Pfizer Consumer Healthcare, a division of Pfizer Inc
235 East 42nd Street
New York, NY 10017

Pfizer Consumer Healthcare

URGENT: DRUG RECALL

February 17, 2016

ADULT Robitussin® PEAK COLD Cough+Chest Congestion DM

NDC	Lot Number	Expiration Date	SKU	UPC	Configuration/Count
0031-8736-18	R29364	10/17	F00031873618W	3 0031 8736 18 0	Carton containing one 8 fl oz (237 mL) bottle

Dear Pfizer Consumer Healthcare Customer:

Pfizer Consumer Healthcare is voluntarily recalling the above referenced lot of **ADULT Robitussin® PEAK COLD Cough+Chest Congestion DM** because some of the 8 fl oz (237 mL) bottles from this lot are mislabeled as **ADULT Robitussin® MAXIMUM STRENGTH Nighttime Cough DM**. There is no product quality issue with the bottle contents as the released product met all release specifications for ADULT Robitussin® PEAK COLD Cough+Chest Congestion DM. The product cartons are not affected by this issue. Please note that consumption of this product is not likely to cause adverse health consequences.

FEDERAL REGULATION 21 CFR 7.49 (d) RESPONSIBILITY OF RECIPIENT STATES: "CONSIGNEES THAT RECEIVE A RECALL COMMUNICATION SHOULD IMMEDIATELY CARRY OUT THE INSTRUCTIONS SET FORTH BY THE RECALLING FIRM …" PFIZER INC RECOMMENDS THAT YOU RESPOND TO THIS RECALL, EVEN IF YOU DO NOT HAVE THE RECALLED PRODUCT. TO RESPOND, COMPLETE THE REQUESTED INFORMATION ON THE ENCLOSED POSTAGE-PAID, BUSINESS REPLY CARD (BRC) AND RETURN IT TO US, AS DIRECTED, WITHIN FIVE (5) BUSINESS DAYS. If you have any questions about responding to this letter, please contact Stericycle Inc. at 1-800-805-3093 (Mon.-Fri. 8 am-5 pm EST).

The recall of the above referenced lot of **ADULT Robitussin® PEAK COLD Cough+Chest Congestion DM** is being conducted to the **Retail level**.

Our records indicate that you may have received shipment of the affected lot between December 2015 and February 2016. Please check your stock immediately against the table above. If you have any of the affected product in your inventory, please stop distribution immediately and promptly return it to Stericycle Inc.; 2670 Executive Drive, Suite A; Indianapolis, IN 46241; Attn: Event 8006 using the enclosed pre-paid UPS label. If you received this notification without the prepaid UPS label and BRC, require additional shipping labels, or have questions regarding the return procedure, please contact Stericycle Inc. at 1-800-805-3093. You will receive credit from Pfizer Consumer Healthcare **only for the affected lot number**.

If you have further distributed any of this lot to other wholesale, warehouse or retail level accounts, please conduct a sub-recall to those accounts and communicate this recall information immediately. Please request that they immediately cease distribution of the affected lot and promptly return the product to you for credit. Subsequently, you should contact Stericycle Inc. at 1-800-805-3093 for instructions on returning the recalled product you receive from your sub-accounts.

This recall is being conducted with the knowledge of the U.S. Food and Drug Administration. We appreciate your immediate attention and cooperation, and sincerely regret any inconvenience this action may cause you. If you have any questions regarding the product, please contact the Pfizer Consumer Healthcare Information Line at 1-800-762-4675 (Mon.-Fri. 9 am-5 pm EST) and select option #5.

Sincerely,

Anabel Ocasio
Vice President, Consumer Healthcare Quality Operations

ADULT Robitussin® PEAK COLD Cough+Chest Congestion DM Carton
with mislabeled bottle of ADULT Robitussin® MAXIMUM STRENGTH Nighttime Cough DM

NDC	Lot Number	Expiration Date	SKU	UPC	Configuration/Count
0031-8736-18	R29364	10/17	F00031873618W	3 0031 8736 18 0	Carton containing one 8 fl oz (237 mL) bottle