

# U.S. Pharmacist PHARMACY December 2008

## PRODUCT GUIDE

**Dear Pharmacist:**

U.S. Pharmacist is proud to offer you this showcase of exciting products available in the pharmaceutical marketplace. In the pages that follow, you will learn about the latest Rx as well as OTC products relevant to the needs of both community and health system pharmacists. In addition, you will learn about innovative medical devices and pharmaceutical manufacturing/packaging technologies, as well as complementary therapies and home care products, such as test kits and monitors. For more information, visit the companies' Web sites at the bottom of each product listing. Thank you for your continued interest and support!

**Harold E. Cohen, RPh, Publisher/Editor-in-Chief**

### Green Pharmaceuticals Launches Green Packaging in 2009 For SnoreStop

SnoreStop received a Gold Award for innovative packaging by the National Association of Container Distributors (NACD).



It was granted U.S. Patent No. 6,491,954 for its proprietary formula. SnoreStop's safety and effectiveness have been established by an independent, double-blind, placebo-controlled clinical study published in the peer-reviewed medical journal *Sleep and Breathing*. It is now the No. 1 selling antisnoring medicine in North America. SnoreStop is now available in chewable tablets.

For more information about SnoreStop go to: [www.snorestop.com](http://www.snorestop.com)

### Dulcolax®—The No.1 Doctor-Recommended Laxative in the United States

Dulcolax®, Boehringer Ingelheim's, leading laxative brand, maintained its position as the No.1 laxative worldwide and is now marketed in over 100 countries. It relieves constipation. The Dulcolax® tablets contain the active ingredient Bisacodyl. The Bisacodyl dragees have a unique comfort coating that prevents the tablet from being dissolved until it reaches the colon, where Dulcolax®'s active ingredient is released right where it's needed. It has a predictable onset of action, offering gentle, yet effective relief.



Dulcolax® is available as sugar-coated tablets and suppositories and as well as stool softeners.

For more information on DULCOLAX, visit [www.dulcolaxusa.com](http://www.dulcolaxusa.com)

### Zantac®—For the Prevention and Relief of Heartburn

Zantac® relieves heartburn associated with acid indigestion and sour stomach brought on by certain foods and beverages—usually within 30 to 60 minutes. It also prevents heartburn from occurring when taken 30 to 60 minutes before a meal. The ingredient in Zantac®, ranitidine, has been prescribed by doctors for years to treat millions of patients safely and effectively.



Zantac is available in 75-mg and 150-mg. Zantac® has been taken safely with many frequently prescribed medications.

For more information on ZANTAC, visit [www.zantacotc](http://www.zantacotc)

### Medi-Dose/EPS Releases Alert Labels

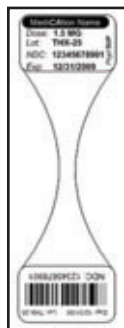
To address the need for improved labeling of potentially dangerous drugs, Medi-Dose/EPS, Inc., in conjunction with hospital pharmacists and nurses, have developed a unique High-Alert Line Tracing Label. High-Alert Tracing Labels are designed to call attention to medication requiring special handling both in the pharmacy and at the patient's bedside. Ten different labels are available for common medications most likely to cause adverse effects: heparin, insulin, epidural, and chemo. Each roll contains 1,000 labels and quantity pricing is available on as few as five rolls. Medi-Dose, Inc./EPS, Inc., 70 Industrial Drive, Ivyland, PA 18974, Phone: (800) 523-8966 or (215) 396-8600, Fax: (800) 323-8966 or (215) 396-6662, E-Mail: [info@medidose.com](mailto:info@medidose.com)



[www.medidose.com](http://www.medidose.com)

## New MILT 3.0 by Medi-Dose Software

Medi-Dose, Inc., released its latest software, Medi-Dose Information Labeling Technology (MILT) 3.0 for Medi-Dose, TampAlerT, and LiquiDose packaging and labeling systems. MILT 3.0 contains a new look



with a variety of innovative features designed to keep pace with the ever-changing practice of pharmacy packaging. Bar codes, graphics, special fonts, shapes, and logos can now be included. MILT 3.0 also lets you customize workflow and contains a variety of reports to help with the daily management of your practice. It works with all Windows supported operating systems and demo CDs are available on request. Medi-Dose, Inc., 70 Industrial Drive, Ivyland, PA 18974, Phone: (800) 523-8966 or (215) 396-8600, Fax: (800) 323-8966 or (215) 396-6662, E-Mail: info@medidose.com

[www.medidose.com](http://www.medidose.com)

## Free Auxiliary Images for Medi-Dose MILT 3.0 Software

Medi-Dose customers using Medi-Dose Information Labeling Technology (MILT) 3.0 to create labels can already design them onscreen using colors, fonts, images and bar codes of their choosing. Now, they can add free auxiliary images to their designs. Common dispensing information and warnings like refrigerate and shake well can easily be incorporated into any MILT-supported label. Visit the Medi-Dose support page at [www.medidose.com/support](http://www.medidose.com/support) to download the free Auxiliary Images. If you are not currently using MILT 3.0, a fully



functional demo version can be downloaded from the same support page. Medi-Dose, Inc., 70 Industrial Drive, Ivyland, PA 18974, Phone: (800) 523-8966 or (215) 396-8600, Fax: (800) 323-8966 or (215) 396-6662, E-Mail: info@medidose.com

[www.medidose.com](http://www.medidose.com)

## New Thermal LiquiDose Butterfly Labels

EPS, Inc., has developed another new addition to its LiquiDose labeling line. They have added both laser/ink jet and thermal LiquiDose Butterfly labels to identify syringes, ampules, or oddly shaped containers. When used with Medi-Dose Information Labeling Technology (MILT) 3.0 software, all of the formatting and reporting capabilities the program has to offer can be utilized. Both the laser/ink jet and thermal labels have been designed to withstand rough use or storage in



drawers or bins. For more information or to order, please contact: Medi-Dose, Inc./EPS, Inc., 70 Industrial Drive, Ivyland, PA 18974, Phone: (800) 523-8966 or (215) 396-8600, Fax: (800) 323-8966 or (215) 396-6662, E-Mail: info@medidose.com

[www.medidose.com](http://www.medidose.com)

## Plan B® Dual Label Availability

Plan B® (levonorgestrel) tablets 0.75 mg are available OTC at the pharmacy for consumers age 18 and older. A prescription is needed for women 17 and younger. Plan B® comes in one package used for both prescription and OTC use and must be stocked behind the pharmacy counter. The NDC number for Plan B® is



51285-769-93. Full Prescribing Information for Plan B® is available online at [www.go2planb.com](http://www.go2planb.com) or 24 hours at the Plan B® Information Center toll free hotline at 1-800-330-1271.

Duramed Pharmaceuticals, Inc.  
[www.barrilabs.com](http://www.barrilabs.com)

## River's Edge Pharmaceuticals Offers DHA-Containing Prenatal Vitamins

River's Edge Pharmaceuticals believes that success is measured by the value that one brings to the marketplace and its customers. We seek to create value-adding products by being first to market with lower-cost alternative drugs. Case in point, consider our new offering of prenatal vitamins containing DHA:

Product	NDC	Competes with
Renate DHA	68032-339-60	Duet® DHA
Renate DHA Extra	68032-340-60	Duet® DHA ec
RE OB + DHA	68032-337-60	Citranatal™ DHA
RE OB 90 + DHA	68032-338-60	Citranatal™ 90 DHA
VitaPhil + DHA	68032-341-60	Natelle® Plus with DHA
VitaPhil + DHA 90	68032-342-18	Natelle® Plus with DHA

Contact your wholesaler for ordering information.



Duet® is a trademark of Xanodyne Pharmaceuticals. River's Edge is not affiliated with Xanodyne Pharmaceuticals. Citranatal™ is a trademark of Mission Pharmaceutical. River's Edge is not affiliated with Mission Pharmaceutical. Natelle® is a trademark of Azur Pharma. River's Edge is not affiliated with Azur Pharma.

The FDA has not required that "NR" (Not Rated) products be approved or rated for therapeutic equivalence. River's Edge does not claim bio-equivalence of its product(s) to other brand(s) unless explicitly noted. Even when a River's Edge product is labeled as containing the same active ingredients, they may be subject to different potency and dissolution specifications and may contain different inactive ingredients. The substitution of prescription pharmaceuticals is governed by state law and, where applicable, may require the approval of the prescribing physician.

## Dr. Reddy's Laboratories Launches Generic Imitrex

Dr. Reddy's Laboratories launched the authorized generic version of GlaxoSmithKline's Imitrex (sumatriptan succinate) tablets 25-mg, 50-mg, and 100-mg in the United States. Dr. Reddy's is the first company to launch an authorized generic version of Imitrex tablets in the U.S. market. In October 2006, the company announced that it had settled patent litigation with GlaxoSmithKline relating to sumatriptan succinate tablets, the generic version of GlaxoSmithKline Imitrex® tablets. The specific financial terms and conditions of the settlement have not been disclosed. GlaxoSmithKline Imitrex tablets, which



are indicated for the acute treatment of migraine attacks in adults, had U.S. sales of \$1.29 billion for the 12-month period ending December, 2007 according to IMS.

Dr. Reddy's Laboratories 866-733-3952  
[www.DRREDDYS.com](http://www.DRREDDYS.com)

## OPTI-FREE® RepleniSH® Multi-Purpose Disinfecting Solution

OPTI-FREE® RepleniSH® Multi-purpose Disinfecting Solution is a proprietary formula specially designed to recondition today's advanced soft contact lenses. Only OPTI-FREE® RepleniSH® has the TearGlyde® Reconditioning System. It is formulated to help keep lenses feeling fresh and comfortable throughout the day. The product also contains the POLYQUAD®/ALDOX® dual disinfecting system for enhanced antimicrobial activity.

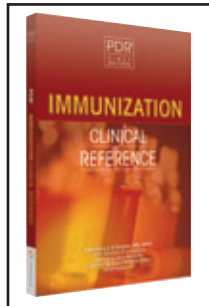


# 1 Doctor Recommended Solution.

Alcon Laboratories, Inc. (800) 451-EYES  
www.optifree.com

## PDR Immunization Clinical Reference

An authoritative and concise point-of-care resource for all pharmacists with vaccination administrative privileges. Contains a clinical overview of the most prevalent vaccines, as well as the latest changes to CDC immunization guidelines, travel information,



administrative techniques, practice management information, plus a thorough appendix section covering storage and handling. Order online at:

www.PDRbookstore.com and enter promo code **E8607US01** at checkout for savings. Or call toll-free

Tel: 800-678-5689 Pub: Nov. 2008

ISBN: 978-1-56363-732-2

~~\$44.95~~ Your Price: \$40.45

www.PDRbookstore.com

## Senokot® Tablets

Even the healthiest of lifestyles can be interrupted by occasional constipation. Common causes include poor diet, lack of exercise, medical conditions and changes in routine, such as travel. Often things like drinking more water and increasing physical activity can bring your digestive system back to normal, but when lifestyle and diet changes aren't enough, there are Senokot®



Tablets. Made with the natural vegetable laxative ingredient proven effective in over 50 clinical studies, Senokot® Tablets provide predictable, comfortable relief from occasional constipation.

senokot.com

Laxative products should not be used for a period longer than one week unless directed by a doctor.

## Senokot-S® Tablets

Two-thirds of adults take prescription drugs for things like pain relief and high cholesterol. And while these medications solve one problem, some may cause another: constipation. Recommend Senokot-S® Tablets to help relieve occasional constipation associated with certain medications. Senokot-S® is made with the natural vegetable laxative ingredient proven effective



in over 50 clinical studies, plus a stool softener for comfort.

The perfect combination to relieve medication-induced constipation. For a full list of medications commonly associated with constipation, go to [www.senokot.com/medlist](http://www.senokot.com/medlist)

senokot.com

Laxative products should not be used for a period longer than one week unless directed by a doctor.

## Colace® Capsules

When your patients are faced with a medical condition where straining should be avoided, like heart disease, IBS, hypertension or hemorrhoids, Colace® Capsules can help eliminate the need for straining. Colace® is the #1 stool-softener brand recommended by doctors and pharmacists. Colace® Capsules provide stimulant free, comfortable relief from occasional constipation. The makers of Colace® Capsules have recently updated their look with new product packaging and a refreshed website, including a Colace® Community where customers can share their stories.



colacecapsules.com

Laxative products should not be used for a period longer than one week unless directed by a doctor.

## Peri-Colace® Tablets

Relief from occasional constipation can sometimes be particularly uncomfortable – even painful. That's why there are Peri-Colace® Tablets. Unlike conventional overnight laxatives, Peri-Colace® Tablets include a stool softener – the same stool-softening ingredient in Colace® Capsules, the #1 doctor and pharmacist



recommended stool-softener brand. Enjoy the easy relief of a softener and keep the convenience of *overnight* relief with just one product: Peri-Colace® Tablets.

pericolace.com

Laxative products should not be used for a period longer than one week unless directed by a doctor.