

\$0 copay

For the rest of 2012

for SUBOXONE Film (up to \$50 a month in savings)*



For most privately insured patients, that means the same copay or lower than for a generic tablet

- Ask your doctor for a prescription for SUBOXONE Film
- When you fill your SUBOXONE Film prescription, bring along this copay card
- Save through 12/31/2012 (limit 1 prescription per month)

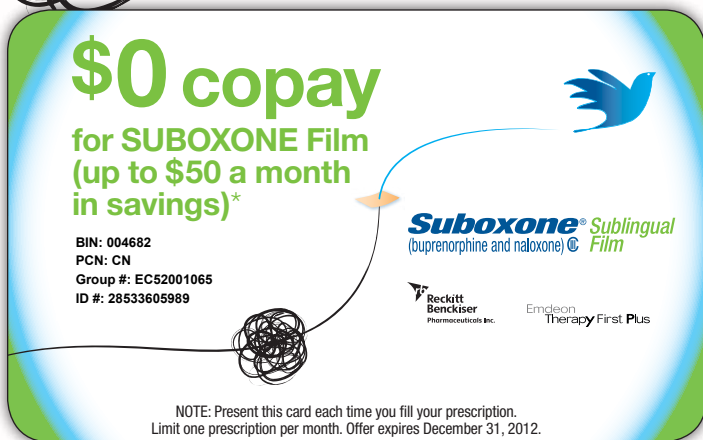
For more information, visit SuboxoneFilmCopay.com

Present this offer each time you fill your SUBOXONE Film prescription. The last day this offer will be valid is December 31, 2012.

Pharmacist for a cash-paying patient: Submit this claim to **Therapy First Plus**. A valid Other Coverage Code is required. The patient pay amount will be reduced by up to \$50 on each prescription up to a maximum of 10 prescriptions (limit 1 prescription per month). The patient is responsible for any remaining out-of-pocket expense. You will receive an amount equal to the patient savings as your reimbursement from **Therapy First Plus**, plus a handling fee.

Pharmacist for a patient with an Authorized Third Party: Submit the claim to the primary Third-Party Payer first, then submit the balance due to **Therapy First Plus** as a Secondary Payer as a copay-only billing using Other Coverage Code 8. The patient pay amount will be reduced by up to \$50 on each prescription up to a maximum of 10 prescriptions (limit 1 prescription per month). The patient is responsible for any remaining out-of-pocket expense. You will receive an amount equal to the patient savings as your reimbursement from **Therapy First Plus**, plus a handling fee.

Other Coverage Code required: For any questions regarding **Therapy First Plus** online processing, please call the Help Desk at 1-800-422-5604.



* This card reduces your out-of-pocket expense up to \$50 off each eligible third-party prescription (up to a maximum of 10 in 2012). Each prescription filled must be for a minimum of 14 SUBOXONE Sublingual Films. You will be responsible for any remaining out-of-pocket fees. Savings on each prescription filled cannot exceed amount of copay.

Present this card to your pharmacist along with your valid prescription for SUBOXONE Film and your insurance card. Offer expires 12/31/12. Limit to 1 prescription per calendar month and limit 1 offer per patient. For any questions regarding the SUBOXONE Film Copay Card, please call 1-866-814-9844. You may take advantage of only one savings offer from Reckitt Benckiser Pharmaceuticals Inc. at any one time.

This offer is not valid for SUBOXONE prescriptions covered under Medicare, Medicaid, TRICARE, or other federal or state assistance programs. Patients enrolled in any SUBOXONE® product patient assistance program are not eligible to receive this offer. Offer void in Massachusetts. Void where prohibited by law, taxed, or otherwise restricted. The selling, purchasing, trading, or counterfeiting of savings cards is prohibited by law. Offer valid only at participating retail pharmacies in the US. Reckitt Benckiser Pharmaceuticals reserves the right to rescind, revoke, or amend this offer without notice.

Your offer has its own unique ID number. You can't transfer it or provide a copy to another person; only you can use it. If you lose your offer before the first time you use it, simply print out a new copy at SuboxoneFilmCopay.com and bring it to the pharmacy. If you lose your offer after the first time you use it, tell your pharmacist so he or she can validate the transaction.

Please see Important Safety Information on next page, and full Product Information for SUBOXONE Film at suboxone.com

Suboxone® Sublingual
(buprenorphine and naloxone)  Film

Important Safety Information

SUBOXONE® (buprenorphine and naloxone) Sublingual Film (CIII) is indicated for maintenance treatment of opioid dependence as part of a complete treatment plan to include counseling and psychosocial support. Treatment should be initiated under the direction of physicians qualified under the Drug Addiction Treatment Act.

Do not take SUBOXONE Sublingual Film if you are hypersensitive to buprenorphine or naloxone.

SUBOXONE Sublingual Film can be abused in a manner similar to other opioids, legal or illicit.

SUBOXONE Sublingual Film contains buprenorphine, an opioid that can cause physical dependence. Chronic use of SUBOXONE Sublingual Film can cause physical dependence. Do not stop taking SUBOXONE Sublingual Film without talking to your doctor. You could become sick with uncomfortable withdrawal signs and symptoms because your body has become used to this medicine.

SUBOXONE Sublingual Film can cause serious life-threatening breathing problems, overdose and death, particularly when taken by the intravenous (IV) route in combination with benzodiazepines or other central nervous system (CNS) depressants (ie, sedatives, tranquilizers, or alcohol). It is extremely dangerous to self-administer nonprescribed benzodiazepines or other CNS depressants while taking SUBOXONE Sublingual Film.

Liver function should be monitored before and during treatment.

Keep SUBOXONE Sublingual Film out of the sight and reach of children. Children who take SUBOXONE Sublingual Film can have severe, possibly fatal, breathing problems.

Death has been reported in nontolerant, nondependent individuals, especially in the presence of CNS depressants.

Do not inject or take SUBOXONE Sublingual Film before the effects of opioids (eg, heroin, hydrocodone, methadone, morphine, oxycodone) have subsided as you may experience withdrawal symptoms.

Neonatal withdrawal has been reported. Use of products containing buprenorphine in pregnant women or during breast-feeding should only be considered if the potential benefit justifies the potential risk. Pregnancy is considered an adverse event in patients taking buprenorphine-containing products. All pregnancy exposures should be reported (see below). Caution should be exercised when driving vehicles or operating hazardous machinery, especially during dose adjustment as patients may experience drowsiness and slow reaction time.

Common side effects observed with the sublingual administration of SUBOXONE Sublingual Film are numb mouth, sore tongue, redness of the mouth, headache, nausea, vomiting, sweating, constipation, signs and symptoms of withdrawal, insomnia, pain, swelling of the limbs, disturbance of attention, palpitations, and blurred vision.

Cytolytic hepatitis, jaundice, and allergic reactions, including anaphylactic shock, have been reported.

This is not a complete list of potential adverse events associated with SUBOXONE Sublingual Film. Please see full Prescribing Information for a complete list.

To report an adverse event associated with taking SUBOXONE Sublingual Film, please call 1-877-782-6966. You are encouraged to report adverse events of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see full Product Information for SUBOXONE Film at suboxone.com