

NEXAFED®: Next Generation Pseudoephedrine Products

- NEXAFED products are the next generation, maximum strength, non-drowsy pseudoephedrine hydrochloride (HCl) non-prescription medications that combine effective nasal and sinus congestion relief with methamphetamine-detering IMPEDE® technology.
- NEXAFED Decongestant is available in 24-count cartons and is priced comparably to name-brand pseudoephedrine products.
- NEXAFED Decongestant is the only meth-resistant pseudoephedrine product that is just as fast and effective as other commonly used pseudoephedrine products, such as Sudafed®, as shown using FDA bioequivalence testing standards. *
- NEXAFED Decongestant goes one step further than Sudafed® by combining trusted cold and allergy symptom relief with abuse-deterrent IMPEDE technology to help make communities safer.



What Makes NEXAFED Unique: Patented IMPEDE® Technology

- Only NEXAFED products use Acura Pharmaceuticals patented IMPEDE technology – inactive ingredients that disrupt the extraction and conversion of PSE to methamphetamine, commonly known as meth.
- IMPEDE is a combination of safe ingredients that block extraction and significantly disrupt the conversion of PSE into the dangerous illegal drug meth.
- The effectiveness of NEXAFED in reducing local meth production is supported by recent law enforcement data. In Tennessee, pharmacies in some counties have replaced older single ingredient pseudoephedrine products with NEXAFED Decongestant, which was followed by a decrease in meth lab busts of up to 90%¹. Nearly all the pharmacies in West Virginia have adopted a similar policy, and meth lab seizures statewide have been reduced by nearly 65%.¹

NEXAFED Sinus Pressure + Pain (Pseudoephedrine HCl 30-mg/ Acetaminophen 325-mg) immediate-release tablets is a next generation PSE product combining effective relief of nasal and sinus congestion, pressure, and pain with a unique technology that disrupts the conversion of PSE into the dangerous drug, meth. NEXAFED Sinus Pressure + Pain is the first and only meth-detering PSE combination product.

Fast acting NEXAFED Sinus Pressure + Pain is available in 24-count cartons and is priced comparably to Advil® Cold and Sinus (ibuprofen 200mg + pseudoephedrine 30mg) caplets or liquigels. **



For additional information, visit www.nexafed.com.

* Sudafed is a registered trademark and product of Johnson & Johnson.

** Advil is a registered trademark and product of Pfizer.

References:

¹ Data on file; MAGNA Pharmaceuticals, Inc., Louisville, KY

How West Virginia's Pharmacies Helped Curb the Meth Problem



“Through good corporate citizenship, we’ve had a direct result as far as reducing substantially the number of meth labs in our state,” Manchin said. “The results have been overwhelming. We’ve got cold, hard facts to support what they did has helped West Virginia.”

– Senator Joe Manchin, *Charleston Gazette*, December 2014

The West Virginia Way:

By the will of the people fed up with the cost, risk and damage associated with illegal meth production from cold products containing pseudoephedrine (PSE), pharmacy retailers in West Virginia were asked to voluntarily stop selling traditional single-ingredient PSE products and move to exclusively selling next generation products, such as Nexafed® and Zephrex-D® with meth-resistant technology built-in.

The Result:

By mid-2014, nearly all West Virginia retailers complied with the state’s request and opted to replace single ingredient, immediate release PSE products with meth-resistant PSE alternatives.

- ✓ 75 percent of current meth labs seized are using more expensive combination products like Claritin-D® and Advil® Cold and Sinus.
- ✓ PSE sales in West Virginia dropped by over 30 percent during the first six months of 2014 versus the same period in 2013, as reported by The National Association of Drug Diversion Investigators (NADDI).
- ✓ Lab seizures in W. Virginia dropped nearly 40 percent, (decreasing from 531 to 313 in 2013 and 2014 respectively), according to law enforcement agencies.
- ✓ [Officials say](#) W. Virginia is on track to have the lowest level of lab seizures since 2012 with just 123 for the first half of 2015, down nearly 20 percent compared to the first six months of last year.
- ✓ In the past two years, major retailers like [CVS, Walgreens, Rite Aid and Fruth Pharmacy](#) have voluntarily tightened PSE sales restrictions and now stock only meth resistant versions of single ingredient PSE.

METH LAB SEIZURES 2013 - 2015



West Virginia: A Case Study Timeline: 2013 – 2015

AUGUST 2013	OCTOBER 2013	NOVEMBER 2013	JANUARY 2014	JUNE 2014
<p>Fruth Pharmacies across the state voluntarily remove traditional PSEs from shelves and only stock Nexafed.</p>	<p>Law enforcement agencies report 373 meth lab seizures from January through September, the most in state history.</p>	<p>Rite Aid stores stop selling single-ingredient PSE. Kmart follows suit across the state.</p>	<p>Reports confirm meth lab seizures jumped 85 percent in West Virginia at the year's end. Rite Aid in WV stocking only meth-resistant single ingredient PSEs.</p>	<p>Law enforcement sees a 27 percent decrease in meth lab seizures for the first half of 2014.</p>
JULY 2014	DECEMBER 2014	JANUARY 2015	APRIL	JULY 2015
<p>CVS and Walgreens agree to replace single ingredient PSE products with meth-resistant versions.</p>	<p>Meth lab incidents drop by 50 percent from July – November. Overall, meth lab seizures drop by 40 percent for the year compared to 2013.</p>	<p><i>Times West Virginian</i> published an editorial supporting Sen. Manchin's advocacy of legislative measure that would deter meth abuse.</p>	<p>Law enforcement agencies indicate that 62 percent of single-ingredient pseudoephedrine sold in W. Virginia is tamper-resistant</p>	<p><i>Charleston Gazette</i> highlighted a 66 percent decline in meth lab seizures since 2013 in West Virginia.</p>

Senator Manchin Weighs In:



Meth labs on decline in WV
July 2015

"The continued decline of meth lab seizures in West Virginia shows that we can make a difference and stem the tide of meth abuse and production," said Sen. Joe Manchin, D-W.Va., who last year persuaded CVS, Walgreens and Kmart to tighten restrictions on pseudoephedrine sales.



CVS stores in West Virginia stop carrying single-ingredient PSE
July 2014

"CVS's commitment to terminating local sales of single-ingredient pseudoephedrine products will undoubtedly help curb the growth of meth labs and meth abuse," said Manchin, D-W.Va., who pressed CVS executives to make the inventory change over the past several months.

"Substance abuse has ravaged West Virginia, and the local production and abuse of methamphetamine has only added to the epidemic," Manchin said. "It is past time that we take strong action to stop this cycle of abuse."

Meeting Notes of the Substance Abuse Task Force
November 2014



"You've got to keep on fighting," Manchin said. "Something has to be done." "In terms of manufacturing, don't make the single source [pseudoephedrine], or make it tamper proof," Manchin said.