

Eli Lilly and Company
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March 29, 2007

ATTN: Lilly buyers

RE: Package and label changes to select Lilly products

Products affected:

- Cymbalta[®] (duloxetine HCl)
- Evista[®] (raloxifene HCl)
- Prozac[®] (fluoxetine HCl)

In the interest of product integrity, Lilly would like to alert you to label/package changes that will be affecting Lilly products. The changes listed below impact package appearance only. Product formulation and product NDC will not be affected. You can expect to see these changes immediately. Pharmacists should dispense and order product as normal; do not return in-date material or inventory.

Improved tablet images on packaging and labels for Evista

Lilly has modified the tablet images on product packaging for Evista. Lilly has improved the readability of the tablet's unique identifier found on the product's label and packaging. You can expect to see the new packaging at your pharmacy beginning in March. During this transition, you may receive either the new packaging or the current packaging through the fourth quarter of 2007.

New Evista label (not to scale)



Change in label finish for Prozac and Cymbalta

Certain Prozac and Cymbalta labels will be changing from a traditional label to a new “high-gloss” label. You can expect to see the new labels at your pharmacy beginning in March. Prozac will completely transition to the new labels in March. Cymbalta will be filled with either the new or current labels through the fourth quarter of 2007.

Specific products affected by high-gloss label

Product	NDC Number	Dosage	Count
Cymbalta	0002-3235-60	20 mg	60
	0002-3240-30	30 mg	30
	0002-3237-30	60 mg	30
Prozac	0777-3104-02	10 mg	100
	0777-3105-30	20 mg	30
	0777-3105-02		100
	0777-3107-30	40 mg	30

Summary

- Upcoming change to tablet images on Evista.
- Labels for Prozac and Cymbalta will transition to a high-gloss label.
- No change to formulation or appearance of products – only packaging affected.
- No impact to NDC.
- **Do not return any in-date product inventory.** Dispense current product and re-stock as normal.
- Through the fourth quarter of 2007, you may receive either new or current packaging.

Best Regards,

Eli Lilly and Company

For Important Safety Information about Cymbalta, including Black Box warning, see full Prescribing Information at the following link: <http://pi.lilly.com/us/cymbalta-pi.pdf>

For Important Safety Information about Prozac, including Black Box warning, see full Prescribing Information at the following link: <http://pi.lilly.com/us/prozac.pdf>

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