



JAN 27 2000

**TRANSMITTED VIA FACSIMILE**

Nanette E. Holston  
Manager, U.S. Regulatory Affairs  
Wyeth-Ayerst Research  
P.O. Box 8299  
Philadelphia, PA 19101-8299

**RE: NDA #20-859**  
Sonata (zaleplon) Capsules  
MACMIS #8573

Dear Ms. Holston:

Through routine monitoring and surveillance, the Division of Drug Marketing, Advertising, and Communications (DDMAC) has become aware of a journal advertisement and a Brief Summary (ID# 78562-00) for Sonata that are false or misleading, and in violation of the Federal Food, Drug, and Cosmetic Act. Specifically, the advertisement and the Brief Summary are misleading because they omit the caveat from the Indications and Usage section of the approved product labeling (PI) that Sonata "has not been shown to increase total sleep time or decrease the number of awakenings."

To address this objection, DDMAC recommends that Wyeth-Ayerst Laboratories (Wyeth) do the following:

1. Immediately discontinue the use of this journal advertisement, Brief Summary, and any other promotional material with the same or similar issues. This would include evaluating other promotional material for failure to convey this caveat of Sonata's indication.
2. Respond to this letter, in writing, by February 7, 2000. Wyeth's response should include a statement of its intent to comply with the above, a list of all promotional materials with the same or similar issues, and Wyeth's methods for discontinuing these promotional materials.

If you have any questions or comments, please contact Dr. Lisa L. Stockbridge by facsimile at (301) 594-6771, or at the Food and Drug Administration, Division of Drug Marketing, Advertising and Communications, HFD-42, rm. 17B-20, 5600 Fishers Lane,

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Wyeth  
NDA 20-859 (MACMIS 8573)

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Rockville, MD 20857. DDMAC reminds you that only written communications are considered official.

In all future correspondence regarding this particular matter, please refer to MACMIS ID # 8573 in addition to the NDA number.

Sincerely, /s/

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Lisa L. Stockbridge, Ph.D.  
Regulatory Review Officer  
Division of Drug Marketing,  
Advertising and Communications

# ANNOUNCING

*The First Solution for the Short-Term Treatment of Insomnia With Flexible Administration*



## **Good Night's Sleep**

## **the Ability to Function<sup>1</sup>**

Patients need to remain in bed 4 or more hours before becoming active again. Until patients know how they will react to sleep agents, they should not engage in activities requiring mental alertness or motor coordination (e.g., driving or operating machinery) after taking SONATA or any sleep agent.

During treatment lasting 28 nights, with SONATA 5 or 10 mg, among the most common side effects were headache (28% vs 31% for placebo), dizziness (7% vs 7% for placebo), and somnolence (5% vs 3% for placebo).<sup>2</sup> Hypnotics should generally be limited to 7 to 10 days of use, and re-evaluation of the patient is recommended if hypnotics are taken for more than 2 to 3 weeks. Prescriptions for SONATA should not exceed a 1-month supply.

**References:** 1. Data on file, Wyeth-Ayerst Laboratories, Philadelphia, Pa.  
2. SONATA (zaleplon) Prescribing Information, Wyeth-Ayerst Laboratories, Philadelphia, Pa.

*Please see brief summary of Prescribing Information on adjacent page.*

**sonata**<sup>®</sup>  
ZALEPLON <sup>IV</sup>  
CAPSULES

**Wake Up Ready to Function**

