In maintenance therapy and relapsed or refractory NSCLC

Extending survival *for moments that matter*

Safety and effectiveness have not been studied in pediatric patients.

Tarceva is approved in NSCLC for a broad* patient population, irrespective of histology or biomarker status

*Tarceva trials included a broad intent-to-treat population; please see pages 7 and 13 for study designs.

Non-small cell lung cancer (NSCLC) indications

Tarceva monotherapy is indicated for:

- the maintenance treatment of patients with locally advanced or metastatic non-small cell lung cancer (NSCLC) whose disease has not progressed after four cycles of platinum-based first-line chemotherapy.
- the treatment of patients with locally advanced or metastatic non-small cell lung cancer after failure of at least one prior chemotherapy regimen.

Results from two, multicenter, placebo-controlled, randomized, phase III trials conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of Tarceva with platinum-based chemotherapy [carboplatin and paclitaxel or gemcitabine and cisplatin] and its use is not recommended in that setting.

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva® erlotinib tablets

Proven to prolong survival

In maintenance therapy and relapsed or refractory NSCLC

Tarceva is proven to extend overall survival[1]

As maintenance therapy in stage IIIB/IV NSCLC

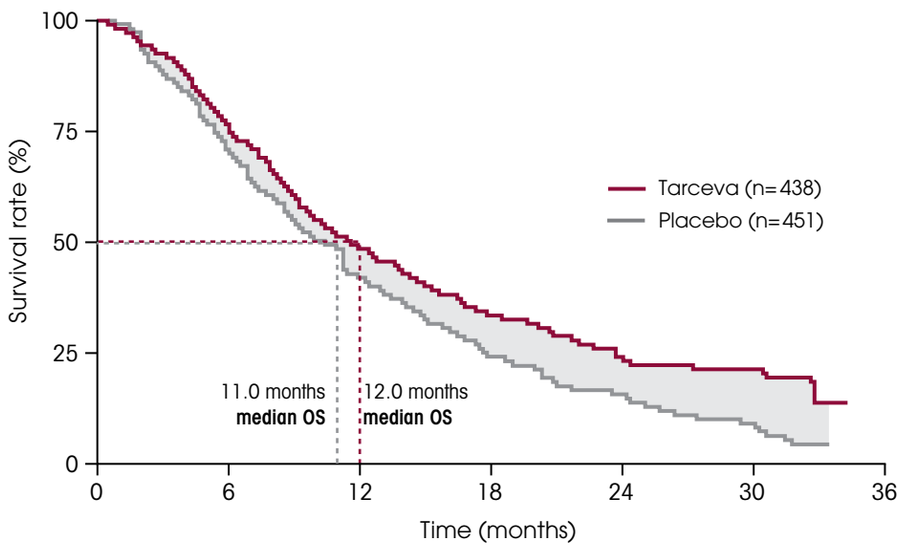
Tarceva is approved as maintenance therapy for a broad patient population[1]

- NCCN guidelines recommend erlotinib as an option for maintenance therapy based on the SATURN trial.[2]

Tarceva significantly prolonged overall survival in a broad patient population[1]

19% reduction in risk of death[1]

OS in the SATURN ITT* population



Hazard ratio=0.81
(95% CI=0.70-0.95)
Log-rank *P*=0.0088

Tarceva significantly prolonged progression-free survival in a broad patient population, based on investigator's assessment[1]

- Tarceva reduced risk of cancer progression or death in the ITT population of the SATURN trial by 29% (HR=0.71; 95% CI=0.62-0.82; *P*<0.0001; median: 2.8 months with Tarceva vs 2.6 months with placebo).[1]

In both NSCLC treatment settings, serious adverse reactions have occurred with Tarceva; the most common adverse reactions associated with Tarceva are generally manageable[1]

- Warnings and precautions associated with Tarceva, including fatalities, in NSCLC include Interstitial Lung Disease (ILD), renal failure, hepatotoxicity, hepatic impairment, gastrointestinal perforation, bullous and exfoliative skin disorders, ocular disorders, and elevated INR and potential bleeding. Tarceva is pregnancy category D.[1]
- The most common adverse reactions in patients with NSCLC receiving Tarceva monotherapy 150 mg as maintenance therapy were grades 1 and 2 rash (43.2%) and diarrhea (18.5%).[1]
- The most common adverse reactions in patients receiving Tarceva monotherapy 150 mg for relapsed or refractory NSCLC were grades 1 and 2 rash (~66%) and diarrhea (~47%).[1]

*Intent to treat.

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

In relapsed or refractory stage IIIB/IV NSCLC

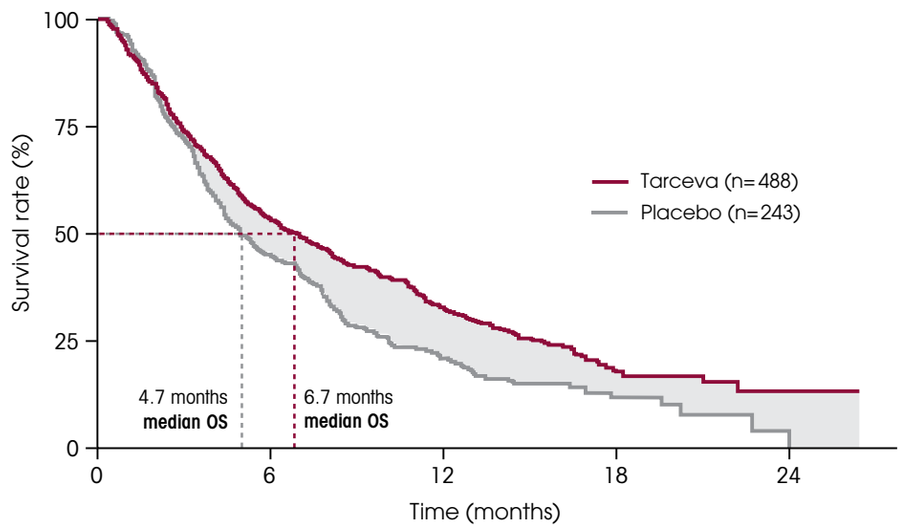
Tarceva is approved in the relapsed or refractory setting for a broad patient population[1]

- NCCN guidelines recommend erlotinib as an option for second-line NSCLC therapy based on the results of the BR.21 trial.[2]

Tarceva significantly prolonged overall survival in a broad patient population[1]

27% reduction in risk of death[1]

OS in the BR.21 ITT* population



Hazard ratio=0.73
(95% CI=0.61-0.86)
Log-rank *P*<0.001

Based on a retrospective exploratory analysis, the overall survival benefit in the ITT population extended to squamous cell carcinoma, a difficult-to-treat disease[3-5]

- Tarceva reduced the risk of death by 33% (HR=0.67; 95% CI=0.5-0.9; *P*=0.007; median: 5.6 months with Tarceva vs 3.6 months with placebo).[3]

Tarceva significantly prolonged progression-free survival in a broad patient population[1]

- Tarceva reduced risk of cancer progression or death in the ITT population of the BR.21 trial by 41% (HR=0.59; 95% CI=0.50-0.70; *P*<0.001; median: 2.3 months with Tarceva vs 1.8 months with placebo).[1]

Tarceva® erlotinib tablets

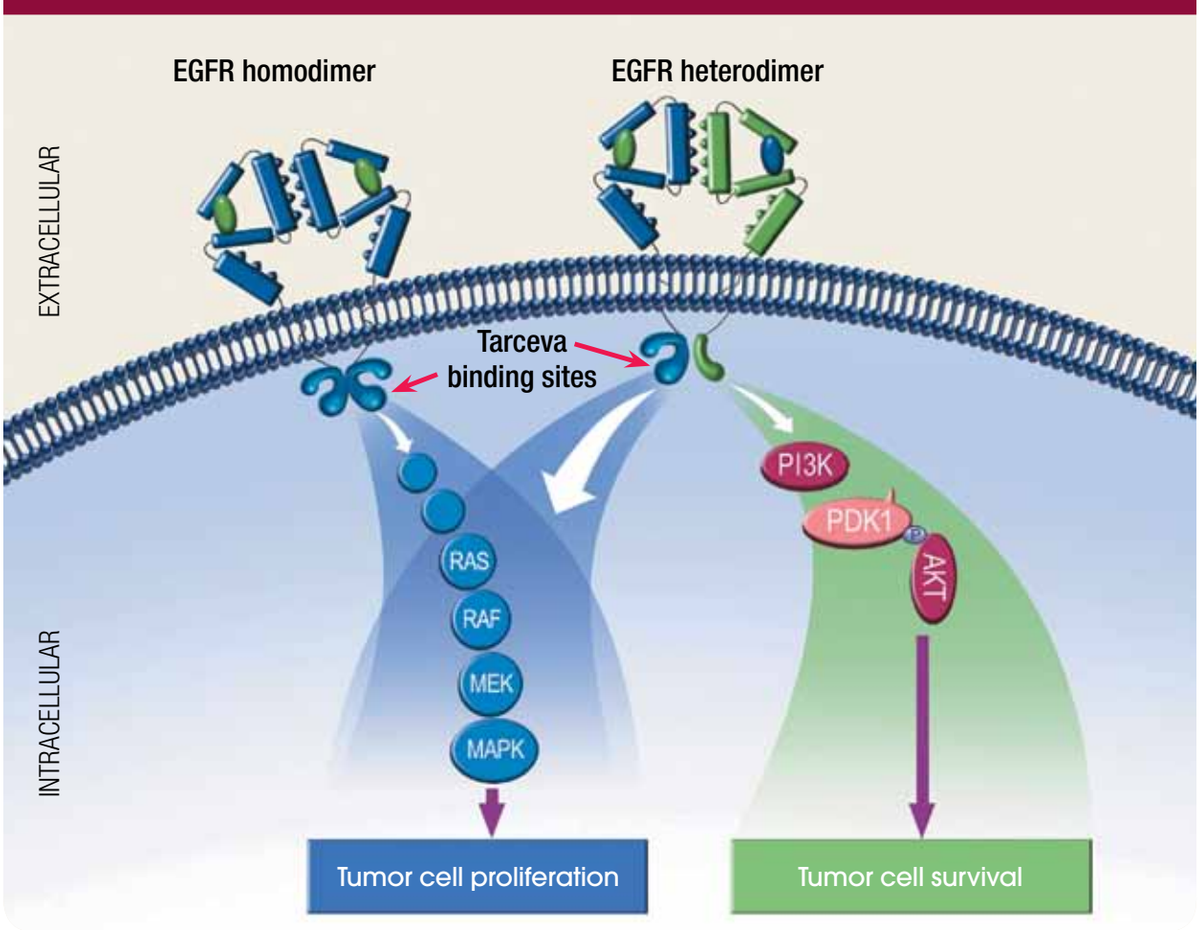
*Intent to treat.

Tarceva in preclinical studies

Limits tumor cell proliferation and tumor cell survival

EGFR is an important signaling receptor in NSCLC[6]

Tarceva is designed to inhibit key signaling pathways within NSCLC tumor cells[7-9]



- Epidermal growth factor receptor (EGFR) is essential for regulation of normal cell growth and differentiation, but its dysregulation can lead to uncontrolled cell proliferation and malignancy.[6]
- Tarceva binds to the EGFR homodimer and heterodimer tyrosine kinase domains. *This activity may inhibit both tumor cell proliferation and tumor cell survival.*[8]
- **The mechanism of clinical antitumor action of Tarceva is not fully characterized.**[1]

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva in the **maintenance setting**

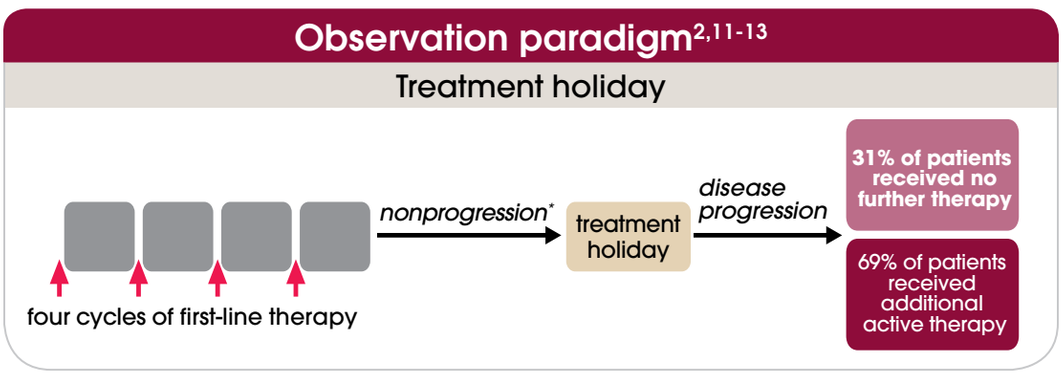
Tarceva® erlotinib tablets

Tarceva as maintenance therapy in stage IIIB/IV NSCLC

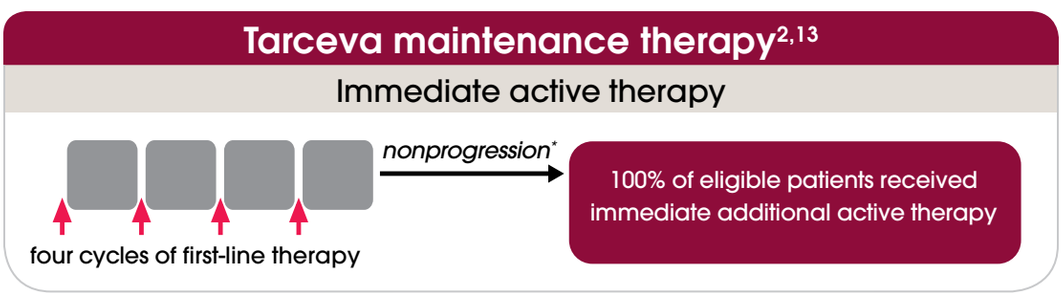
Ensures that patients receive immediate active therapy after first-line treatment, which has been proven to prolong overall survival[1,10]

In several trials studying different maintenance regimens, 31% of patients given a treatment holiday did not receive any further active therapy[11-13]

- Rapid progression, declining performance status, and increased symptom burden may render patients unsuitable to receive further treatment.[12,14]



Immediate maintenance therapy with Tarceva enables more patients to receive active therapy after first-line treatment[10,13]



As maintenance therapy, Tarceva offers:

- An oral formulation that provides an alternative to intravenous infusions.
- A proven survival benefit (HR=0.81; 95% CI=0.70-0.95; *P*=0.0088; median: 12.0 months with Tarceva vs 11.0 months with placebo).[1]

Important safety information

- There have been reports of serious Interstitial Lung Disease (ILD)-like events, including fatalities, in patients receiving Tarceva.[1]

*Complete response/partial response/stable disease.

"[M]aintenance therapy may achieve its effect because active drugs administered before disease progression can prevent complications of the disease from rendering patients unable to receive [further therapy]."[14]

Jong-Mu Sun, MD
Samsung Medical Center
Sungkyunkwan University
Seoul, South Korea

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Tarceva as maintenance therapy in stage IIIB/IV NSCLC

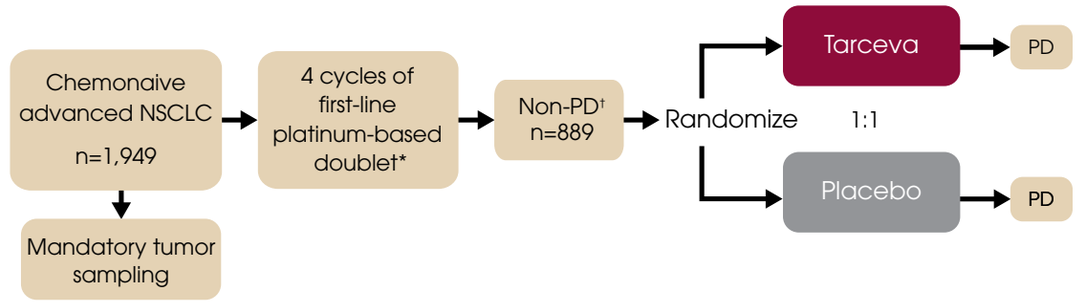
Approved after first-line chemotherapy for a broad patient population, irrespective of histology or biomarker status[1]

NCCN guidelines recommend erlotinib as an option for maintenance therapy based on the SATURN trial[2]

- Tarceva is the only FDA-approved oral option for NSCLC maintenance therapy.[1]
- Tarceva monotherapy is indicated for the maintenance treatment of patients with locally advanced or metastatic NSCLC whose disease has not progressed after four cycles of platinum-based first-line chemotherapy.[1]
- Results from two, multicenter, placebo-controlled, randomized, phase III trials conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of Tarceva with platinum-based chemotherapy (carboplatin and paclitaxel or gemcitabine and cisplatin) and its use is not recommended in that setting.[1]

SATURN was an international, placebo-controlled, randomized, double-blind phase III study[1,13]

SATURN study design[1,13]



- SATURN included patients with the following histology types[1,13]:
  - Squamous cell carcinoma
  - Nonsquamous cell carcinoma (adenocarcinoma, large-cell, other)
- Coprimary end points[1,13]
  - Progression-free survival (PFS) in all patients
  - PFS in patients with EGFR IHC-positive tumors
- Secondary end points[13]
  - Overall survival (OS) in all patients and those with EGFR IHC-positive tumors
  - OS and PFS in EGFR IHC-negative tumors
  - Safety
- The intent-to-treat population in the SATURN trial included patients of varying age, sex, stage (IIIB or IV), race, ECOG performance status (0 or 1), smoking status, histology, response to prior chemotherapy, EGFR IHC status, and EGFR mutation status.[1,13]

Tarceva® erlotinib tablets

*Cisplatin/paclitaxel, cisplatin/gemcitabine, cisplatin/docetaxel, cisplatin/vinorelbine, carboplatin/gemcitabine, carboplatin/docetaxel, or carboplatin/paclitaxel.[3]

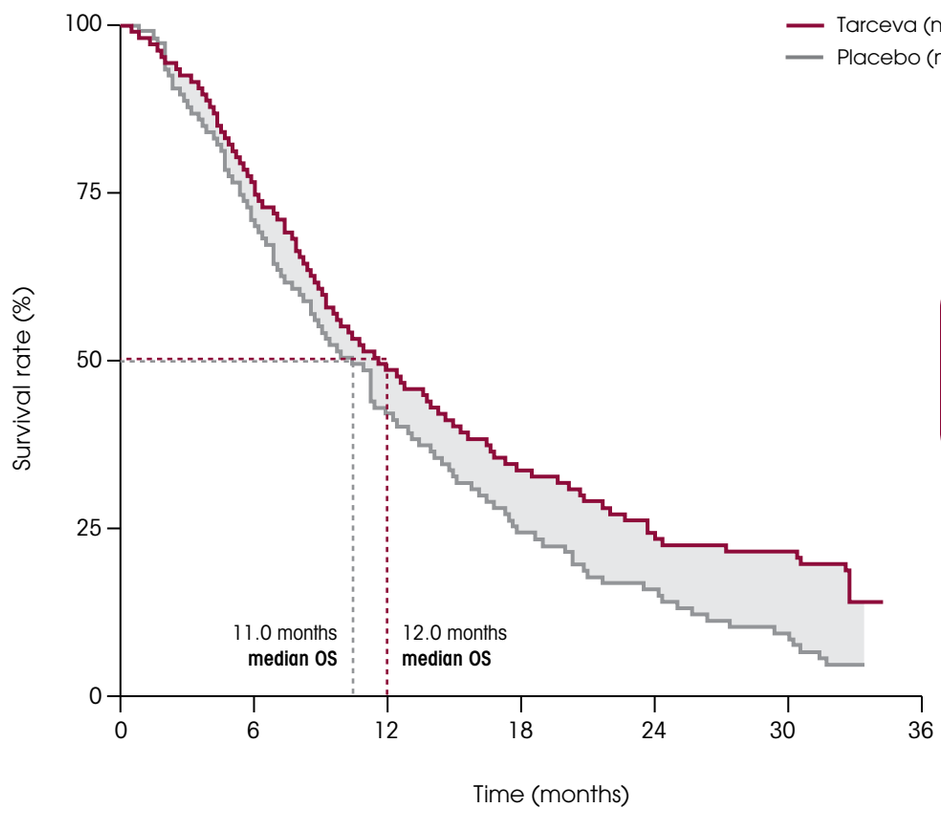
†Progressive disease.

Tarceva as maintenance therapy in stage IIIB/IV NSCLC

Significantly prolonged overall survival in a broad patient population[1]

19% reduction in risk of death[1]

OS in the SATURN ITT* population



Hazard ratio=0.81
(95% CI=0.70-0.95)
Log-rank *P*=0.0088

Important safety information

- Cases, including fatalities, of hepatic failure; hepatorenal syndrome; acute renal failure; gastrointestinal perforation; and bullous, blistering, and exfoliative skin conditions, including cases suggestive of Stevens-Johnson syndrome/toxic epidermal necrolysis, have been reported during use of Tarceva.[1]
- Renal insufficiency and corneal perforation/ulceration have also been reported during use of Tarceva.[1]

"[T]he results from the SATURN study provide a strong rationale for introducing Tarceva as a maintenance therapy in this difficult-to-treat disease."[15]

Federico Cappuzzo, MD
Istituto Clinico Humanitas IRCCS
Milan, Italy

*Intent to treat.

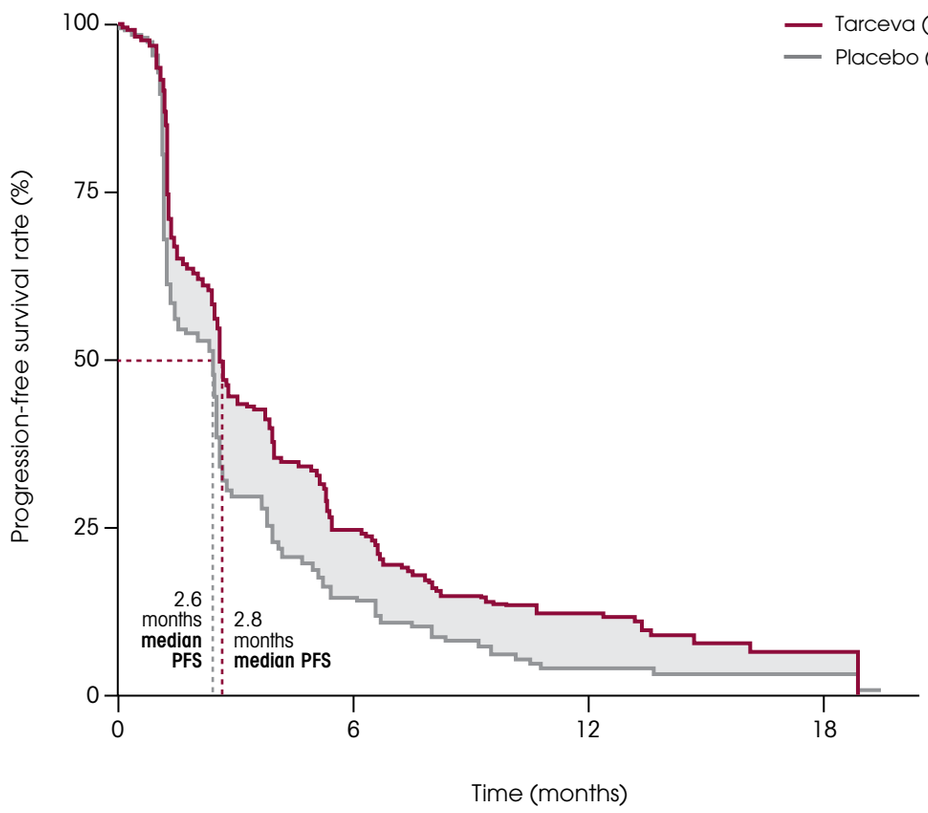
Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva as maintenance therapy in stage IIIB/IV NSCLC

Significantly prolonged progression-free survival in a broad patient population[1]

29% reduction in risk of cancer progression or death[1]

PFS based on investigator's assessment in the SATURN ITT* population



Hazard ratio=0.71
(95% CI=0.62-0.82)
Log-rank *P*<0.0001

Tarceva® erlotinib tablets

*Intent to treat.

Adverse reactions with Tarceva as maintenance therapy for advanced NSCLC

Serious adverse reactions have occurred with Tarceva; the most common adverse reactions associated with Tarceva are generally manageable[1]

- Serious adverse reactions have been associated with Tarceva therapy.[1]
  - Warnings and precautions associated with Tarceva, including fatalities, in NSCLC include Interstitial Lung Disease (ILD), renal failure, hepatotoxicity, hepatic impairment, gastrointestinal perforation, bullous and exfoliative skin disorders, ocular disorders, and elevated INR and potential bleeding. Tarceva is pregnancy category D.[1]

Most common treatment-related adverse reactions in the SATURN trial[1]*

Adverse reaction	Tarceva n=433		Placebo n=445	
NCI-CTC grade†	Any grade	Grade 3	Any grade	Grade 3
MedDRA preferred term	%	%	%	%
Rash	49.2	6.0	5.8	0
Diarrhea	20.3	1.8	4.5	0
Anorexia	9.2	<1	4.9	<1
Fatigue	9.0	1.8	5.8	1.1
Pruritus	7.4	<1	2.7	0
Acne	6.2	<1	0	0
Dermatitis acneiform	4.6	<1	1.1	0
Dry skin	4.4	0	<1	0
Weight decreased	3.9	<1	<1	0
Paronychia	3.9	<1	0	0

*Adverse reactions occurring more frequently (≥3%) in the single-agent Tarceva group than in the placebo group and in ≥3% of patients in the Tarceva group.[1]

† There were no grade 4 reactions in SATURN.[1]

- The most common adverse reactions in patients with NSCLC receiving Tarceva monotherapy 150 mg as maintenance therapy were grades 1 and 2 rash (43.2%) and diarrhea (18.5%).[1]

SATURN trial	Study discontinuation[1]		Dose reduction or interruption[1]	
	Rash %	Diarrhea %	Rash %	Diarrhea %
	1.2	0.5	5.1	2.8

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"Currently, the choice of agent depends on a number of factors, including the patient's comorbidities, toxicity from previous treatments, the risk for neutropenia, smoking history, and patient preference."[4]

Thomas Stinchcombe, MD
Lineberger Comprehensive Cancer Center
University of North Carolina at Chapel Hill
Chapel Hill, NC

Safety and effectiveness have not been studied in pediatric patients.

Tarceva®
erlotinib
tablets

Tarceva in the relapsed or refractory setting

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva in relapsed or refractory stage IIIB/IV NSCLC

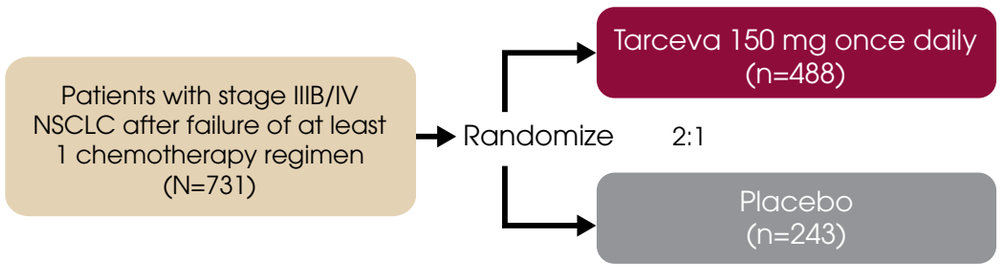
Approved for a broad patient population, irrespective of histology or biomarker status[1]

NCCN guidelines recommend erlotinib as an option for second-line NSCLC therapy based on the results of the BR.21 trial[2]

- Tarceva is the only oral therapy that is FDA approved for the treatment of relapsed or refractory NSCLC in a broad patient population, which includes patients with squamous cell carcinoma.[1]
- Tarceva monotherapy is indicated for the treatment of patients with locally advanced or metastatic NSCLC after failure of at least one prior chemotherapy regimen.[1]
- Results from two, multicenter, placebo-controlled, randomized, phase III trials conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of Tarceva with platinum-based chemotherapy (carboplatin and paclitaxel or gemcitabine and cisplatin) and its use is not recommended in that setting.[1]

BR.21 was an international, placebo-controlled, randomized, double-blind phase III study[1]

BR.21 study design[1]



- BR.21 included patients with several different histology types[1]
  – Histologies included squamous cell carcinoma, adenocarcinoma, undifferentiated large-cell, mixed non-small cell, and other.[1]
- Primary end point[1]
  – Overall survival in all patients
- Secondary end points[1,16]
  – Objective response, determined using RECIST criteria
  – Duration of response
  – Progression-free survival
- The intent-to-treat population in the BR.21 trial included patients of varying age, sex, race, ECOG performance status (0-3), smoking status, histology, number of prior regimens (1-3), response to prior chemotherapy, and EGFR IHC status.[1,16]

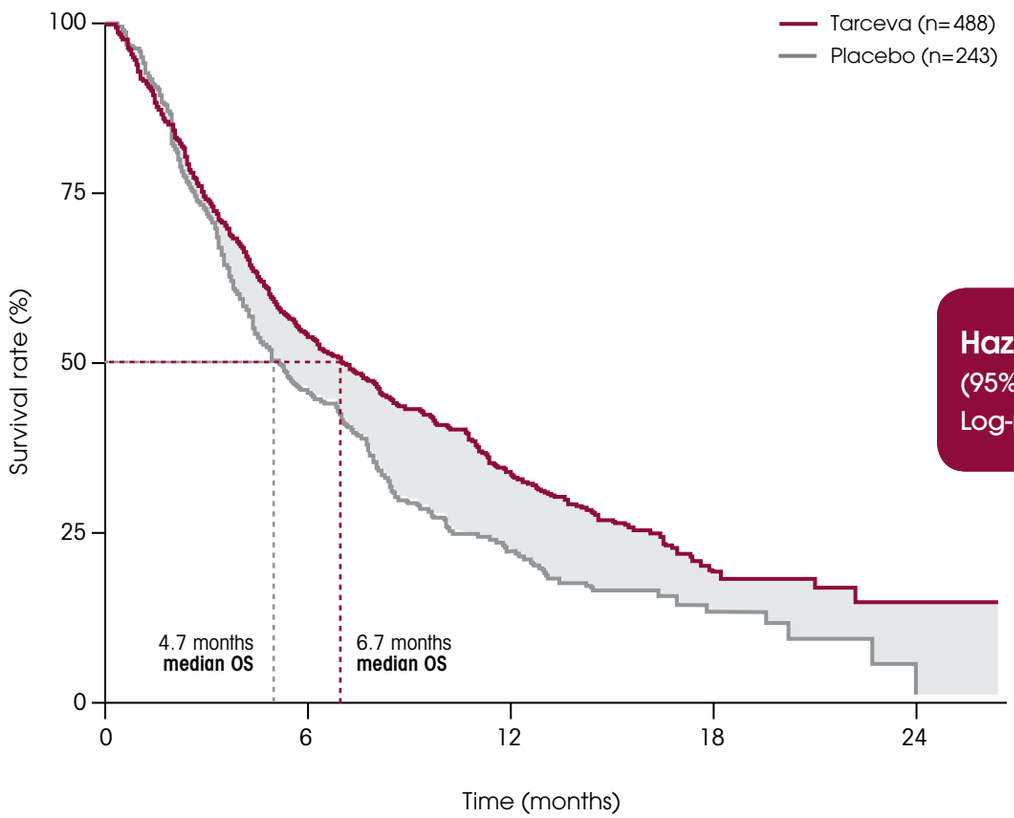
Tarceva® erlotinib tablets

Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Significantly prolonged overall survival in a broad patient population[1]

27% reduction in risk of death[1]

OS in the BR.21 ITT* population



Hazard ratio=0.73
(95% CI=0.61-0.86)
Log-rank *P*<0.001

Important safety information

- International Normalized Ratio (INR) elevations and infrequent reports of bleeding events, including gastrointestinal and nongastrointestinal bleeding, have been reported in clinical studies, some associated with concomitant warfarin administration.[1]
- While receiving Tarceva therapy, women should be advised to avoid pregnancy or breastfeeding.[1]
- The most common adverse reactions in patients with NSCLC receiving single-agent Tarceva were rash and diarrhea.[1]

"[E]rlotinib, an oral tyrosine kinase inhibitor of EGFR, prolongs survival…as compared with placebo, in previously treated patients with non–small-cell lung cancer."[16]

Frances A. Shepherd, MD
University of Toronto
Toronto, Canada

All data are based on Tarceva after failure of at least one prior chemotherapy regimen.
*Intent to treat.

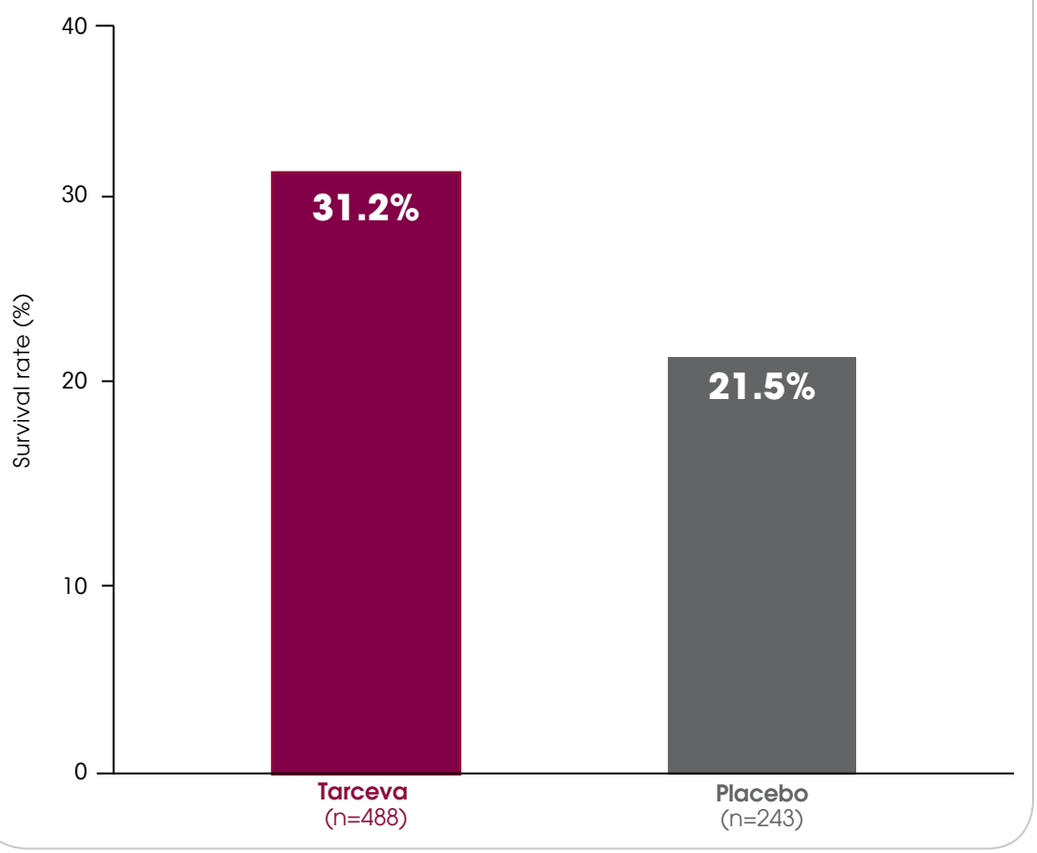
Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Improved 1-year survival in a broad patient population[1]

Improved 1-year survival rate[1]

Patients alive at 1 year in BR.21 ITT* population



- Tarceva increased the 1-year survival rate by nearly 10 percentage points compared to placebo.[1]

Tarceva® erlotinib tablets

*Intent to treat.

Based on a retrospective exploratory analysis, with Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Overall survival benefit in the ITT* population extended to squamous cell carcinoma[3]

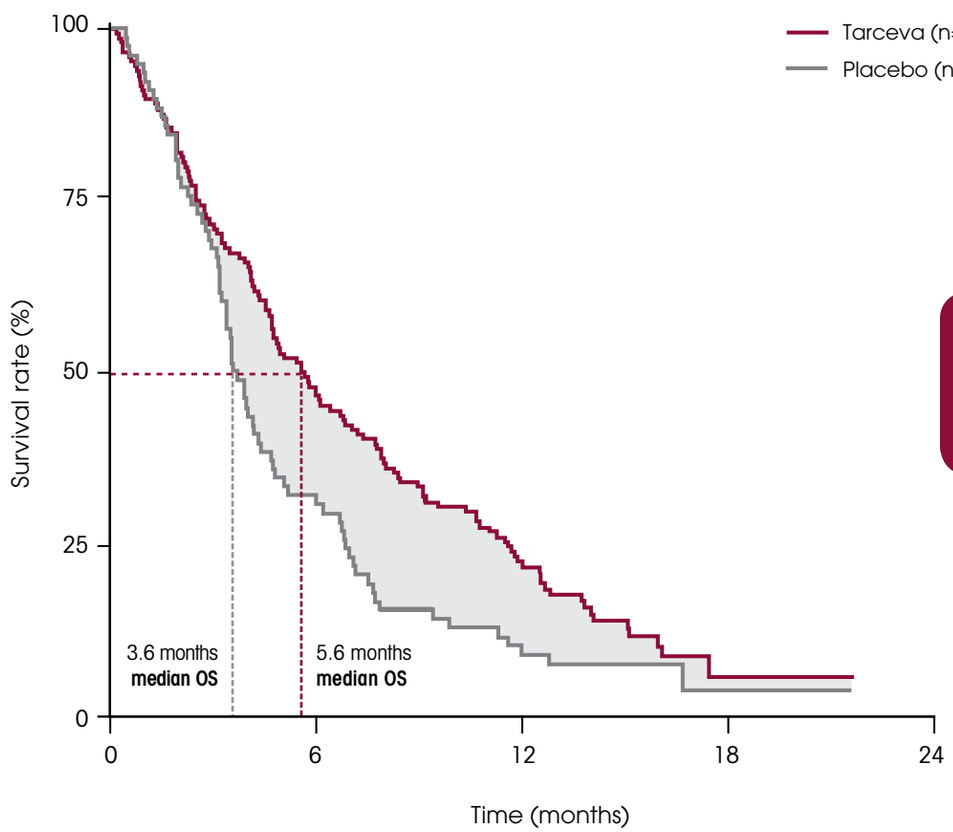
Tarceva significantly prolonged OS in the ITT population[1]

- Tarceva reduced the risk of death in the ITT population by 27% (HR=0.73; 95% CI=0.61-0.86; *P*<0.001; median: 6.7 months with Tarceva vs 4.7 months with placebo).[1]
- Please refer to the Kaplan-Meier curve on page 14.

Tarceva significantly prolonged OS in squamous cell carcinoma, a difficult-to-treat disease[3-5]

33% reduction in risk of death[3]

OS in BR.21 squamous cell carcinoma



Hazard ratio=0.67
(95% CI=0.5-0.9)
Log-rank *P*=0.007

Important safety information

- Warnings and precautions associated with Tarceva, including fatalities, in NSCLC include Interstitial Lung Disease (ILD), renal failure, hepatotoxicity, hepatic impairment, gastrointestinal perforation, bullous and exfoliative skin disorders, ocular disorders, and elevated INR and potential bleeding. Tarceva is pregnancy category D.[1]

*Intent to treat.

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Based on a retrospective exploratory analysis,
with Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Overall survival benefit in the ITT* population extended to adenocarcinoma[3]

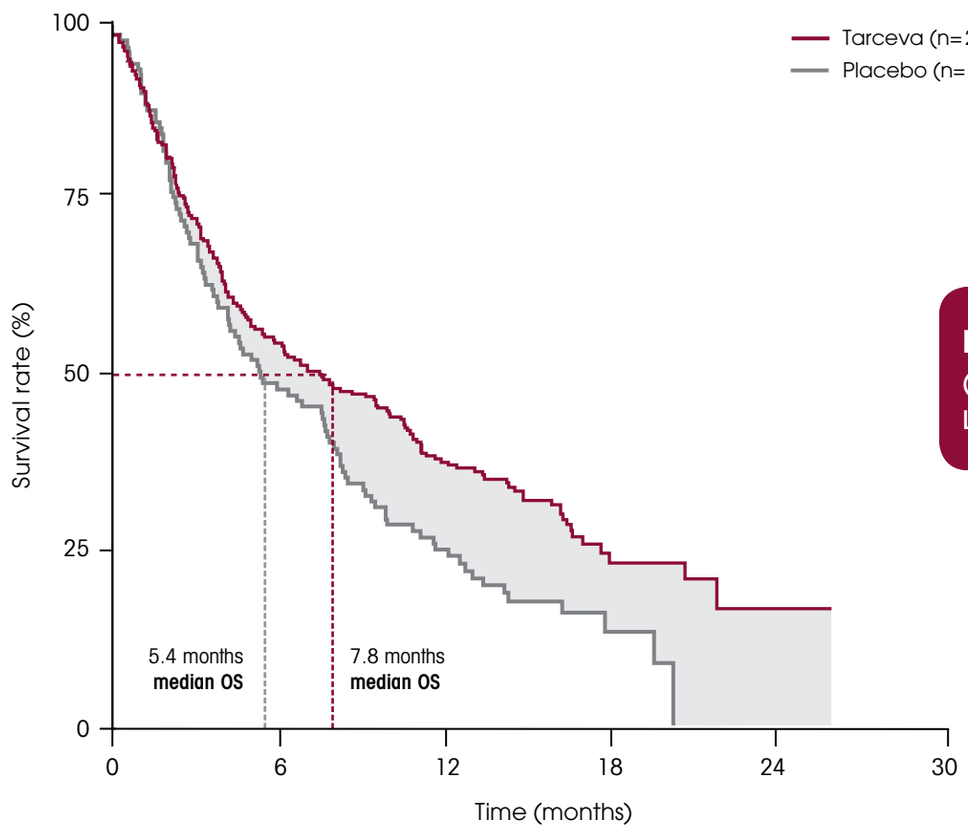
Tarceva significantly prolonged OS in the ITT population[1]

- Tarceva reduced the risk of death in the ITT population by 27% (HR=0.73; 95% CI=0.61-0.86; *P*<0.001; median: 6.7 months with Tarceva vs 4.7 months with placebo).[1]
- Please refer to the Kaplan-Meier curve on page 14.

Tarceva significantly prolonged OS in adenocarcinoma[3]

29% reduction in risk of death[3]

OS in BR.21 adenocarcinoma



Hazard ratio=0.71
(95% CI=0.6-0.9)
Log-rank *P*=0.008

- No benefit was observed in other histologies (n=144); HR=1.04 (95% CI=0.7-1.5; *P*=0.840).[3]

Tarceva® erlotinib tablets

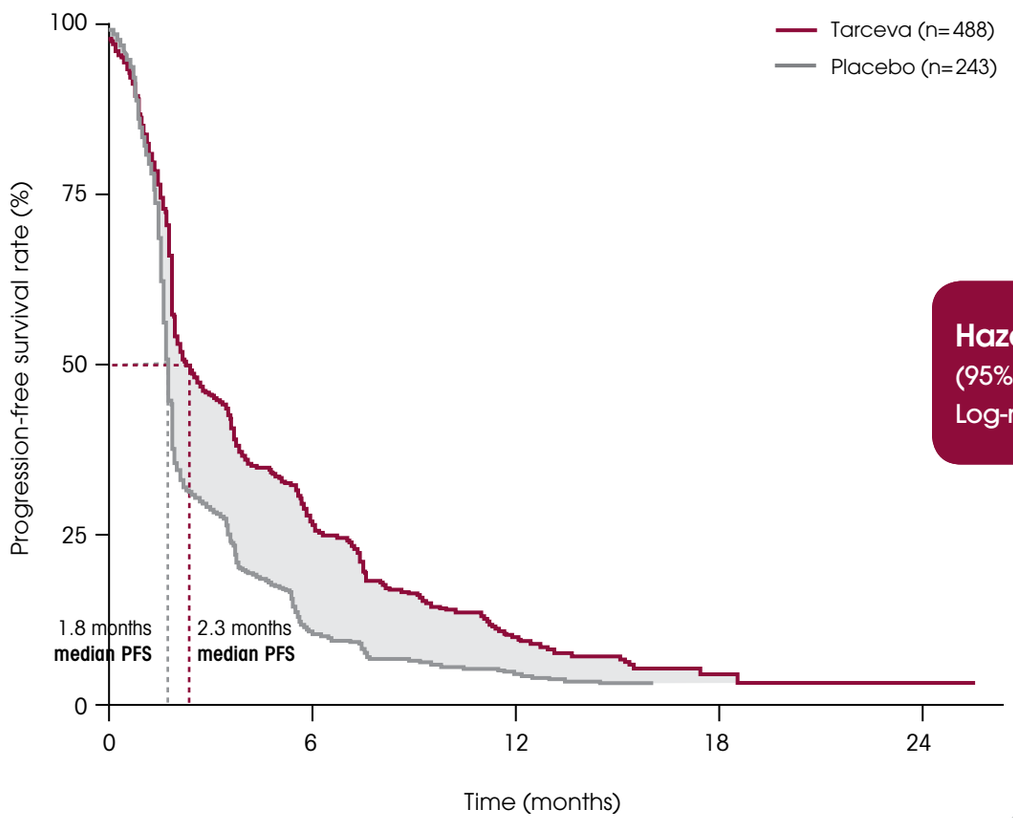
*Intent to treat.

Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Significantly prolonged progression-free survival in a broad patient population[1]

41% reduction in risk of cancer progression or death[1]

PFS in the BR.21 ITT* population



Hazard ratio=0.59
(95% CI=0.50-0.70)
Log-rank *P*<0.001

Important safety information

- The use of Tarceva should be discontinued in patients who develop Interstitial Lung Disease or gastrointestinal perforation. Tarceva should be interrupted or discontinued in patients with severe dehydration; in patients with hepatic failure; in patients with severe bullous, blistering, or exfoliative skin conditions; or in patients with acute/worsening ocular disorders.[1]

All data are based on Tarceva after failure of at least one prior chemotherapy regimen.
*Intent to treat.

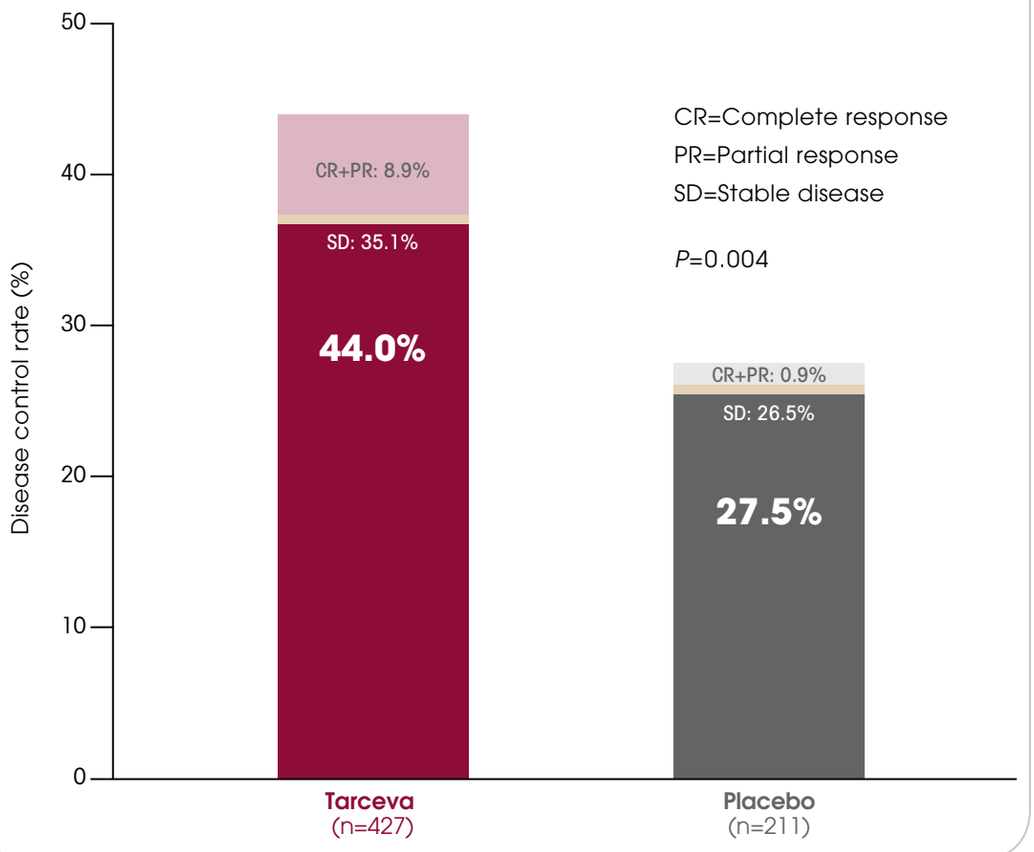
Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva in relapsed or refractory stage IIIB/IV NSCLC

Significantly increased disease control rate in a broad patient population[1]

Increased disease control rate[1,3]

CR + PR + SD in the BR.21 ITT* population



- Tarceva significantly increased response rate (CR+PR) compared to placebo ($P<0.001$).[1]
- Median duration of response in patients with measurable disease was 7.9 months with Tarceva (n=38) vs 3.7 months with placebo (n=2).[1,3]

All data are based on Tarceva after failure of at least one prior chemotherapy regimen.
*Intent to treat.

Tarceva® erlotinib tablets

Adverse reactions with Tarceva in relapsed or refractory NSCLC

Serious adverse reactions have occurred with Tarceva; the most common adverse reactions associated with Tarceva are generally manageable[1]

- Serious adverse reactions have been associated with Tarceva therapy.[1]
  - Warnings and precautions associated with Tarceva, including fatalities, in NSCLC include Interstitial Lung Disease (ILD), renal failure, hepatotoxicity, hepatic impairment, gastrointestinal perforation, bullous and exfoliative skin disorders, ocular disorders, and elevated INR and potential bleeding. Tarceva is pregnancy category D.[1]

Most common treatment-related adverse reactions in the BR.21 trial[1]*

Adverse reaction	Tarceva n=485			Placebo n=242		
NCI-CTC grade	Any grade	Grade 3	Grade 4	Any grade	Grade 3	Grade 4
MedDRA preferred term	%	%	%	%	%	%
Rash	75	8	<1	17	0	0
Diarrhea	54	6	<1	18	<1	0
Fatigue	52	14	4	45	16	4
Anorexia	52	8	1	38	5	<1
Dyspnea	41	17	11	35	15	11
Cough	33	4	0	29	2	0
Nausea	33	3	0	24	2	0
Infection	24	4	0	15	2	0
Vomiting	23	2	<1	19	2	0
Stomatitis	17	<1	0	3	0	0
Pruritus	13	<1	0	5	0	0
Conjunctivitis	12	<1	0	2	<1	0
Dry skin	12	0	0	4	0	0
Keratoconjunctivitis sicca	12	0	0	3	0	0
Abdominal pain	11	2	<1	7	1	<1

*Adverse reactions occurring more frequently (≥3%) in the single-agent Tarceva 150 mg group than in the placebo group and in ≥10% of patients in the Tarceva group.[1]

- The most common adverse reactions in patients receiving Tarceva monotherapy 150 mg for relapsed or refractory NSCLC were grades 1 and 2 rash (~66%) and diarrhea (~47%).[1]

BR.21 trial	Study discontinuation[1]		Dose reduction[1]	
	Rash %	Diarrhea %	Rash %	Diarrhea %
	1	1	6	1

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

In maintenance and relapsed or refractory stage IIIB/IV NSCLC

Tarceva is the only oral treatment option, providing an alternative to intravenous infusions

Dosing and administration

- The recommended daily dose of Tarceva for NSCLC is **150 mg taken orally on an empty stomach.**[1]
- As one way to help minimize adverse reactions, Tarceva should be taken on an empty stomach at least **one hour before or two hours after eating.**[1]

Dose reduction, interruption, or discontinuation

- In Tarceva-treated patients, dose reduction, interruption, and/or discontinuation may be required to manage the following adverse reactions[1]:
  - Acute onset of new or progressive pulmonary symptoms, such as dyspnea, cough, or fever (pending diagnostic evaluation)
  - Interstitial Lung Disease (ILD)
  - Hepatic failure or gastrointestinal perforation
  - Dehydration in patients at risk for renal failure
  - Severe bullous, blistering, or exfoliative skin conditions
  - Acute/worsening ocular disorders
  - Severe diarrhea in patients who are unresponsive to loperamide or who become dehydrated
  - Severe skin reactions
- When dose reduction is necessary, the Tarceva dose should be reduced in 50-mg decrements.[1]

Active smokers

- Tarceva patients who smoke cigarettes should be advised to stop smoking. Cigarette smoking has been shown to reduce Tarceva exposure.[1]
- The exact dose recommended for smokers is unknown; however, a cautious increase in the dose of Tarceva, not exceeding 300 mg, may be considered while monitoring the patients' safety.[1]
- Efficacy and long-term safety (>14 days) of a dose higher than the recommended starting dose in smokers have not been established. The dose should be reduced immediately to the indicated starting dose if the patient stops smoking.[1]

Managing the most common adverse reactions

- Diarrhea can usually be managed with loperamide. Patients with severe diarrhea who are unresponsive to loperamide should be monitored for dehydration.[1]
- Your Tarceva sales specialist can provide rash management resources, including a rash management algorithm and patient starter kits.

Patient counseling information

If the following signs or symptoms occur, patients should be advised to seek medical advice promptly[1]:

- Onset or worsening of skin rash
- Severe or persistent diarrhea, nausea, anorexia, or vomiting
- Onset or worsening of unexplained shortness of breath or cough
- Eye irritation

Tarceva® erlotinib tablets

Important safety information

- There have been reports of serious Interstitial Lung Disease (ILD)-like events, including fatalities, in patients receiving Tarceva. In the NSCLC studies, the incidence of serious ILD-like events in the Tarceva treated patients versus placebo treated patients was 0.7% versus 0% in the maintenance study and 0.8% for both groups in the 2nd/3rd line study. The overall incidence of ILD-like events in approximately 32,000 Tarceva-treated patients from all studies (including uncontrolled studies and studies with concurrent chemotherapy) was approximately 1.1%.
- Reported diagnoses in patients suspected of having ILD-like events included pneumonitis, radiation pneumonitis, hypersensitivity pneumonitis, interstitial pneumonia, ILD, obliterative bronchiolitis, pulmonary fibrosis, Acute Respiratory Distress Syndrome and lung infiltration. Symptoms started from 5 days to more than 9 months (median 39 days) after initiating Tarceva therapy.
- Tarceva should be interrupted for acute onset of new or progressive unexplained pulmonary symptoms such as dyspnea, cough, and fever. If ILD is diagnosed, Tarceva should be discontinued and appropriate treatment instituted as needed.
- Cases of hepatorenal syndrome, acute renal failure (including fatalities), and renal insufficiency have been reported. Some were secondary to baseline hepatic impairment while others were associated with severe dehydration due to diarrhea, vomiting, and/or anorexia or concurrent chemotherapy use. In the event of dehydration, particularly in patients with contributing risk factors for renal failure (eg, pre-existing renal disease, medical conditions or medications that may lead to renal disease, or other predisposing conditions including advanced age), Tarceva therapy should be interrupted and appropriate measures should be taken to intensively rehydrate the patient. Periodic monitoring of renal function and serum electrolytes is recommended in patients at risk of dehydration.
- Cases of hepatic failure and hepatorenal syndrome (including fatalities) have been reported during use of Tarceva, particularly in patients with baseline hepatic impairment. Therefore, periodic liver function testing (transaminases, bilirubin, and alkaline phosphatase) is recommended. In the setting of worsening liver function tests, dose interruption and/or dose reduction with frequent liver function test monitoring should be considered. Tarceva dosing should be interrupted or discontinued if total bilirubin is >3 x ULN and/or transaminases are >5 x ULN in the setting of normal pretreatment values.
- Treatment with Tarceva should be used with extra caution in patients with total bilirubin > 3 x ULN. Patients with hepatic impairment (total bilirubin > ULN or Child-Pugh A, B and C) should be closely monitored during therapy with Tarceva. Tarceva dosing should be interrupted or discontinued if changes in liver function are severe such as doubling of total bilirubin and/or tripling of transaminases in the setting of pretreatment values outside normal range.
- Gastrointestinal perforation (including fatalities) has been reported in patients receiving Tarceva. Patients receiving concomitant anti-angiogenic agents, corticosteroids, NSAIDs, and/or taxane-based chemotherapy, or who have prior history of peptic ulceration or diverticular disease are at increased risk. Permanently discontinue Tarceva in patients who develop gastrointestinal perforation.
- Bullous, blistering and exfoliative skin conditions have been reported including cases suggestive of Stevens-Johnson syndrome/toxic epidermal necrolysis, which in some cases were fatal. Interrupt or discontinue Tarceva treatment if the patient develops severe bullous, blistering or exfoliating conditions.
- Corneal perforation and ulceration have been reported during use of Tarceva. Other ocular disorders including abnormal eyelash growth, keratoconjunctivitis sicca or keratitis have been observed with Tarceva treatment and are known risk factors for corneal ulceration/perforation. Interrupt or discontinue Tarceva therapy if patients present with acute/worsening ocular disorders such as eye pain.

Please see important safety information throughout this piece and in enclosed full prescribing information.

- International Normalized Ratio (INR) elevation and infrequent reports of bleeding events, including gastrointestinal and non-gastrointestinal bleeding, have been reported in clinical studies, some associated with concomitant warfarin administration. Patients taking warfarin or other coumarin-derivative anticoagulants should be monitored regularly for changes in prothrombin time or INR. Some infrequent cases of gastrointestinal bleeding were also associated with concomitant NSAID administration.
- Tarceva is pregnancy category D. When receiving Tarceva, women of childbearing potential should be advised to avoid pregnancy and pregnant women apprised of the potential hazard to a fetus. Adequate contraception methods should be used during therapy, and for at least 2 weeks after completing therapy. Because of the potential for serious adverse reactions in nursing infants from Tarceva, a decision should be made whether to discontinue nursing or discontinue the drug.
- Erlotinib is metabolized predominantly by CYP3A4, and inhibitors of CYP3A4 would be expected to increase exposure. Caution should be used during co-treatment with Tarceva and ketoconazole or other strong CYP3A4 inhibitors such as, but not limited to: atazanavir, clarithromycin, indinavir, itraconazole, nefazodone, nelfinavir, ritonavir, saquinavir, telithromycin, troleandomycin (TAO) and voriconazole, and grapefruit or grapefruit juice.
- The CYP3A4 inducer rifampicin has been shown to decrease erlotinib AUC, thus, alternate treatments lacking CYP3A4 inducing activity are strongly recommended. In the absence of an alternative treatment, Tarceva dose modification should be considered. If the Tarceva dose is adjusted upward, the dose will need to be reduced immediately to the indicated starting dose upon discontinuation of rifampicin or other CYP3A4 inducers such as, but not limited to: rifabutin, rifapentine, phenytoin, carbamazepine, phenobarbital and St. John's Wort.
- Drugs that alter the pH of the upper GI tract may alter the solubility of erlotinib and reduce its bioavailability. The concomitant use of proton pump inhibitors, such as omeprazole with Tarceva should be avoided if possible. If patients need to be treated with an H_2-receptor antagonist such as ranitidine, it should be used in a staggered manner. Although the effect of antacids on erlotinib pharmacokinetics has not been evaluated, the antacid dose and the Tarceva dose should be separated by several hours, if an antacid is necessary.
- Patients should be advised to stop smoking while taking Tarceva as cigarette smoking has been shown to reduce erlotinib AUC. However, if patients continue to smoke, a cautious increase in the dose of Tarceva, not to exceed 300 mg, may be considered while monitoring the patient's safety. If the Tarceva dose is adjusted upward, the dose should be reduced immediately to the indicated starting dose upon cessation of smoking.
- The most common adverse reactions in patients with NSCLC receiving single-agent Tarceva 150 mg were rash and diarrhea. In the 2nd/3rd line study, severe rash and diarrhea (9% & 6% NCI-CTC Grades 3/4, respectively) were reported. Rash and diarrhea each resulted in dose reductions (6% and 1%, respectively) and discontinuation in 1% of Tarceva-treated patients. In the maintenance study, severe rash and diarrhea (6.0% & 1.8% NCI-CTC Grades 3/4, respectively) were reported. Rash and diarrhea resulted in dose reductions or interruption (5.1% and 2.8%, respectively) and discontinuation (1.2% and 0.5%, respectively) of Tarceva-treated patients.

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Genentech and Astellas have a commitment to provide support for and access to Tarceva treatment for eligible patients

One-on-one telephone support

The Tarceva Patient Support Line offers:

- 24/7 live phone service from registered oncology nurses to patients and their care partners, available at **1-877-TARCEVA** (1-877-827-2382)
- Translation services for a number of languages

Reimbursement support

Tarceva Access Solutions

Tarceva Access Solutions helps resolve access and reimbursement issues for individual patients every day. Our in-house dedicated Specialists help bring patient treatment and practice solutions together. To speak *live* with one of our Specialists, call **(888) 249-4918** or visit **TarcevaAccessSolutions.com**.

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Access Solutions™
Treatment made possible.

An Access Solutions specialist can also provide you with information regarding the following programs:

- Genentech® BioOncology Co-Pay Card*
- Genentech® Access to Care Foundation (GATCF)
- GATCF Extension for Medicare Part D Patients
- Tarceva Dose Modification Exchange Program

*Certain restrictions apply.

Assistance for Medicare Part D patients

- Specialty pharmacies may be able to help Medicare Part D patients by providing access to co-pay assistance from independent, public charities.
- Co-pay assistance from independent, public charities may count toward true out-of-pocket expenses (TrOOP) and thus may be able to help support patients in the Medicare coverage gap.

Please see important safety information throughout this piece, on pages 22-23, and in enclosed full prescribing information.

Tarceva is available at retail and specialty pharmacies

Specialty pharmacy services

- Specific services vary among specialty pharmacies. However, most provide disease education or answer questions about the patient's therapy. Contact specialty pharmacies directly to ascertain the services each provides.
- The decision to use the services of a specialty pharmacy should be made solely by the patient and caregiver with guidance from the provider/treatment team.

Services that may be provided by specialty pharmacies

- Prescription delivery
  - Often via overnight delivery service to the location of the patient's choice
- Therapy starter kits
- Therapy education
  - 24/7 hotline to counsel patients on product dosing and administration
  - Side effect management education
  - Proactive monitoring for adherence and adverse events
- Phone contact
  - Directly with patients to provide updates and answer questions about treatment
  - Refill and appointment reminders

References: 1. Tarceva [package insert]. Farmingdale, NY: OSI Pharmaceuticals, LLC, an affiliate of Astellas Pharma US, Inc; 2010. **2.** National Comprehensive Cancer Network (NCCN). NCCN clinical practice guidelines in oncology (NCCN Guidelines™): non-small cell lung cancer (version 3.2011). Fort Washington, PA: NCCN; 2011. **3.** Data on file, OSI Pharmaceuticals, LLC, an affiliate of Astellas Pharma US, Inc. **4.** Stinchcombe TE, Socinski MA. Considerations for second-line therapy of non-small cell lung cancer. *Oncologist*. 2008;13(suppl 1):28-36. **5.** Hensing TA, Schell MJ, Lee JH, Socinski MA. Factors associated with the likelihood of receiving second line therapy for advanced non-small cell lung cancer. *Lung Cancer*. 2005;47(2):253-259. **6.** Rowinsky EK. The erbB family: targets for therapeutic development against cancer and therapeutic strategies using monoclonal antibodies and tyrosine kinase inhibitors. *Annu Rev Med*. 2004;55:433-457. **7.** Herbst RS, Heymach JV, Lippman SM. Molecular origins of cancer: lung cancer. *N Engl J Med*. 2008;359(13):1367-1380. **8.** Cappuzzo F, Magrini E, Ceresoli GL, et al. Akt phosphorylation and gefitinib efficacy in patients with advanced non–small-cell lung cancer. *J Natl Cancer Inst*. 2004;96(15):1133-1141. **9.** Balsara BR, Pei J, Mitsuuchi Y, et al. Frequent activation of AKT in non-small cell lung carcinomas and preneoplastic bronchial lesions. *Carcinogenesis*. 2004;25(11):2053-2059. **10.** Stinchcombe TE, Socinski MA. Treatment paradigms for advanced stage non-small cell lung cancer in the era of multiple lines of therapy. *J Thorac Oncol*. 2009;4(2):243-250. **11.** Ciuleanu T, Brodowicz T, Zielinski C, et al. Maintenance pemetrexed plus best supportive care versus placebo plus best supportive care for non-small-cell lung cancer: a randomised, double-blind, phase 3 study. *Lancet*. 2009;374(9699):1432-1440. **12.** Fidias PM, Dakhil SR, Lyss AP, et al. Phase III study of immediate compared with delayed docetaxel after front-line therapy with gemcitabine plus carboplatin in advanced non–small-cell lung cancer. *J Clin Oncol*. 2009;27(4):591-598. **13.** Cappuzzo F, Ciuleanu T, Stelmakh L, et al. Erlotinib as maintenance treatment in advanced non-small-cell lung cancer: a multicentre, randomised, placebo-controlled phase 3 study. *Lancet Oncol*. 2010;11(6):521-529. **14.** Sun J-M, Park JO, Won Y-W, et al. Who are less likely to receive subsequent chemotherapy beyond first-line therapy for advanced non-small cell lung cancer? Implications for selection of patients for maintenance therapy. *J Thorac Oncol*. 2010;5(4):540-545. **15.** Study showed Tarceva improved progression-free survival as a first-line maintenance therapy for advanced non-small cell lung cancer [press release]. Medical News Today; November 7, 2008. **16.** Shepherd FA, Rodrigues Pereira J, Ciuleanu T, et al; National Cancer Institute of Canada Clinical Trials Group. Erlotinib in previously treated non–small-cell lung cancer. *N Engl J Med*. 2005;353(2):123-132.

Tarceva® erlotinib tablets

Extending survival
for moments that matter

Tarceva is approved for a broad patient population, irrespective of histology or biomarker status[1]

- Tarceva monotherapy is indicated for the maintenance treatment of patients with locally advanced or metastatic non-small cell lung cancer (NSCLC) whose disease has not progressed after four cycles of platinum-based first-line chemotherapy.
- Tarceva monotherapy is indicated for the treatment of patients with locally advanced or metastatic non-small cell lung cancer after failure of at least one prior chemotherapy regimen.
- Results from two, multicenter, placebo-controlled, randomized, phase III trials conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of Tarceva with platinum-based chemotherapy (carboplatin and paclitaxel or gemcitabine and cisplatin) and its use is not recommended in that setting.

In the pivotal SATURN trial as maintenance therapy for stage IIIB/IV NSCLC, Tarceva significantly prolonged OS and PFS in a broad patient population[1]

- Tarceva prolonged OS, reducing the risk of death in the ITT* population by 19% (HR=0.81; 95% CI=0.70-0.95; *P*=0.0088; median: 12.0 months with Tarceva vs 11.0 months with placebo).[1]
- Tarceva prolonged PFS, reducing the risk of cancer progression or death in the ITT population by 29%, based on investigator's assessment (HR=0.71; 95% CI=0.62-0.82; *P*<0.0001; median: 2.8 months with Tarceva vs 2.6 months with placebo).[1]

In the pivotal BR.21 trial as treatment for relapsed or refractory stage IIIB/IV NSCLC, Tarceva significantly prolonged OS and PFS in a broad patient population[1]

- Tarceva prolonged OS, reducing the risk of death in the ITT population by 27% (HR=0.73; 95% CI=0.61-0.86; *P*<0.001; median: 6.7 months with Tarceva vs 4.7 months with placebo).[1]
- The OS benefit demonstrated by Tarceva in the ITT population extended to both squamous cell carcinoma and adenocarcinoma, based on a retrospective exploratory analysis.[1,3]
  - Tarceva prolonged OS in squamous cell carcinoma, reducing the risk of death by 33% (HR=0.67; 95% CI=0.5-0.9; *P*=0.007; median: 5.6 months with Tarceva vs 3.6 months with placebo).[3]
  - Tarceva prolonged OS in adenocarcinoma, reducing the risk of death by 29% (HR=0.71; 95% CI=0.6-0.9; *P*=0.008; median: 7.8 months with Tarceva vs 5.4 months with placebo).[3]
- Tarceva prolonged PFS, reducing the risk of cancer progression or death in the ITT population by 41% (HR=0.59; 95% CI=0.50-0.70; *P*<0.001; median: 2.3 months with Tarceva vs 1.8 months with placebo).[1]

Serious adverse reactions have occurred with Tarceva; the most common adverse reactions associated with Tarceva are generally manageable[1]

- Warnings and precautions associated with Tarceva, including fatalities, in NSCLC include Interstitial Lung Disease (ILD), renal failure, hepatotoxicity, hepatic impairment, gastrointestinal perforation, bullous and exfoliative skin disorders, ocular disorders, and elevated INR and potential bleeding. Tarceva is pregnancy category D.[1]
- The most common adverse reactions in patients with NSCLC receiving Tarceva monotherapy 150 mg as maintenance therapy or for relapsed or refractory NSCLC were grades 1 and 2 rash (43.2% in maintenance and ~66% in relapsed/refractory) and diarrhea (18.5% in maintenance and ~47% in relapsed/refractory).[1]

Genentech and Astellas have a commitment to provide support for and access to Tarceva treatment for eligible patients

*Intent to treat.

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ONCOLOGY

011D-071-3441

TAR0000086003 5/11

Tarceva®
erlotinib
tablets

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HIGHLIGHTS OF PRESCRIBING INFORMATION

These highlights do not include all the information needed to use TARCEVA safely and effectively. See full prescribing information for TARCEVA.

TARCEVA® (erlotinib) tablets, oral
Initial U.S. Approval: 2004

----------RECENT MAJOR CHANGES----------

Indications and Usage (1.1)	04/2010
Warnings and Precautions, Gastrointestinal Perforation (5.5)	04/2009
Warnings and Precautions, Bullous Skin Disorders (5.6)	04/2009
Warnings and Precautions, Ocular Disorders (5.10)	04/2009

----------INDICATIONS AND USAGE----------

TARCEVA is a kinase inhibitor indicated for:
- Maintenance treatment of patients with locally advanced or metastatic non-small cell lung cancer (NSCLC) whose disease has not progressed after four cycles of platinum-based first-line chemotherapy. (1.1)
- Treatment of locally advanced or metastatic non-small cell lung cancer after failure of at least one prior chemotherapy regimen. (1.1)
- First-line treatment of patients with locally advanced, unresectable or metastatic pancreatic cancer, in combination with gemcitabine. (1.2)

----------DOSAGE AND ADMINISTRATION----------

- The dose for NSCLC is 150 mg/day. (2.1)
- The dose for pancreatic cancer is 100 mg/day. (2.2)
- All doses of TARCEVA should be taken on an empty stomach at least one hour before or two hours after food. (2.1, 2.2)
- Reduce in 50 mg decrements, when necessary. (2.3)

----------DOSAGE FORMS AND STRENGTHS----------

- Tablets: 25 mg, 100 mg and 150 mg. (3)

----------CONTRAINDICATIONS----------

- None. (4)

----------WARNINGS AND PRECAUTIONS----------

- Interstitial Lung Disease (ILD)-like events, including fatalities have been infrequently reported. Interrupt TARCEVA if acute onset of new or progressive unexplained pulmonary symptoms, such as dyspnea, cough and fever occur. Discontinue TARCEVA if ILD is diagnosed. (5.1)
- Cases of acute renal failure (including fatalities), and renal insufficiency have been reported. Interrupt TARCEVA in the event of dehydration. Monitor renal function and electrolytes in patients at risk of dehydration. (5.2)
- Cases of hepatic failure and hepatorenal syndrome (including fatalities) have been reported. Monitor periodic liver function testing. Interrupt or discontinue TARCEVA if liver function changes are severe. (5.3)
- Monitor patients with hepatic impairment closely. Interrupt or discontinue TARCEVA if changes in liver function are severe (5.4)
- Gastrointestinal perforations, including fatalities, have been reported. Discontinue TARCEVA. (5.5)
- Bullous and exfoliative skin disorders, including fatalities, have been reported. Interrupt or discontinue TARCEVA (5.6)
- Myocardial infarction/ischemia has been reported, including fatalities, in patients with pancreatic cancer. (5.7)
- Cerebrovascular accidents, including a fatality, have been reported in patients with pancreatic cancer. (5.8)
- Microangiopathic Hemolytic Anemia with thrombocytopenia has been reported in patients with pancreatic cancer. (5.9)
- Corneal perforation and ulceration have been reported. Interrupt or discontinue TARCEVA (5.10)
- International Normalized Ratio (INR) elevations and bleeding events, some associated with concomitant warfarin administration have been reported. Monitor patients taking warfarin or other coumarin-derivative anticoagulants. (5.11)
- TARCEVA can cause fetal harm when administered to a pregnant woman. Women should be advised to avoid pregnancy while on TARCEVA. (5.12)

----------ADVERSE REACTIONS----------

- The most common adverse reactions (>20%) in maintenance treatment are rash-like events and diarrhea. (6)
- The most common adverse reactions (>20%) in 2nd line NSCLC are rash, diarrhea, anorexia, fatigue, dyspnea, cough, nausea, infection and vomiting. (6)
- The most common adverse reactions (>20%) in pancreatic cancer are fatigue, rash, nausea, anorexia, diarrhea, abdominal pain, vomiting, weight decrease, infection, edema, pyrexia, constipation, bone pain, dyspnea, stomatitis and myalgia. (6)

To report SUSPECTED ADVERSE REACTIONS, contact OSI Pharmaceuticals Inc. at 1-800-572-1932 or FDA at 1-800-FDA-1088 or *www.fda.gov/medwatch.*

----------DRUG INTERACTIONS----------

- CYP3A4 inhibitors may increase erlotinib plasma concentrations. (7)
- CYP3A4 inducers may decrease erlotinib plasma concentrations. (7)
- CYP1A2 inducers may decrease erlotinib plasma concentrations. (7)
- Erlotinib solubility is pH dependent. Drugs that alter the pH of the upper GI tract may alter the solubility of erlotinib and hence its absorption. (7)
- Cigarette smoking decreases erlotinib plasma concentrations (7)

See 17 for PATIENT COUNSELING INFORMATION.
Revised: [4/2010]

FULL PRESCRIBING INFORMATION: CONTENTS *

*Sections or subsections omitted from the full prescribing information are not listed.

FULL PRESCRIBING INFORMATION

1 INDICATIONS AND USAGE

1.1 Non-Small Cell Lung Cancer (NSCLC)

TARCEVA monotherapy is indicated for the maintenance treatment of patients with locally advanced or metastatic non-small cell lung cancer whose disease has not progressed after four cycles of platinum-based first-line chemotherapy *[see Clinical Studies (14.1)]*.

TARCEVA monotherapy is indicated for the treatment of patients with locally advanced or metastatic non-small cell lung cancer after failure of at least one prior chemotherapy regimen *[see Clinical Studies (14.2)]*.

Results from two, multicenter, placebo-controlled, randomized, Phase 3 trials conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of TARCEVA with platinum-based chemotherapy [carboplatin and paclitaxel or gemcitabine and cisplatin] and its use is not recommended in that setting *[see Clinical Studies (14.3)]*.

1.2 Pancreatic Cancer

TARCEVA in combination with gemcitabine is indicated for the first-line treatment of patients with locally advanced, unresectable or metastatic pancreatic cancer *[see Clinical Studies (14.4)]*.

2 DOSAGE AND ADMINISTRATION

2.1 NSCLC

The recommended daily dose of TARCEVA for NSCLC is 150 mg taken on an empty stomach at least one hour before or two hours after the ingestion of food. Treatment should continue until disease progression or unacceptable toxicity occurs. There is no evidence that treatment beyond progression is beneficial.

2.2 Pancreatic Cancer

The recommended daily dose of TARCEVA for pancreatic cancer is 100 mg taken on an empty stomach at least one hour before or two hours after the ingestion of food, in combination with gemcitabine *[see Clinical Studies (14.4) or the gemcitabine package insert]*. Treatment should continue until disease progression or unacceptable toxicity occurs.

2.3 Dose Modifications

In patients who develop an acute onset of new or progressive pulmonary symptoms, such as dyspnea, cough or fever, treatment with TARCEVA should be interrupted pending diagnostic evaluation. If Interstitial Lung Disease (ILD) is diagnosed, TARCEVA should be discontinued and appropriate treatment instituted as necessary *[see Warnings and Precautions (5.1)]*. Discontinue TARCEVA for hepatic failure or gastrointestinal perforation. Interrupt or discontinue TARCEVA in patients with dehydration who are at risk for renal failure, in patients with severe bullous, blistering or exfoliative skin conditions, or in patients with acute/worsening ocular disorders *[see Warnings and Precautions (5.2, 5.3, 5.4, 5.5, 5.6, 5.10)]*.

Diarrhea can usually be managed with loperamide. Patients with severe diarrhea who are unresponsive to loperamide or who become dehydrated may require dose reduction or temporary interruption of therapy. Patients with severe skin reactions may also require dose reduction or temporary interruption of therapy.

When dose reduction is necessary, the TARCEVA dose should be reduced in 50 mg decrements.

In patients who are taking TARCEVA with a strong CYP3A4 inhibitor such as, but not limited to, atazanavir, clarithromycin, indinavir, itraconazole, ketoconazole, nefazodone, nelfinavir, ritonavir, saquinavir, telithromycin, troleandomycin (TAO), voriconazole, or grapefruit or grapefruit juice, a dose reduction should be considered if severe adverse reactions occur. Similarly, in patients who are taking TARCEVA with an inhibitor of both CYP3A4 and CYP1A2 like ciprofloxacin, a dose reduction of TARCEVA should be considered if severe adverse reactions occur *[see Drug Interactions (7)]*.

Pre-treatment with the CYP3A4 inducer rifampicin decreased erlotinib AUC by about 2/3 to 4/5. Use of alternative treatments lacking CYP3A4 inducing activity is strongly recommended. If an alternative treatment is unavailable, an increase in the dose of TARCEVA should be considered as tolerated at two week intervals while monitoring the patient's safety. The maximum dose of TARCEVA studied in combination with rifampicin is 450 mg. If the TARCEVA dose is adjusted upward, the dose will need to be reduced immediately to the indicated starting dose upon discontinuation of rifampicin or other inducers. Other CYP3A4 inducers include, but are not limited to rifabutin, rifapentine, phenytoin, carbamazepine, phenobarbital and St. John's Wort. These too should be avoided if possible *[see Drug Interactions (7)]*.

Cigarette smoking has been shown to reduce erlotinib exposure. Patients should be advised to stop smoking. If a patient continues to smoke, a cautious increase in the dose of TARCEVA, not exceeding 300 mg may be considered, while monitoring the patient's safety. However, efficacy and long-term safety (> 14 days) of a dose higher than the recommended starting doses have not been established in patients who continue to smoke cigarettes. If the TARCEVA dose is adjusted upward, the dose should be reduced immediately to the indicated starting dose upon cessation of smoking *[see Clinical Pharmacology (12.3)]*.

Erlotinib is eliminated by hepatic metabolism and biliary excretion. Although erlotinib exposure was similar in patients with moderately impaired hepatic function (Child-Pugh B), patients with hepatic impairment (total bilirubin > ULN or Child-Pugh A, B and C) should be closely monitored during therapy with TARCEVA *[see Warnings and Precautions (5.4)]*. Treatment with TARCEVA should be used with extra caution in patients with total bilirubin > 3 x ULN. TARCEVA dosing should be interrupted or discontinued if changes in liver function are severe such as doubling of total bilirubin and/or tripling of transaminases in the setting of pretreatment values outside normal range. In the setting of worsening liver function tests, before they become severe, dose interruption and/or dose reduction with frequent liver function test monitoring should be considered. TARCEVA dosing should be interrupted or discontinued if total bilirubin is >3 x ULN and/or transaminases are >5 x ULN in the setting of normal pretreatment values *[see Warnings and Precautions (5.3, 5.4), Adverse Reactions (6.1, 6.2) and Use in Specific Populations (8.8)]*.

3 DOSAGE FORMS AND STRENGTHS

25 mg tablets

White film-coated tablets for daily oral administration. Round, biconvex face and straight sides, white film-coated, printed in orange with a "T" and "25" on one side and plain on the other side.

100 mg tablets

White film-coated tablets for daily oral administration. Round, biconvex face and straight sides, white film-coated, printed in gray with "T" and "100" on one side and plain on the other side.

150 mg tablets

White film-coated tablets for daily oral administration. Round, biconvex face and straight sides, white film-coated, printed in maroon with "T" and "150" on one side and plain on the other side.

4 CONTRAINDICATIONS

None

5 WARNINGS AND PRECAUTIONS

5.1 Pulmonary Toxicity

There have been reports of serious Interstitial Lung Disease (ILD)-like events, including fatalities, in patients receiving TARCEVA for treatment of NSCLC, pancreatic cancer or other advanced solid tumors. In the randomized single-agent NSCLC-studies *[see Clinical Studies (14.1, 14.2)]*, the incidence of serious ILD-like events in the TARCEVA treated patients versus placebo treated patients was 0.7% versus 0% in the maintenance study and 0.8% for both groups in the 2nd and 3rd line study. In the pancreatic cancer study – in combination with gemcitabine – *[see Clinical Studies (14.4)]*, the incidence of ILD-like events was 2.5% in the TARCEVA plus gemcitabine group vs. 0.4% in the placebo plus gemcitabine group.

The overall incidence of ILD-like events in approximately 32,000 TARCEVA-treated patients from all studies (including uncontrolled studies and studies with concurrent chemotherapy) was approximately 1.1%.

Reported diagnoses in patients suspected of having ILD-like events included pneumonitis, radiation pneumonitis, hypersensitivity pneumonitis, interstitial pneumonia, interstitial lung disease, obliterative bronchiolitis, pulmonary fibrosis, Acute Respiratory Distress Syndrome and lung infiltration. Symptoms started from 5 days to more than 9 months (median 39 days) after initiating TARCEVA therapy. In the lung cancer trials most of the cases were associated with confounding or contributing factors such as concomitant/prior chemotherapy, prior radiotherapy, pre-existing parenchymal lung disease, metastatic lung disease, or pulmonary infections.

In the event of an acute onset of new or progressive unexplained pulmonary symptoms such as dyspnea, cough, and fever, TARCEVA therapy should be interrupted pending diagnostic evaluation. If ILD is diagnosed, TARCEVA should be discontinued and appropriate treatment instituted as needed *[see Dosage and Administration (2.3)]*.

5.2 Renal Failure

Cases of hepatorenal syndrome, acute renal failure (including fatalities), and renal insufficiency have been reported. Some were secondary to baseline hepatic impairment while others were associated with severe dehydration due to diarrhea, vomiting, and/or anorexia or concurrent chemotherapy use. In the event of dehydration, particularly in patients with contributing risk factors for renal failure (eg, pre-existing renal disease, medical conditions or medications that may lead to renal disease, or other predisposing conditions including advanced age), TARCEVA therapy should be interrupted and appropriate measures should be taken to intensively rehydrate the patient. Periodic monitoring of renal function and serum electrolytes is recommended in patients at risk of dehydration *[see Adverse Reactions (6.1) and Dosage and Administration (2.3)]*.

5.3 Hepatotoxicity

Cases of hepatic failure and hepatorenal syndrome (including fatalities) have been reported during use of TARCEVA, particularly in patients with baseline hepatic impairment. Therefore, periodic liver function testing (transaminases, bilirubin, and alkaline phosphatase) is recommended. In the setting of worsening liver function tests, dose interruption and/or dose reduction with frequent liver function test monitoring should be considered. TARCEVA dosing should be interrupted or discontinued if total bilirubin is >3 x ULN and/or transaminases are >5 x ULN in the setting of normal pretreatment values *[see Adverse Reactions (6.1, 6.2) and Dosage and Administration (2.3)]*.

5.4 Patients with Hepatic Impairment

In a pharmacokinetic study in patients with moderate hepatic impairment (Child-Pugh B) associated with significant liver tumor burden, 10 out of 15 patients died on treatment or within 30 days of the last TARCEVA dose. One patient died from hepatorenal syndrome, 1 patient died from rapidly progressing liver failure and the remaining 8 patients died from progressive disease. Six out of the 10 patients who died had baseline total bilirubin > 3 x ULN suggesting severe hepatic impairment. Treatment with TARCEVA should be used with extra caution in patients with total bilirubin > 3 x ULN. Patients with hepatic impairment (total bilirubin > ULN or Child-Pugh A, B and C) should be closely monitored during therapy with TARCEVA. TARCEVA dosing should be interrupted or discontinued if changes in liver function are severe such as doubling of total bilirubin and/or tripling of transaminases in the setting of pretreatment values outside normal range *[see Clinical Pharmacology (12.3) and Dosage and Administration (2.3)]*.

5.5 Gastrointestinal Perforation

Gastrointestinal perforation (including fatalities) have been reported in patients receiving TARCEVA. Patients receiving concomitant anti-angiogenic agents, corticosteroids, NSAIDs, and/or taxane-based chemotherapy, or who have prior history of peptic ulceration or diverticular disease are at increased risk. *[see Adverse Reactions (6.1, 6.2)]*. Permanently discontinue TARCEVA in patients who develop gastrointestinal perforation.

5.6 Bullous and Exfoliative Skin Disorders

Bullous, blistering and exfoliative skin conditions have been reported including cases suggestive of Stevens-Johnson syndrome/Toxic epidermal necrolysis, which in some cases were fatal *[see Adverse Reactions (6.1, 6.2)]*. Interrupt or discontinue TARCEVA treatment if the patient develops severe bullous, blistering or exfoliating conditions.

5.7 Myocardial Infarction/Ischemia

In the pancreatic carcinoma trial, six patients (incidence of 2.3%) in the TARCEVA/gemcitabine group developed myocardial infarction/ischemia. One of these patients died due to myocardial infarction. In comparison, 3 patients in the placebo/gemcitabine group developed myocardial infarction (incidence 1.2%) and one died due to myocardial infarction.

5.8 Cerebrovascular Accident

In the pancreatic carcinoma trial, six patients in the TARCEVA/gemcitabine group developed cerebrovascular accidents (incidence: 2.3%). One of these was hemorrhagic and was the only fatal event. In comparison, in the placebo/gemcitabine group there were no cerebrovascular accidents.

5.9 Microangiopathic Hemolytic Anemia with Thrombocytopenia

In the pancreatic carcinoma trial, two patients in the TARCEVA/gemcitabine group developed microangiopathic hemolytic anemia with thrombocytopenia (incidence: 0.8%). Both patients received TARCEVA and gemcitabine concurrently. In comparison, in the placebo/gemcitabine group there were no cases of microangiopathic hemolytic anemia with thrombocytopenia.

5.10 Ocular Disorders

Corneal perforation or ulceration have been reported during use of TARCEVA. Other ocular disorders including abnormal eyelash growth, keratoconjunctivitis sicca or keratitis have been observed with TARCEVA treatment and are known risk factors for corneal ulceration/perforation *[see Adverse Reactions (6.1)]*. Interrupt or discontinue TARCEVA therapy if patients present with acute/worsening ocular disorders such as eye pain.

5.11 Elevated International Normalized Ratio and Potential Bleeding

International Normalized Ratio (INR) elevations and infrequent reports of bleeding events, including gastrointestinal and non-gastrointestinal bleeding, have been reported in clinical studies, some associated with concomitant warfarin administration. Patients taking warfarin or other coumarin-derivative anticoagulants should be monitored regularly for changes in prothrombin time or INR *[see Adverse Reactions (6.1)]*.

5.12 Use in Pregnancy

TARCEVA can cause fetal harm when administered to a pregnant woman. Erlotinib administered to rabbits during organogenesis at doses that result in plasma drug concentrations of approximately 3 times those in humans at the recommended dose of 150 mg daily, was associated with embryofetal lethality and abortion. When erlotinib was administered to female rats prior to mating and through the first week of pregnancy, at doses 0.3 or 0.7 times the clinical dose of 150 mg, on a mg/m^2 basis, there was an increase in early resorptions that resulted in a decrease in the number of live fetuses *[see Use in Specific Populations (8.1)]*.

There are no adequate and well-controlled studies in pregnant women using TARCEVA. Women of childbearing potential should be advised to avoid pregnancy while on TARCEVA. Adequate contraceptive methods should be used during therapy, and for at least 2 weeks after completing therapy. If TARCEVA is used during pregnancy, or if the patient becomes pregnant while taking this drug, the patient should be apprised of the potential hazard to a fetus.

6 ADVERSE REACTIONS

Because clinical trials are conducted under widely varying conditions, adverse reactions rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in practice.

Safety evaluation of TARCEVA is based on more than 1200 cancer patients who received TARCEVA as monotherapy, more than 300 patients who received TARCEVA 100 or 150 mg plus gemcitabine, and 1228 patients who received TARCEVA concurrently with other chemotherapies.

There have been reports of serious events, including fatalities, in patients receiving TARCEVA for treatment of NSCLC, pancreatic cancer or other advanced solid tumors *[see Warnings and Precautions (5) and Dosage and Administration (2.3)]*.

6.1 Clinical Trial Experience

Non-Small Cell Lung Cancer

Maintenance Study

Adverse reactions, regardless of causality, that occurred in at least 3% of patients treated with single-agent TARCEVA at 150 mg and at least 3% more often than in the placebo group in the randomized maintenance trial are summarized by NCI-CTC (version 3.0) Grade in Table 1.

The most common adverse reactions in patients receiving single-agent TARCEVA 150 mg were rash and diarrhea. Grade 3/4 rash and diarrhea occurred in 6.0% and 1.8%, respectively, in TARCEVA-treated patients. Rash and diarrhea resulted in study discontinuation in 1.2% and 0.5% of TARCEVA-treated patients, respectively. Dose reduction or interruption for rash and diarrhea was needed in 5.1% and 2.8% of patients, respectively. In TARCEVA-treated patients who developed rash, the onset was within two weeks in 66% and within one month in 81%.

Table 1: NSCLC Maintenance Study: Adverse Reactions Occurring More Frequently (≥ 3%) in the Single-Agent TARCEVA Group than in the Placebo Group and in ≥ 3% of Patients in the TARCEVA Group.

	TARCEVA N = 433			PLACEBO N = 445		
NCI-CTC Grade	**Any Grade**	**Grade 3**	**Grade 4**	**Any Grade**	**Grade 3**	**Grade 4**
MedDRA Preferred Term	**%**	**%**	**%**	**%**	**%**	**%**
Rash	49.2	6.0	0	5.8	0	0
Diarrhea	20.3	1.8	0	4.5	0	0
Fatigue	9.0	1.8	0	5.8	1.1	0
Anorexia	9.2	<1	0	4.9	<1	0
Pruritus	7.4	<1	0	2.7	0	0
Acne	6.2	<1	0	0	0	0
Dermatitis Acneiform	4.6	<1	0	1.1	0	0
Dry Skin	4.4	0	0	<1	0	0
Weight Decreased	3.9	<1	0	<1	0	0
Paronychia	3.9	<1	0	0	0	0

Liver function test abnormalities (including elevated alanine aminotransferase (ALT), aspartate aminotransferase (AST) and bilirubin) were observed in patients receiving single-agent TARCEVA 150 mg in the Maintenance study. Grade 2 (>2.5 – 5.0 x ULN) ALT elevations occurred in 2% and 1%, and Grade 3 (>5.0 – 20.0 x ULN) ALT elevations were observed in 1% and 0% of TARCEVA and placebo treated patients, respectively. The TARCEVA treatment group had Grade 2 (>1.5-3.0 x ULN) bilirubin elevations in 4% and Grade 3 (>3.0-10.0 x ULN) in <1% compared with <1% for both Grades 2 and 3 in the placebo group. TARCEVA dosing should be interrupted or discontinued if changes in liver function are severe *[see Dosage and Administration (2.3)]*.

Second/Third Line Study

Adverse reactions, regardless of causality, that occurred in at least 10% of patients treated with single-agent TARCEVA at 150 mg and at least 3% more often than in the placebo group in the randomized trial of patients with NSCLC are summarized by NCI-CTC (version 2.0) Grade in Table 2.

The most common adverse reactions in this patient population were rash and diarrhea. Grade 3/4 rash and diarrhea occurred in 9% and 6%, respectively, in TARCEVA-treated patients. Rash and diarrhea each resulted in study discontinuation in 1% of TARCEVA-treated patients. Six percent and 1% of patients needed dose reduction for rash and diarrhea, respectively. The median time to onset of rash was 8 days, and the median time to onset of diarrhea was 12 days.

Table 2: NSCLC 2nd/3rd Line Study: Adverse Reactions Occurring More Frequently (≥ 3%) in the Single-agent TARCEVA 150 mg Group than in the Placebo Group and in ≥10% of Patients in the TARCEVA Group.

	TARCEVA 150 mg N = 485			Placebo N = 242		
NCI-CTC Grade	**Any Grade**	**Grade 3**	**Grade 4**	**Any Grade**	**Grade 3**	**Grade 4**
MedDRA Preferred Term	**%**	**%**	**%**	**%**	**%**	**%**
Rash	75	8	<1	17	0	0
Diarrhea	54	6	<1	18	<1	0
Anorexia	52	8	1	38	5	<1
Fatigue	52	14	4	45	16	4
Dyspnea	41	17	11	35	15	11
Cough	33	4	0	29	2	0
Nausea	33	3	0	24	2	0
Infection	24	4	0	15	2	0
Vomiting	23	2	<1	19	2	0
Stomatitis	17	<1	0	3	0	0
Pruritus	13	<1	0	5	0	0
Dry skin	12	0	0	4	0	0
Conjunctivitis	12	<1	0	2	<1	0
Keratoconjunctivitis sicca	12	0	0	3	0	0
Abdominal pain	11	2	<1	7	1	<1

Liver function test abnormalities (including elevated alanine aminotransferase (ALT), aspartate aminotransferase (AST) and bilirubin) were observed in patients receiving single-agent TARCEVA 150 mg. These elevations were mainly transient or associated with liver metastases. Grade 2 (>2.5 – 5.0 x ULN) ALT elevations occurred in 4% and <1% of TARCEVA and placebo treated patients, respectively. Grade 3 (>5.0 – 20.0 x ULN) elevations were not observed in TARCEVA-treated patients. TARCEVA dosing should be interrupted or discontinued if changes in liver function are severe *[see Dosage and Administration (2.3)]*.

Pancreatic Cancer

Adverse reactions, regardless of causality, that occurred in at least 10% of patients treated with TARCEVA 100 mg plus gemcitabine in the randomized trial of patients with pancreatic cancer are summarized by NCI-CTC (version 2.0) Grade in Table 3.

The most common adverse reactions in pancreatic cancer patients receiving TARCEVA 100 mg plus gemcitabine were fatigue, rash, nausea, anorexia and diarrhea. In the TARCEVA plus gemcitabine arm, Grade 3/4 rash and diarrhea were each reported in 5% of TARCEVA plus gemcitabine-treated patients. The median time to onset of rash and diarrhea was 10 days and 15 days, respectively. Rash and diarrhea each resulted in dose reductions in 2% of patients, and resulted in study discontinuation in up to 1% of patients receiving TARCEVA plus gemcitabine. The 150 mg cohort was associated with a higher rate of certain class-specific adverse reactions including rash and required more frequent dose reduction or interruption.

Table 3: Adverse Reactions Occurring in ≥ 10% of TARCEVA-treated Pancreatic Cancer Patients: 100 mg cohort

	TARCEVA + Gemcitabine 1000 mg/m² IV N=259			Placebo + Gemcitabine 1000 mg/m² IV N=256		
NCI-CTC Grade	**Any Grade**	**Grade 3**	**Grade 4**	**Any Grade**	**Grade 3**	**Grade 4**
MedDRA Preferred Term	**%**	**%**	**%**	**%**	**%**	**%**
Fatigue	73	14	2	70	13	2
Rash	69	5	0	30	1	0
Nausea	60	7	0	58	7	0
Anorexia	52	6	<1	52	5	<1
Diarrhea	48	5	<1	36	2	0
Abdominal pain	46	9	<1	45	12	<1
Vomiting	42	7	<1	41	4	<1
Weight decreased	39	2	0	29	<1	0
Infection*	39	13	3	30	9	2
Edema	37	3	<1	36	2	<1
Pyrexia	36	3	0	30	4	0
Constipation	31	3	1	34	5	1
Bone pain	25	4	<1	23	2	0
Dyspnea	24	5	<1	23	5	0
Stomatitis	22	<1	0	12	0	0
Myalgia	21	1	0	20	<1	0
Depression	19	2	0	14	<1	0
Dyspepsia	17	<1	0	13	<1	0
Cough	16	0	0	11	0	0
Dizziness	15	<1	0	13	0	<1
Headache	15	<1	0	10	0	0
Insomnia	15	<1	0	16	<1	0
Alopecia	14	0	0	11	0	0
Anxiety	13	1	0	11	<1	0
Neuropathy	13	1	<1	10	<1	0
Flatulence	13	0	0	9	<1	0
Rigors	12	0	0	9	0	0

*Includes all MedDRA preferred terms in the Infections and Infestations System Organ Class

In the pancreatic carcinoma trial, 10 patients in the TARCEVA/gemcitabine group developed deep venous thrombosis (incidence: 3.9%). In comparison, 3 patients in the placebo/gemcitabine group developed deep venous thrombosis (incidence 1.2%). The overall incidence of grade 3 or 4 thrombotic events, including deep venous thrombosis, was similar in the two treatment arms: 11% for TARCEVA plus gemcitabine and 9% for placebo plus gemcitabine.

No differences in Grade 3 or Grade 4 hematologic laboratory toxicities were detected between the TARCEVA plus gemcitabine group compared to the placebo plus gemcitabine group.

Severe adverse reactions (≥grade 3 NCI-CTC) in the TARCEVA plus gemcitabine group with incidences < 5% included syncope, arrhythmias, ileus, pancreatitis, hemolytic anemia including microangiopathic hemolytic anemia with thrombocytopenia, myocardial infarction/ischemia, cerebrovascular accidents including cerebral hemorrhage, and renal insufficiency *[see Warnings and Precautions (5)]*.

Liver function test abnormalities (including elevated alanine aminotransferase (ALT), aspartate aminotransferase (AST) and bilirubin) have been observed following the administration of TARCEVA plus gemcitabine in patients with pancreatic cancer. Table 4 displays the most severe NCI-CTC grade of liver function abnormalities that developed. TARCEVA dosing should be interrupted or discontinued if changes in liver function are severe *[see Dosage and Administration (2.3)]*.

Table 4: Liver Function Test Abnormalities (most severe NCI-CTC grade) in Pancreatic Cancer Patients: 100 mg Cohort

	TARCEVA + Gemcitabine 1000 mg/m² IV N = 259			Placebo + Gemcitabine 1000 mg/m² IV N = 256		
NCI-CTC Grade	**Grade 2**	**Grade 3**	**Grade 4**	**Grade 2**	**Grade 3**	**Grade 4**
Bilirubin	17%	10%	<1%	11%	10%	3%
ALT	31%	13%	<1%	22%	9%	0%
AST	24%	10%	<1%	19%	9%	0%

NSCLC and Pancreatic Indications: Low Frequency Adverse Reactions

Gastrointestinal Disorders

Gastrointestinal perforations have been reported *[see Warnings and Precautions (5.5)]*.

During the NSCLC and the combination pancreatic cancer trials, infrequent cases of gastrointestinal bleeding have been reported, some associated with concomitant warfarin or NSAID administration *[see Warnings and Precautions (5.11)]*. These adverse reactions were reported as peptic ulcer bleeding (gastritis, gastroduodenal ulcers), hematemesis, hematochezia, melena and hemorrhage from possible colitis.

Renal Disorders

Cases of acute renal failure or renal insufficiency, including fatalities, with or without hypokalemia have been reported *[see Warnings and Precautions (5.2)]*.

Hepatic Disorders

Hepatic failure has been reported in patients treated with single-agent TARCEVA or TARCEVA combined with chemotherapy *[see Warnings and Precautions (5.3)]*.

Ocular Disorders

Corneal ulcerations or perforations have been reported in patients receiving TARCEVA treatment. Abnormal eyelash growth including in-growing eyelashes, excessive growth and thickening of the eyelashes have been reported *[see Warnings and Precautions (5.10)]* and are risk factors for corneal ulceration/perforation.

NCI-CTC Grade 3 conjunctivitis and keratitis have been reported infrequently in patients receiving TARCEVA therapy in the NSCLC and pancreatic cancer clinical trials. *[see Patient Counseling Information (17)]*.

Skin, Hair, and Nail Disorders

Bullous, blistering and exfoliative skin conditions have been reported including cases suggestive of Stevens-Johnson syndrome/Toxic epidermal necrolysis *[see Warnings and Precautions (5.6)]*.

In patients who develop skin rash, the appearance of the rash is typically erythematous and maculopapular and it may resemble acne with follicular pustules, but is histopathologically different. This skin reaction commonly occurs on the face, upper chest and back, but may be more generalized or severe (NCI-CTC Grade 3 or 4) with desquamation. Skin reactions may occur or worsen in sun exposed areas; therefore, the use of sunscreen or avoidance of sun exposure is recommended. Associated symptoms may include itching, tenderness and/or burning. Also, hyperpigmentation or dry skin with or without digital skin fissures may occur.

Hair and nail disorders including alopecia, hirsutism, eyelash/eyebrow (see above) changes, paronychia and brittle and loose nails have been reported.

Other Disorders

Epistaxis was also reported in both the single-agent NSCLC and the pancreatic cancer clinical trials.

In general, no notable differences in the safety of TARCEVA monotherapy or in combination with gemcitabine could be discerned between females or males and between patients younger or older than the age of 65 years *[see Use in Specific Populations (8.5 and 8.6)]*. The safety of TARCEVA appears similar in Caucasian and Asian patients.

6.2 Post-marketing Experience

The following adverse reactions have been identified during post approval use of TARCEVA. Because these reactions are reported voluntarily from a population of uncertain size, it is not always possible to reliably estimate their frequency or establish a causal relationship to drug exposure.

Skin and subcutaneous tissue disorders

Hair and nail changes, mostly non-serious e.g. hirsutism, eyelash/eyebrow changes, paronychia and brittle and loose nails. Bullous, blistering and exfoliative skin conditions have been reported including cases suggestive of Stevens-Johnson syndrome/Toxic epidermal necrolysis *[see Warnings and Precautions (5.6)]*.

Gastrointestinal Disorders

Gastrointestinal perforations *[see Warnings and Precautions (5.5)]*.

Hepatic Disorders

Hepatic failure has been reported in patients treated with single-agent TARCEVA or TARCEVA combined with chemotherapy *[see Warnings and Precautions (5.3)]*.

7 DRUG INTERACTIONS

Erlotinib is metabolized predominantly by CYP3A4, and inhibitors of CYP3A4 would be expected to increase exposure. Co-treatment with the potent CYP3A4 inhibitor ketoconazole increased erlotinib AUC by 2/3. When TARCEVA was co-administered with ciprofloxacin, an inhibitor of both CYP3A4 and CYP1A2, the erlotinib exposure [AUC] and maximum concentration [C_{max}] increased by 39% and 17% respectively. Caution should be used when administering or taking TARCEVA with ketoconazole and other strong CYP3A4 inhibitors such as, but not limited to, atazanavir, clarithromycin, indinavir, itraconazole, nefazodone, nelfinavir, ritonavir, saquinavir, telithromycin, troleandomycin (TAO), voriconazole and grapefruit or grapefruit juice *[see Dosage and Administration (2.3)]*.

Pre-treatment with the CYP3A4 inducer rifampicin for 7 days prior to TARCEVA decreased erlotinib AUC by about 2/3 to 4/5, which is equivalent to a dose of about 30 to 50 mg in NSCLC patients. In a separate study, treatment with rifampicin for 11 days, with co-administration of a single 450 mg dose of TARCEVA on day 8 resulted in a mean erlotinib exposure (AUC) that was 57.6% of that observed following a single 150 mg TARCEVA dose in the absence of rifampicin treatment *[see Dose Modifications (2.3)]*. Use of alternative treatments lacking CYP3A4 inducing activity is strongly recommended. If an alternative treatment is unavailable, adjusting the starting dose should be considered. If the TARCEVA dose is adjusted upward, the dose will need to be reduced immediately to the indicated starting dose upon discontinuation of rifampicin or other inducers. Other CYP3A4 inducers include, but are not limited to, rifabutin, rifapentine, phenytoin, carbamazepine, phenobarbital and St. John's Wort *[see Dosage and Administration (2.3)]*.

Cigarette smoking has been shown to reduce erlotinib AUC. Patients should be advised to stop smoking; however, if they continue to smoke, a cautious increase in the dose of TARCEVA may be considered, while monitoring the patient's safety. If the TARCEVA dose is adjusted upward, the dose should be reduced immediately to the indicated starting dose upon cessation of smoking *[see Dosage and Administration (2.3) and Clinical Pharmacology (12.3)]*.

Pretreatment and co-administration of TARCEVA decreased the AUC of CYP3A4 substrate, midazolam, by 24%. The mechanism is not clear.

In a study, there were no significant effects of gemcitabine on the pharmacokinetics of erlotinib nor were there significant effects of erlotinib on the pharmacokinetics of gemcitabine.

Drugs that alter the pH of the upper GI tract may alter the solubility of erlotinib and reduce its bioavailability. Increasing the dose of TARCEVA when co-administered with such agents is not likely to compensate for the loss of exposure. Co-administration of TARCEVA with omeprazole, a proton pump inhibitor, decreased the erlotinib AUC by 46%. Since proton pump inhibitors affect pH of the upper GI tract for an extended period, separation of doses may not eliminate the interaction. The concomitant use of proton pump inhibitors with TARCEVA should be avoided if possible. Co-administration of TARCEVA with 300 mg ranitidine, an H_2 receptor antagonist, decreased erlotinib AUC by 33%. When TARCEVA was administered with ranitidine 150 mg twice daily (at least 10 h after the previous ranitidine evening dose and 2 h before the ranitidine morning dose), the erlotinib AUC decreased by 15%. If patients need to be treated with an H_2-receptor antagonist such as ranitidine, it should be used in a staggered manner. TARCEVA must be taken once a day, 10 hours after the H_2-receptor antagonist dosing and at least 2 hours before the next dose of H_2-receptor antagonist. Although the effect of antacids on erlotinib pharmacokinetics has not been evaluated, the antacid dose and the TARCEVA dose should be separated by several hours, if an antacid is necessary. *[see Clinical Pharmacology (12.3)]*.

8 USE IN SPECIFIC POPULATIONS

8.1 Pregnancy

Pregnancy Category D *[See 'Warnings and Precautions' section]*

TARCEVA can cause fetal harm when administered to a pregnant woman. Women of childbearing potential should be advised not to become pregnant while being treated with TARCEVA.

Erlotinib has been shown to cause maternal toxicity with associated embryofetal lethality and abortion in rabbits when given at doses that result in plasma drug concentrations of approximately 3 times those in humans (AUCs at 150 mg daily dose). When given during the period of organogenesis to achieve plasma drug concentrations approximately equal to those in humans, based on AUC, there was no increased incidence of embryofetal lethality or abortion in rabbits or rats. However, female rats treated with 30 mg/m²/day or 60 mg/m²/day (0.3 or 0.7 times the clinical dose, on a mg/m² basis) of erlotinib prior to mating through the first week of pregnancy had an increase in early resorptions that resulted in a decrease in the number of live fetuses.

No teratogenic effects were observed in rabbits or rats dosed with erlotinib during organogenesis at doses up to 600 mg/m²/day in the rabbit (3 times the plasma drug concentration seen in humans at 150 mg/day) and up to 60 mg/m²/day in the rat (0.7 times the clinical dose of 150 mg/day on a mg/m² basis).

8.3 Nursing Mothers

It is not known whether erlotinib is excreted in human milk. Because many drugs are excreted in human milk and because of the potential for serious adverse reactions in nursing infants from TARCEVA, a decision should be made whether to discontinue nursing or discontinue the drug, taking into account the importance of the drug to the mother.

8.4 Pediatric Use

The safety and effectiveness of TARCEVA in pediatric patients have not been established.

8.5 Geriatric Use

Maintenance Study

Of the total number of patients participating in the randomized NSCLC Maintenance trial, 66% were less than 65 years of age, and 34% of patients were aged 65 years or older. The hazard ratio for overall survival was 0.78 (95% CI: 0.65, 0.95) in patients less than 65 years of age and 0.88 (95% CI: 0.68, 1.15) in patients who were 65 years or older.

Second/Third Line Study

Of the total number of patients participating in the randomized 2nd/3rd line NSCLC trial, 61% were less than 65 years of age, and 39% of patients were aged 65 years or older. The survival benefit was maintained across both age groups [OS HR = 0.75 (95% CI: 0.6, 0.9) in patients less than 65 years of age, and OS HR = 0.79 (95% CI: 0.6, 1.0) in patients who were 65 years or older].

First-Line Pancreatic Cancer

In the pancreatic cancer study, 52% of patients were younger than 65 years of age and 48% were 65 years of age or older. There were no clinically relevant survival differences between the age groups [OS HR = 0.78 (95% CI: 0.6, 1.0) in patients less than 65 years of age, and OS HR = 0.94 (95% CI: 0.7, 1.2) in patients who were 65 years or older]. No meaningful differences in safety or pharmacokinetics were observed between younger and older patients in these studies. Therefore, no dosage adjustments are recommended in elderly patients.

8.6 Gender

Maintenance Study

Of the total number of patients participating in the randomized Maintenance trial, 73% were males and 27% females. There were no clinically relevant differences in safety and efficacy based on gender [OS HR = 0.88 (95% CI: 0.74, 1.05) in males and OS HR = 0.64 (95% CI: 0.46, 0.91) in females].

Second/Third Line Study

Of the total number of patients participating in the randomized 2nd/3rd line NSCLC trial, 65% were males and 35% females. There were no clinically relevant differences in safety and efficacy based on gender [OS HR = 0.76 (95% CI: 0.6, 0.9) in males and OS HR = 0.80 (95% CI: 0.6, 1.1) in females].

First Line Pancreatic Cancer

In the pancreatic cancer study, 51% of patients were males and 49% females. There were no clinically relevant differences in safety and efficacy based on gender [OS HR = 0.74 (95% CI: 0.6, 0.9) in males and OS HR = 1.0 (95% CI: 0.8, 1.3) in females].

8.7 Race

Maintenance Study

In the randomized Maintenance trial, 84% of all patients were Caucasian and 15% were Asian. There were no clinically relevant differences in safety and efficacy based on race [OS HR = 0.86 (95% CI: 0.73, 1.01) in Caucasians and OS HR = 0.66 (95% CI: 0.42, 1.05) in Asians].

Second/Third Line Study

In the randomized 2nd/3rd line NSCLC trial, 78% of all patients were Caucasian and 13% were Asian. There were no clinically relevant differences in safety and efficacy based on race [OS HR = 0.79 (95% CI: 0.6, 1.0) in Caucasians and OS HR = 0.61 (95% CI: 0.4, 1.0) in Asians].

First-Line Pancreatic Cancer

In the pancreatic cancer study, 86% of all patients were Caucasian and 8% were Asian. There were no clinically relevant differences in safety and efficacy based on race [OS HR = 0.88 (95% CI: 0.7, 1.1) in Caucasians and OS HR = 0.61 (95% CI: 0.3, 1.3) in Asians].

8.8 Patients with Hepatic Impairment

Patients with hepatic impairment (total bilirubin > ULN or Child Pugh A, B and C) should be closely monitored during therapy with TARCEVA. Treatment with TARCEVA should be used with extra caution in patients with total bilirubin > 3 x ULN *[see Warnings (5.4), Adverse Reactions (6.1, 6.2), and Dosage and Administration (2.3)].*

In vitro and *in vivo* evidence suggest that erlotinib is cleared primarily by the liver. However, erlotinib exposure was similar in patients with moderately impaired hepatic function (Child-Pugh B) compared with patients with adequate hepatic function including patients with primary liver cancer or hepatic metastases *[see Dosage and Administration (2.3) and Clinical Pharmacology (12.3)].*

8.9 Patients with Renal Impairment

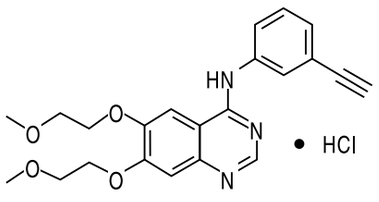
Less than 9% of a single dose is excreted in the urine. No clinical studies have been conducted in patients with compromised renal function.

10 OVERDOSAGE

Single oral doses of TARCEVA up to 1,000 mg in healthy subjects and weekly doses up to 1,600 mg in cancer patients have been tolerated. Repeated twice-daily doses of 200 mg single-agent TARCEVA in healthy subjects were poorly tolerated after only a few days of dosing. Based on the data from these studies, an unacceptable incidence of severe adverse reactions, such as diarrhea, rash, and liver transaminase elevation, may occur above the recommended dose *[see Dosage and Administration (2)].* In case of suspected overdose, TARCEVA should be withheld and symptomatic treatment instituted.

11 DESCRIPTION

TARCEVA (erlotinib), a kinase inhibitor, is a quinazolinamine with the chemical name N-(3-ethynylphenyl)-6,7-bis(2-methoxyethoxy)-4-quinazolinamine. TARCEVA contains erlotinib as the hydrochloride salt that has the following structural formula:



Erlotinib hydrochloride has the molecular formula $C_{22}H_{23}N_3O_4.HCl$ and a molecular weight of 429.90. The molecule has a pK_a of 5.42 at 25°C. Erlotinib hydrochloride is very slightly soluble in water, slightly soluble in methanol and practically insoluble in acetonitrile, acetone, ethyl acetate and hexane.

Aqueous solubility of erlotinib hydrochloride is dependent on pH with increased solubility at a pH of less than 5 due to protonation of the secondary amine. Over the pH range of 1.4 to 9.6, maximal solubility of approximately 0.4 mg/mL occurs at a pH of approximately 2.

TARCEVA tablets for oral administration are available in three dosage strengths containing erlotinib hydrochloride (27.3 mg, 109.3 mg and 163.9 mg) equivalent to 25 mg, 100 mg and 150 mg erlotinib and the following inactive ingredients: lactose monohydrate, hypromellose, hydroxypropyl cellulose, magnesium stearate, microcrystalline cellulose, sodium starch glycolate, sodium lauryl sulfate and titanium dioxide. The tablets also contain trace amounts of color additives, including FD&C Yellow #6 (25 mg only) for product identification.

12 CLINICAL PHARMACOLOGY

12.1 Mechanism of Action

The mechanism of clinical antitumor action of erlotinib is not fully characterized. Erlotinib inhibits the intracellular phosphorylation of tyrosine kinase associated with the epidermal growth factor receptor (EGFR). Specificity of inhibition with regard to other tyrosine kinase receptors has not been fully characterized. EGFR is expressed on the cell surface of normal cells and cancer cells.

12.3 Pharmacokinetics

Absorption and Distribution:

Erlotinib is about 60% absorbed after oral administration and its bioavailability is substantially increased by food to almost 100%. Peak plasma levels occur 4 hours after dosing. The solubility of erlotinib is pH dependent. Erlotinib solubility decreases as pH increases. Co-administration of TARCEVA with omeprazole, a proton pump inhibitor, decreased the erlotinib exposure [AUC] and maximum concentration [C_{max}] by 46% and 61% respectively. When TARCEVA was administered 2 hours following a 300 mg dose of ranitidine, an H_2 receptor antagonist, the erlotinib AUC was reduced by 33% and C_{max} by 54%. When TARCEVA was administered with ranitidine 150 mg twice daily (at least 10 h after the previous ranitidine evening dose and 2 h before the ranitidine morning dose), the erlotinib AUC and C_{max} decreased by 15% and 17% respectively *[see Drug Interactions (7)].*

Following absorption, erlotinib is approximately 93% protein bound to plasma albumin and alpha-1 acid glycoprotein (AAG). Erlotinib has an apparent volume of distribution of 232 liters.

Metabolism and Excretion:

A population pharmacokinetic analysis in 591 patients receiving the single-agent TARCEVA 2nd/3rd line regimen showed a median half-life of 36.2 hours. Time to reach steady state plasma concentration would therefore be 7 – 8 days. No significant relationships of clearance to covariates of patient age, body weight or gender were observed. Smokers had a 24% higher rate of erlotinib clearance.

An additional population pharmacokinetic analysis was conducted in 291 NSCLC patients administered single-agent erlotinib as maintenance treatment. This analysis demonstrated that covariates affecting erlotinib clearance in this patient population were similar to those seen in the prior single-agent pharmacokinetic analysis. No new covariate effects were identified.

A third population pharmacokinetic analysis was conducted that incorporated erlotinib data from 204 pancreatic cancer patients who received erlotinib plus gemcitabine. Similar results were observed to those seen in the prior single-agent pharmacokinetic analysis. No new covariate effects were identified. Co-administration of gemcitabine had no effect on erlotinib plasma clearance.

In vitro assays of cytochrome P450 metabolism showed that erlotinib is metabolized primarily by CYP3A4 and to a lesser extent by CYP1A2, and the extrahepatic isoform CYP1A1. Following a 100 mg oral dose, 91% of the dose was recovered: 83% in feces (1% of the dose as intact parent) and 8% in urine (0.3% of the dose as intact parent).

Cigarette smoking reduces erlotinib exposure. In the Phase 3 NSCLC trial, current smokers achieved erlotinib steady-state trough plasma concentrations which were approximately 2-fold less than the former smokers or patients who had never smoked. This effect was accompanied by a 24% increase in apparent erlotinib plasma clearance. In a separate study which evaluated the single-dose pharmacokinetics of erlotinib in healthy volunteers, current smokers cleared the drug faster than former smokers or volunteers who had never smoked. The $AUC_{0\text{-infinity}}$ in smokers was about 1/3 to 1/2 of that in never/former smokers. In another study which was conducted in NSCLC patients (N=35) who were current smokers, pharmacokinetic analyses at steady-state indicated a dose-proportional increase in erlotinib exposure when the TARCEVA dose was increased from 150 mg to 300 mg. However, the exact dose to be recommended for patients who currently smoke is unknown *[see Drug Interactions (7) and Patient Counseling Information (17)].*

Special Populations:

Patients with Hepatic Impairment

Patients with hepatic impairment (total bilirubin > ULN or Child Pugh A, B and C) should be closely monitored during therapy with TARCEVA. Treatment with TARCEVA should be used with extra caution in patients with total bilirubin > 3 x ULN *[see Warnings and Precautions (5.4), Adverse Reactions (6.1, 6.2), and Dosage and Administration (2.3)].*

In vitro and *in vivo* evidence suggest that erlotinib is cleared primarily by the liver. However, erlotinib exposure was similar in patients with moderately impaired hepatic function (Child-Pugh B) compared with patients with adequate hepatic function including patients with primary liver cancer or hepatic metastases.

Patients with Renal Impairment

Less than 9% of a single dose is excreted in the urine. No clinical studies have been conducted in patients with compromised renal function.

13 NONCLINICAL TOXICOLOGY

13.1 Carcinogenesis, Mutagenesis, Impairment of Fertility

Erlotinib has not been tested for carcinogenicity.

Erlotinib has been tested for genotoxicity in a series of *in vitro* assays (bacterial mutation, human lymphocyte chromosome aberration, and mammalian cell mutation) and an *in vivo* mouse bone marrow micronucleus test and did not cause genetic damage.

Erlotinib did not impair fertility in either male or female rats.

14 CLINICAL STUDIES

14.1 NSCLC – Maintenance Study

The efficacy and safety of TARCEVA as maintenance treatment of NSCLC were demonstrated in a randomized, double-blind, placebo-controlled trial conducted in 26 countries, in 889 patients with locally advanced or metastatic NSCLC whose disease did not progress during first line platinum-based chemotherapy. Patients were randomized 1:1 to receive TARCEVA 150 mg or placebo orally once daily (438 TARCEVA, 451 placebo) until disease progression or unacceptable toxicity. The primary objective of the study was to determine if the administration of TARCEVA after standard platinum-based chemotherapy in the treatment of NSCLC resulted in improved progression free survival (PFS) when compared with placebo, in all patients or in patients with EGFR immunohistochemistry (IHC) positive tumors.

Demographic characteristics were balanced between the two treatment groups (Table 5).

Table 5: Demographic and Disease Characteristics:

	TARCEVA N=438		PLACEBO N=451	
Characteristics	**N**	**(%)**	**N**	**(%)**
Gender				
Female	117	(27%)	113	(25%)
Male	321	(73%)	338	(75%)
Age (years)				
≥65 Years	148	(34%)	151	(33%)
< 65 Years	290	(66%)	300	(67%)
Stage of NSCLC				
Unresectable Stage IIIB	116	(26%)	109	(24%)
Stage IV	322	(74%)	342	(76%)
Race				
Caucasian	370	(84%)	376	(83%)
Black	3	(<1%)	1	(<1%)
Asian	62	(14%)	69	(15%)
Other	3	(<1%)	5	(1%)
ECOG Performance Status at Baseline				
0	135	(31%)	145	(32%)
1	303	(69%)	306	(68%)
EGFR IHC				
Positive	308	(70%)	313	(69%)
Negative	62	(14%)	59	(13%)
Indeterminate	16	(4%)	24	(5%)
Missing	52	(12%)	55	(12%)
Histology				
Squamous	166	(38%)	194	(43%)
Adenocarcinoma including Bronchioloaveolar	205	(47%)	198	(44%)
Large Cell	21	(5%)	24	(5%)
Other	46	(11%)	35	(8%)
Smoking Status				
Current Smoker	239	(55%)	254	(56%)
Never Smoked	77	(18%)	75	(17%)
Past Smoker	122	(28%)	122	(27%)

Smoking status: Current smoker = smoker at time of randomization or stopped within 1 year prior to randomization.

Progression free survival (PFS) and overall survival (OS) were evaluated in the intent-to-treat (ITT) population. The results of the study are shown in Table 6.

Table 6: Efficacy Results: (ITT Population)

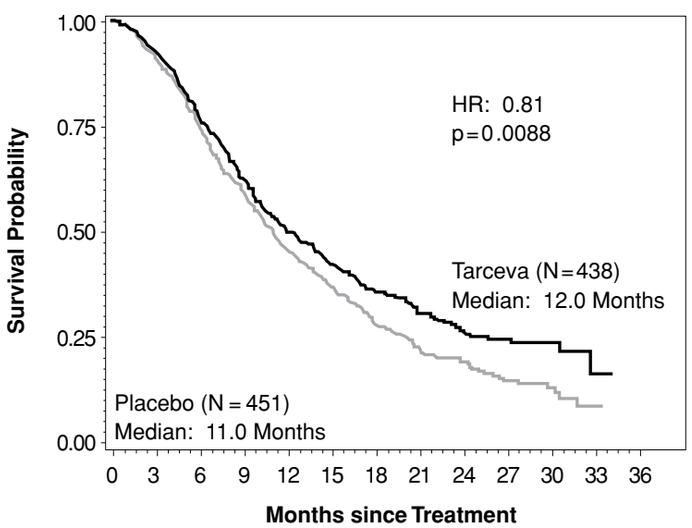
	Median in Months (95% CI)		Hazard Ratio (1) (95% CI)	p-value (2)
	TARCEVA 150 mg N = 438	Placebo N=451		
Progression-Free Survival based on investigator's assessment	2.8 (2.8, 3.1)	2.6 (1.9, 2.7)	0.71 (0.62, 0.82)	p < 0.0001
Overall Survival	12.0 (10.6, 13.9)	11.0 (9.9, 12.1)	0.81 (0.70, 0.95)	0.0088

(1) Univariate Cox regression model

(2) Unstratified log-rank test.

Figure 1 depicts the Kaplan Meier Curves for Overall Survival (ITT Population).

Figure 1: Kaplan – Meier Curve for Overall Survival of Patients by Treatment Group



Note: HR is from a univariate Cox regression model.

The PFS and OS Hazard Ratios, respectively, in patients with EGFR IHC-positive tumors were 0.69 (95% CI: 0.58, 0.82) and 0.77 (95% CI: 0.64, 0.93). The PFS and OS Hazard Ratios in patients with IHC-negative tumors were 0.77 (95% CI: 0.51, 1.14) and 0.91 (95% CI: 0.59, 1.38), respectively.

Patients with adenocarcinoma had an OS Hazard Ratio of 0.77 (95% CI: 0.61, 0.97) and patients with squamous histology had an OS Hazard Ratio of 0.86 (95% CI: 0.68, 1.10).

14.2 NSCLC – Second/Third Line Study

The efficacy and safety of single-agent TARCEVA was assessed in a randomized, double blind, placebo-controlled trial in 731 patients with locally advanced or metastatic NSCLC after failure of at least one chemotherapy regimen. Patients were randomized 2:1 to receive TARCEVA 150 mg or placebo (488 Tarceva, 243 placebo) orally once daily until disease progression or unacceptable toxicity. Study endpoints included overall survival, response rate, and progression-free survival (PFS). Duration of response was also examined. The primary endpoint was survival. The study was conducted in 17 countries.

Table 7 summarizes the demographic and disease characteristics of the study population. Demographic characteristics were well balanced between the two treatment groups. About two-thirds of the patients were male. Approximately one-fourth had a baseline ECOG performance status (PS) of 2, and 9% had a baseline ECOG PS of 3. Fifty percent of the patients had received only one prior regimen of chemotherapy. About three quarters of these patients were known to have smoked at some time.

Table 7: Demographic and Disease Characteristics

	TARCEVA (N = 488)		Placebo (N = 243)	
Characteristics	**n**	**(%)**	**n**	**(%)**
Gender				
Female	173	(35)	83	(34)
Male	315	(65)	160	(66)
Age (years)				
< 65	299	(61)	153	(63)
≥ 65	189	(39)	90	(37)
Race				
Caucasian	379	(78)	188	(77)
Black	18	(4)	12	(5)
Asian	63	(13)	28	(12)
Other	28	(6)	15	(6)
ECOG Performance Status at Baseline*				
0	64	(13)	34	(14)
1	256	(52)	132	(54)
2	126	(26)	56	(23)
3	42	(9)	21	(9)
Weight Loss in Previous 6 Months				
< 5%	320	(66)	166	(68)
5 – 10%	96	(20)	36	(15)
> 10%	52	(11)	29	(12)
Unknown	20	(4)	12	(5)
Smoking History				
Never Smoked	104	(21)	42	(17)
Current or Ex-smoker	358	(73)	187	(77)
Unknown	26	(5)	14	(6)
Histological Classification				
Adenocarcinoma	246	(50)	119	(49)
Squamous	144	(30)	78	(32)
Undifferentiated Large Cell	41	(8)	23	(9)
Mixed Non-Small Cell	11	(2)	2	(<1)
Other	46	(9)	21	(9)
Time from Initial Diagnosis to Randomization (Months)				
< 6	63	(13)	34	(14)
6 – 12	157	(32)	85	(35)
> 12	268	(55)	124	(51)
Best Response to Prior Therapy at Baseline*				
CR/PR	196	(40)	96	(40)
PD	101	(21)	51	(21)
SD	191	(39)	96	(40)
Number of Prior Regimens at Baseline*				
1	243	(50)	121	(50)
2	238	(49)	119	(49)
3	7	(1)	3	(1)
Exposure to Prior Platinum at Baseline*				
Yes	454	(93)	224	(92)
No	34	(7)	19	(8)

* Stratification factor as documented at baseline; distribution differs slightly from values reported at time of randomization.

The results of the study are shown in Table 8.

Table 8: Efficacy Results

	TARCEVA	Placebo	Hazard Ratio (1)	95% CI	p-value
Survival	Median 6.7 mo	Median 4.7 mo	0.73	0.61 – 0.86	<0.001 (2)
1-year Survival	31.2%	21.5%			
Progression-Free Survival	Median 9.9 wk	Median 7.9 wk	0.59	0.50 – 0.70	<0.001 (2)
Tumor Response (CR+PR)	8.9%	0.9%			<0.001 (3)
Response Duration	Median 34.3 wk	Median 15.9 wk			

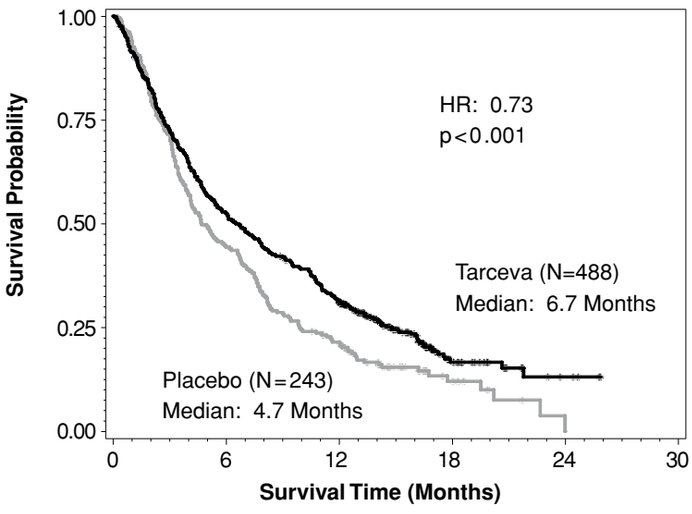
(1) Cox regression model with the following covariates: ECOG performance status, number of prior regimens, prior platinum, best response to prior chemotherapy.

(2) Two-sided Log-Rank test stratified by ECOG performance status, number of prior regimens, prior platinum, best response to prior chemotherapy.

(3) Two-sided Fisher's exact test

Survival was evaluated in the intent-to-treat population. Figure 2 depicts the Kaplan-Meier curves for overall survival. The primary survival and PFS analyses were two-sided Log-Rank tests stratified by ECOG performance status, number of prior regimens, prior platinum, best response to prior chemotherapy.

Figure 2: Kaplan – Meier Curve for Overall Survival of Patients by Treatment Group



Note: HR is from Cox regression model with the following covariates: ECOG performance status, number of prior regimens, prior platinum, best response to prior chemotherapy. P-value is from two-sided Log-Rank test stratified by ECOG performance status, number of prior regimens, prior platinum, best response to prior chemotherapy.

14.3 NSCLC – TARCEVA Administered Concurrently with Chemotherapy

Results from two, multicenter, placebo-controlled, randomized, trials in over 1000 patients conducted in first-line patients with locally advanced or metastatic NSCLC showed no clinical benefit with the concurrent administration of TARCEVA with platinum-based chemotherapy [carboplatin and paclitaxel (TARCEVA, N = 526) or gemcitabine and cisplatin (TARCEVA, N = 580)].

14.4 Pancreatic Cancer – TARCEVA Administered Concurrently with Gemcitabine

The efficacy and safety of TARCEVA in combination with gemcitabine as a first-line treatment was assessed in a randomized, double blind, placebo-controlled trial in 569 patients with locally advanced, unresectable or metastatic pancreatic cancer. Patients were randomized 1:1 to receive TARCEVA (100 mg or 150 mg) or placebo once daily on a continuous schedule plus gemcitabine IV (1000 mg/m^2, Cycle 1 - Days 1, 8, 15, 22, 29, 36 and 43 of an 8 week cycle; Cycle 2 and subsequent cycles - Days 1, 8 and 15 of a 4 week cycle [the approved dose and schedule for pancreatic cancer, see the gemcitabine package insert]). TARCEVA or placebo was taken orally once daily until disease progression or unacceptable toxicity. The primary endpoint was survival. Secondary endpoints included response rate, and progression-free survival (PFS). Duration of response was also examined. The study was conducted in 18 countries. A total of 285 patients were randomized to receive gemcitabine plus TARCEVA (261 patients in the 100 mg cohort and 24 patients in the 150 mg cohort) and 284 patients were randomized to receive gemcitabine plus placebo (260 patients in the 100 mg cohort and 24 patients in the 150 mg cohort). Too few patients were treated in the 150 mg cohort to draw conclusions.

Table 9 summarizes the demographic and disease characteristics of the study population that was randomized to receive 100 mg of TARCEVA plus gemcitabine or placebo plus gemcitabine. Baseline demographic and disease characteristics of the patients were similar between the 2 treatment groups, except for a slightly larger proportion of females in the TARCEVA arm (51%) compared with the placebo arm (44%). The median time from initial diagnosis to randomization was approximately 1.0 month. Most patients presented with metastatic disease at study entry as the initial manifestation of pancreatic cancer.

Table 9: Demographic and Disease Characteristics: 100 mg Cohort

	TARCEVA + Gemcitabine (N=261)		Placebo + Gemcitabine (N=260)	
Characteristics	**N**	**(%)**	**N**	**(%)**
Gender				
Female	134	(51)	114	(44)
Male	127	(49)	146	(56)
Age (Years)				
<65	136	(52)	138	(53)
≥65	125	(48)	122	(47)
Race				
Caucasian	225	(86)	231	(89)
Black	8	(3)	5	(2)
Asian	20	(8)	14	(5)
Other	8	(3)	10	(3)
ECOG Performance Status*				
0	82	(31)	83	(32)
1	134	(51)	132	(51)
2	44	(17)	45	(17)
Unknown*	1	(<1)	0	(0)
Disease Status at Baseline**				
Locally Advanced	61	(23)	63	(24)
Distant Metastasis	200	(77)	197	(76)

*Unknown includes responses of 'Unknown' and missing.

**Stratification factor as documented at baseline; distribution differs slightly from values reported at time of randomization.

The results of the study are shown in Table 10.

Table 10: Efficacy Results: 100 mg Cohort

	TARCEVA + Gemcitabine	Placebo + Gemcitabine	Hazard Ratio (1)	95% CI	p-value
Survival	Median 6.4 mo 250 deaths	Median 6.0 mo 254 deaths	0.81	0.68 – 0.97	0.028 (2)
1-year Survival	23.8%	19.4%			
Progression-Free Survival	Median 3.8 mo 225 events	Median 3.5 mo 232 events	0.76	0.64 – 0.92	0.006 (2)
Tumor Response (CR+PR)	8.6%	7.9%			0.87 (3)
Response Duration	Median 23.9 wk	Median 23.3 wk			

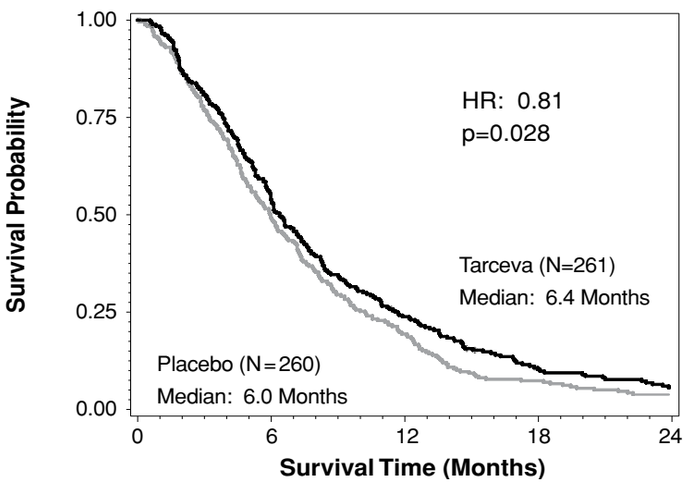
(1) Cox regression model with the following covariates: ECOG performance status, and extent of disease.

(2) Two-sided Log-Rank test stratified by ECOG performance status and extent of disease.

(3) Two-sided Fisher's exact test.

Survival was evaluated in the intent-to-treat population. Figure 3 depicts the Kaplan-Meier curves for overall survival in the 100 mg cohort. The primary survival and PFS analyses were two-sided Log-Rank tests stratified by ECOG performance status and extent of disease.

Figure 3: Kaplan – Meier Curve for Overall Survival: 100 mg Cohort



Note: HR is from Cox regression model with the following covariates: ECOG performance status and extent of disease. P-value is from two-sided Log-Rank test stratified by ECOG performance status and extent of disease.

16 HOW SUPPLIED/STORAGE AND HANDLING

25 mg Tablets

Round, biconvex face and straight sides, white film-coated, printed in orange with a "T" and "25" on one side and plain on the other side; supplied in:

Bottles of 30: NDC 50242-062-01

100 mg Tablets

Round, biconvex face and straight sides, white film-coated, printed in gray with "T" and "100" on one side and plain on the other side; supplied in:

Bottles of 30: NDC 50242-063-01

150 mg Tablets

Round, biconvex face and straight sides, white film-coated, printed in maroon with "T" and "150" on one side and plain on the other side; supplied in:

Bottles of 30: NDC 50242-064-01

Store at 25°C (77°F); excursions permitted to 15° – 30°C (59° – 86°F). See USP Controlled Room Temperature.

17 PATIENT COUNSELING INFORMATION

If the following signs or symptoms occur, patients should be advised to seek medical advice promptly *[see Warnings and Precautions (5), Adverse Reactions (6) and Dosage and Administration (2.3)].*

- Onset or worsening of skin rash
- Severe or persistent diarrhea, nausea, anorexia, or vomiting
- Onset or worsening of unexplained shortness of breath or cough
- Eye irritation

Given that skin reactions are anticipated when taking TARCEVA, proactive intervention may include alcohol-free emollient cream and use of sunscreen or avoidance of sun exposure *[see Adverse Reactions (6.1).]* The management of rash should be discussed with the patient. This may include topical corticosteroids or antibiotics with anti-inflammatory properties. These approaches were used in the NSCLC and pancreatic pivotal clinical trials. Acne preparations with drying properties may aggravate the dry skin and erythema. Treatment of rash has not been formally studied and should be based on rash severity.

Women of childbearing potential should be advised to avoid becoming pregnant while taking TARCEVA *[see Warnings and Precautions (5.12) and Use in Specific Populations (8.1)].*

Smokers should be advised to stop smoking while taking TARCEVA as plasma concentrations of erlotinib are reduced due to the effect of cigarette smoking *[see Clinical Pharmacology (12.3)].*

Manufactured for:
OSI Pharmaceuticals, LLC, Farmingdale, NY 11735
an affiliate of Astellas Pharma US, Inc.

Manufactured by:
Kremers Urban Pharmaceuticals, Inc., Seymour, IN 47274

Distributed by:
Genentech USA, Inc. 1 DNA Way, South San Francisco, CA 94080-4990

For further information please call 1-877-TARCEVA (1-877-827-2382).

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