of product mix-ups found in these lots. The type of product mix-ups found in the bottles were other varieties of Excedrin[®] products, some of which may or may not have the same formulation.

It is important to note this voluntary recall does not affect any other Excedrin[®] products. All Excedrin[®] products are safe and effective when used as directed on the package label.

PRODUCT	PRODUCT CODE	Case UCC NUMBER	Item UPC NUMBER	LOT	EXPIRY DATE
Excedrin [®] Extra Strength Caplets 24 ct.	100008024	10300672000245	300672000248	10085080	1/31/2013
Excedrin [®] Extra Strength Tablets 100 ct.	100008010	10300672030914	300672030917	10091817	5/31/2013
Excedrin [®] Extra Strength Tablets 250 ct.	100008019	10300672030778	300672030771	10092843	6/30/2013
Excedrin [®] Extra Strength Tablets 300 ct.	100007470	10300672030310	300672030337	10073080	6/30/2012
Excedrin [®] Extra Strength Gelcaps 80 ct.	100007989	10300676270941	300676270944	10089353	4/30/2012
Excedrin [®] Tension Headache Caplets 100 ct.	100008056	10300672045918	300672045911	10087530	3/31/2013
Excedrin [®] Tension Headache Caplets 125 ct.	100008453	10300672045840	300672045843	10089902	4/30/2013
Excedrin [®] Tension Headache Caplets 250 ct.	100004406	10300672045079	300672045072	10063947	11/30/2011
Excedrin [®] Migraine Caplets 24ct.	100008084	10300672039245	300672039248	10101757	10/31/2013
	100008084	10300672039245	300672039248	10102541	11/30/2013
	100003182	10300672039245	300672039248	10074660	7/31/2012
	100003182	10300672039245	300672039248	10066069	1/31/2012
	100003182	10300672039245	300672039248	10066070	1/31/2012
Excedrin [®] Migraine Tablets 250 ct.	100008083	10300672037777	300672037770	10086758	2/28/2013
	100008083	10300672037777	300672037770	10092845	6/30/2013

These lots were shipped to all customers between January 29, 2009 and February 3, 2011.

Additionally, the lot numbers noted were packaged into the Display UCC's listed below. These displays were shipped between April 14, 2009 and September 6, 2011. Please remove these lot codes from the displays you have in inventory.

Product Lot Number	DISPLAY UCC NUMBER	PRODUCT CODE
10066069	10300679090515	100006841
10066070	10300679090690	100006960
10066070	10300679090515	100006841
10074660	10300679090683	100006961
10091817	10300679100559	100008507
10091817	10300679100597	100008489
10085080	10300679091604	100008374
10085080	10300679091604	100008374
10085080	10300679091635	100008379
10085080	10300679091635	100008379
10085080	10300679100696	100008511
10085080	10300679091604	100008374
10085080	10300679091635	100008379
10102541	10300679101044	100008703
10102541	10300679101044	100008703
10102541	10300679101044	100008703
10102541	10300679101525	100008974
10102541	10300679100986	100008820
10102541	10300679101433	100008913

Recall Instructions

Please check the inventory levels in your warehouse immediately and discontinue distribution if you have the above inventory present in the warehouse. Kindly return the affected product to Inmar using the Product Return information provided below.

This voluntary recall should be extended to the retail level. Please notify your retail stores the recall is being conducted and request they return the affected product to Inmar using the Product Return information provided below. Also, please be aware of the ship dates noted above when assessing the inventory levels at shelf.

Should you receive any consumer returns, please honor them and NCH will reimburse you accordingly.

Product Return:

All customers, including Rapid Recall subscribers, are requested to complete and return the attached Product Recall Response Form as soon as possible. **Receipt of the form will serve as confirmation that you have received this recall notification. The Product Recall Response Form should either be emailed to BRFResponse@inmar.com or faxed to 888-908-8603. For regulatory reporting purposes, it is important that you return this completed form, even if you do not have product to return.**

When you have collected your inventory, kindly call Inmar at 1-800-821-5293 and a “Returns Kit” will be sent to you. You can also request a “Returns Kit” on your Product Recall Response Form. This kit will include:

- Pre-addressed shipping label(s) depending on quantities to be returned to an Inmar facility
- Pre-Paid FedEx shipping labels & shipping instructions for small quantities (or)
- For large quantities, a toll free number and shipping instructions for pre-paid Fed Ex Intl shipments consigned to Inmar.

Additionally, please have the retail stores call Inmar at 800-821-5293 for a Return Kit and instructions.

This recall is being conducted with the knowledge of the U.S. Food and Drug Administration.

In addition to the NCH published list price credit, you will be reimbursed an additional 10% for shipping and handling costs. Only product in the original manufacturer’s packaging is eligible for credit. **This recall applies only to the lot numbers and UPC codes indicated above. This voluntary recall does not affect any other Novartis products. Any other products or lot numbers received in the return shipment that are not subject to this limited recall will be destroyed and no credit will be issued.**

NCH takes this issue seriously and is fully committed to ensuring all of our products meet the highest quality standards.

If you have any questions, please call your account manager directly. Thank you in advance for your assistance in this matter and for your continued support of NCH products.

Sincerely,



Roger Gravitte
Head of Sales, North America