

From: Farina, Thomas P
Sent: Tuesday, June 01, 2004 10:52 PM
To: DL-Powers_NE_J_Reps
Subject: FW: Special Communication to Sales Force Detailing Bextra

Highlanders,

This was sent out before POA 2 and we reviewed it at POA. Please keep a copy for your files.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC
1-800-233-7241 x77189**

-----Original Message-----

From: Executive Communications - Mick Mosebrook
Sent: Monday, May 03, 2004 3:43 PM
Subject: Special Communication to Sales Force Detailing Bextra



PRIVILEGED AND CONFIDENTIAL ATTORNEY WORK PRODUCT

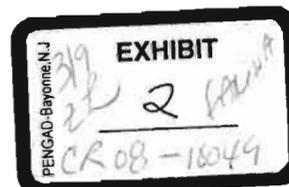
To: Pfizer U.S. Sales Force

From: Mick Mosebrook

As you all know, Pfizer's success and reputation within the medical community are based on, among other things, professional and appropriate relationships with our customers. It is important that you, as the company's representatives, continue to strengthen this reputation by living our values, adhering to our general promotional principles, and by absolute compliance with regulatory guidelines. Towards this end, we wanted to provide several reminders about the regulatory and legal guidelines for Bextra.

As you may recall, on April 5, 2002, Pfizer and Pharmacia sent a letter in connection with the launch of Bextra to the U.S. sales force reinforcing Pfizer policy that Company representatives must detail within the approved labeling when promoting Bextra. As that letter stated, Bextra is "approved for the relief of signs and symptoms of osteoarthritis and adult rheumatoid arthritis and for the treatment of primary dysmenorrhea. The recommended dose for Bextra tablets for osteoarthritis and adult rheumatoid arthritis is 10 mg once daily. The recommended dose of Bextra for primary dysmenorrhea is 20 mg twice daily, as needed."

Please take some time to review the guidelines set forth below to ensure that you are detailing



within the approved labeling when conveying our sales message for Bextra.

Guidelines for detailing Bextra:

- Detail the medical community about Bextra using approved promotional materials. Representatives may not use unapproved materials, including "home-mades", unapproved journal articles and textbooks for any reason. You also may not use marked up or annotated versions of approved materials.
- Discuss the use of Bextra only for OA, adult RA and primary dysmenorrhea. Do not discuss the use of Bextra to treat acute pain, or general pre- or post-operative pain unconnected to OA or adult RA or PD. Don't make unapproved claims that compare Bextra to Vioxx or other products in terms of safety or efficacy.
- Do not discuss Bextra WLF materials [FN] or any unapproved materials, even if a physician asks you to do so. Instead, unsolicited information requests regarding unapproved indications should be referred to Medical Information for follow-up. Medical Information is also available to support the sales force by answering other questions related to Bextra.
- Provide assistance to hospitals, physicians, and nurses who request your help in designing protocols only for the use of Bextra 10 mg in treating OA and adult RA and 20 mg in treating primary dysmenorrhea. You may not provide assistance in any way with regard to a surgical or other protocol for the use of Bextra in any way contrary to that described above; this includes not providing assistance in the use of Bextra in pre- and post-operative surgery settings.

Note that this is not meant to be an all-inclusive list and we may be providing you further guidance in the future. From time to time you may be faced with a scenario different from those we've described. When in doubt, please consult your manager.

It is incumbent upon each of you to follow this policy. If it is violated, it could subject you or the Company to potential civil or criminal sanctions, and it can also subject you to disciplinary action, including termination.

We thank you for all the hard work you are doing promoting Bextra and remind you that the most effective sales force is the one that is most compliant. Bextra is an outstanding product for its approved indications and compliance with these guidelines should ensure continued success.

If you have any questions or concerns, please contact your manager.

Good Selling,

Mick

FN: Camu F, et al. Valdecoxib, a COX-2 specific inhibitor, is an efficacious, opioid-sparing analgesic in patients undergoing hip arthroplasty. *Am. J. Therapeutics*. 2002 Jan-Feb;9(1):43-51; Daniels SE, et al. The analgesic efficacy of valdecoxib vs. oxycodone/acetaminophen after oral surgery. *J. Am. Dent. Assoc.* 2002 May; 133(5):611-21; Desjardins PJ, et al. A single preoperative oral dose of valdecoxib, a new cyclooxygenase-2 specific inhibitor, relieves post-oral surgery or bunionectomy pain. *Anesthesiology*. 2002 Sep;97(3):565-72.

