



McNeil Consumer Healthcare, 7050 Camp Hill Road, Fort Washington, PA 19034

October 10, 2007

To Our Valued Trade Customer:

At McNeil Consumer Healthcare, we are committed to the health and safety of your consumers and their families. As part of this commitment, we would like to share important information related to over-the-counter (OTC) pediatric cough and cold medicines.

When used as directed, OTC children's cough and cold medicines are generally recognized as safe and effective. Most parents use these cough and cold medicines appropriately. However, our assessment of the use of these medicines reveals rare instances of misuse leading to overdose, especially in children under the age of 2 years.

Therefore, we have decided to voluntarily withdraw the following over-the-counter (OTC) infants' cough and cold medicines from the market to reduce instances of misuse leading to overdose:

- Concentrated Tylenol® Infants' Drops Plus Cold
- Concentrated Tylenol® Infants' Drops Plus Cold & Cough
- PediaCare® Infant Dropper Decongestant
- PediaCare® Infant Dropper Long-Acting Cough
- PediaCare® Infant Drops Decongestant (containing pseudoephedrine)
- PediaCare® Infant Dropper Decongestant & Cough
- PediaCare® Infant Drops Decongestant & Cough (containing pseudoephedrine)

We ask that you return all warehouse and retail quantities per the attached action steps. Consumers will be advised if they have these products in their household, to please discontinue use in children under the age of two. They will also receive a coupon for a McNeil Consumer Healthcare product of their choice.

This voluntary removal does not include:

- Children's Tylenol cough and cold medicines for children over age two
- PediaCare children's cough and cold medicines for children over age two
- Infants' and Children's Tylenol pain relievers and fever reducers
- Infants' and Children's Motrin pain relievers and fever reducers

Additionally, industry plans are under way to strengthen the labels of OTC cough and cold medicines for children between the ages of two to twelve to say "Do Not Use" for children under two years old. This recommendation, as well as other industry efforts, was provided to the U.S. Food and Drug Administration for its upcoming advisory committee meeting later this month. While we plan to present a number of recommendations for discussion at this meeting, we decided to move forward with this withdrawal prior to the meeting period. We hope this decision will allay any consumer confusion about the safety of these messages recently generated in the media and give consumers all of the information they need to use these medicines correctly.

Thank you for your continued trust and support. If you have any questions, please contact your Johnson & Johnson Sales and Logistics company representative.