Prilosec Now Available OTC

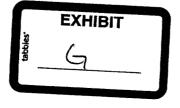
Prescription strength 20 mg Prilosec® (generic name omeprazole), the famous purple pill, is now available over-the-counter (OTC) for the treatment of frequent heartburn. Procter & Gamble, the maker of many famous household items, is marketing the over-the-counter product with the same name- Prilosec OTC.

An expert advisory panel of the Food and Drug Administration (FDA) concluded that *Prilosec OTC* 20mg can be safely sold over-the-counter without a prescription for the treatment of frequent heartburn. Prescription *Prilosec* remains non-formulary and is subject to quantity supply limits and prior authorization of benefits, where applicable.

Prilosec OTC at the 20mg prescription strength, is the first Proton Pump Inhibitor to take advantage of the over-the-counter status.

For more information about the quantity supply limits and prior authorization of benefits program, please contact WellPoint Pharmacy Management Customer Service at (888) 218-4844.

For more information on Prilosec OTC, visit www.prilosecotc.com





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