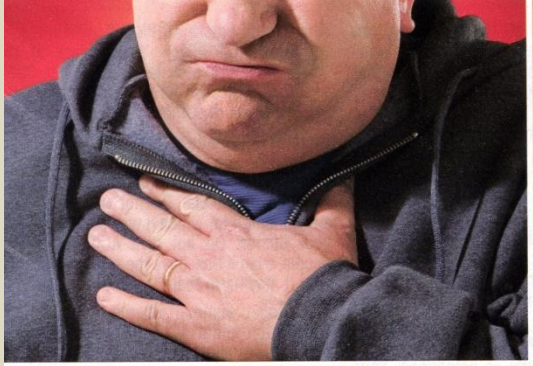
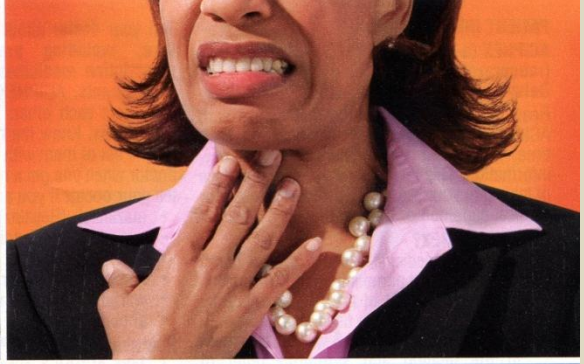
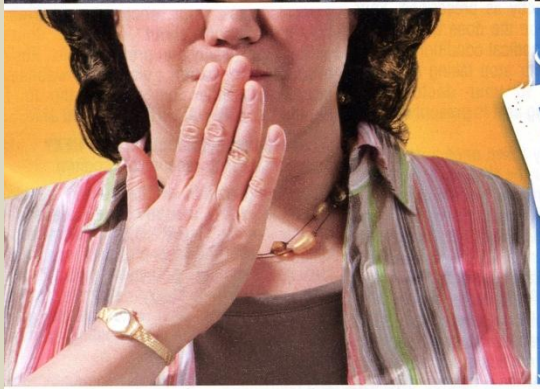
Solution Marketing

www.advancemarketworx.com
http://blog.advancemarketworx.com







Acid reflux disease

Burning BAD TASTE IN YOUR THROAT belching

Acid reflux disease.
It's got many faces.

And lots of symptoms like heartburn, and even a bad taste in your throat or belching. So, if you have persistent heartburn (2 or more days a week) and other symptoms, despite treatment and diet change, talk to your doctor. It could be acid reflux disease. And find out if prescription ACIPHEX is right for you. Because burning, bad taste, and belching don't look good on anyone.

IMPORT… FETY INFORMATION

ACI… ll-established safety profile.

…ommon side effects with …, sore throat, gas, infection,

…rule out other serious

…your doctor if you are … salts, ketoconazole,

…or and read the …age.

…PHEX 20 mg … of persistent, …heartburn and …with acid reflux disease.

… vary.

…ouraged to report negative side … of prescription drugs to the FDA. Visit …ww.fda.gov/medwatch or call 1-800-FDA-1088.

ACIPHEX is a registered trademark of Eisai Company, Ltd.
©2009 Eisai Inc. and Ortho-McNeil-Janssen Pharmaceuticals, Inc.

Manufactured and Marketed by Eisai

Marketed by PriCara

Just follow these 3 easy steps:
To the Patient:

1. ACIPHEX is available by prescription only. Ask your healthcare professional if ACIPHEX is right for you.
2. If you and your healthcare professional decide ACIPHEX is right for you, ask for a prescription for up to 14 ACIPHEX 20 mg tablets.
3. Present your prescription for up to 14 ACIPHEX tablets AND this voucher to your pharmacist. To process your voucher, refer to the Restrictions and Conditions of Use, and read and sign below.

By signing and dating below, you understand and consent to the use and disclosure of your personal information to vendors working on behalf of Eisai Inc. and PriCara®, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., to administer pharmacy reimbursement, evaluate program effectiveness, and verify compliance with program rules and restrictions. Additionally, if you are enrolled in a Medicare Part D Plan, by signing below you certify that you will not submit a claim for the offer to count towards your True Out of Pocket (TrOOP) costs.

Patient's Signature _____ Date _____

FREE TRIAL OFFER FOR ACIPHEX

FREE TRIAL OFFER
Up to 14 Tablets Free

AcipHex® rabeprazole sodium

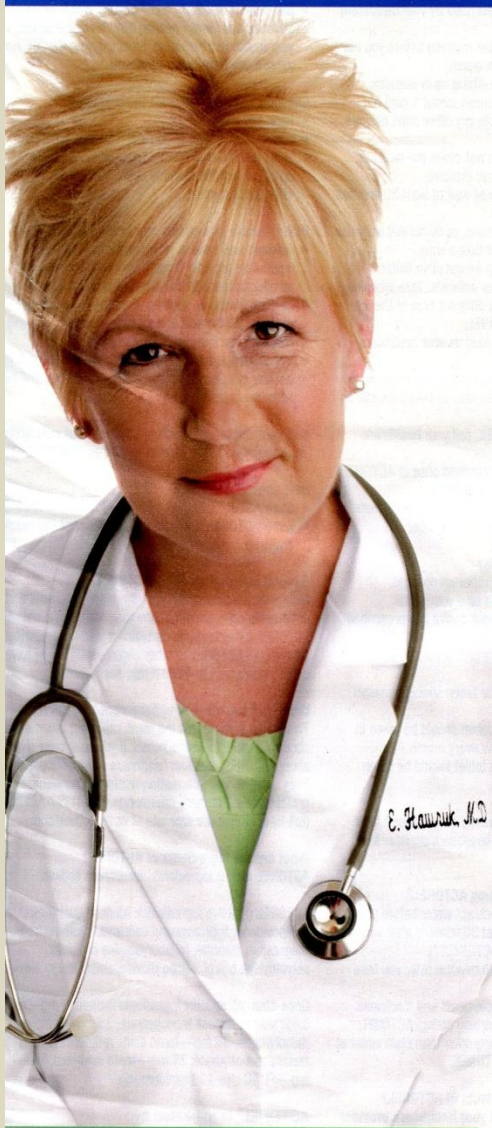
Restrictions and Conditions of Use:
- Limited to 1 ACIPHEX free trial voucher redemption per person. Not valid for refills. No substitutions permitted.
- No purchase or co-pay required.
- The prescription must be for a patient who is at least 18 years old.
- Not valid through mail order pharmacies.
- Not valid for any product dispensed pursuant to this voucher shall not be submitted to any public (eg, Medicare, Medicaid) or private (eg, insurance company) payer for reimbursement.
- Federal law prohibits the selling, purchasing, trading or counterfeiting of this voucher; such activities may result in imprisonment of 10 years, fines up to $250,000, or both.
- Void outside the USA and where prohibited by law.
- Eisai Inc. and PriCara® reserve the right to rescind, revoke, or amend this offer at any time without notice.

14 DAYS

Try **ACIPHEX FREE** for 2 weeks!*
1-800-203-8672 TryAciphex.com/72
See the attached voucher. *Restrictions apply.

AcipHex® rabeprazole sodium

Osteoporosis: Get The Facts



Dr. Elizabeth Hawruk – Rheumatology

North Jersey Center for Arthritis and Osteoporosis

Doctor paid to appear in this ad.

Q: I always thought that postmenopausal osteoporosis was just something that happened to old ladies. But I found out that I have it, and I still feel young.

Dr. Hawruk: That is one of those myths about osteoporosis. It's not just an old ladies' disease. You should know that women can lose an average of 10% of their bone mass during the first 5 years after reaching menopause.

Ask your doctor if a prescription therapy like Once-a-Month Actonel is right for you. It's clinically proven to help reverse bone loss and can help increase bone strength to help prevent fractures.

Actonel is a prescription medication to treat postmenopausal osteoporosis.

Important Safety Information for Actonel® (risedronate sodium) tablets.
You should not take Actonel if you are allergic to any of the ingredients, if you have low blood calcium (hypocalcemia), have kidneys that work poorly, or cannot stand or sit upright for 30 minutes. Stop taking Actonel and tell your doctor right away if you experience difficult or painful swallowing, chest pain, or severe or continuing heartburn, as these may be signs of serious upper digestive problems. Follow dosing instructions carefully to lower the chance of these events occurring.

Side effects may include stomach pain, upset stomach, or back, muscle, bone or joint pain, sometimes severe. Contact your doctor for medical advice about side effects, or if you have questions about Actonel. Promptly tell your doctor if you develop dental problems, as serious jawbone problems have been reported rarely.

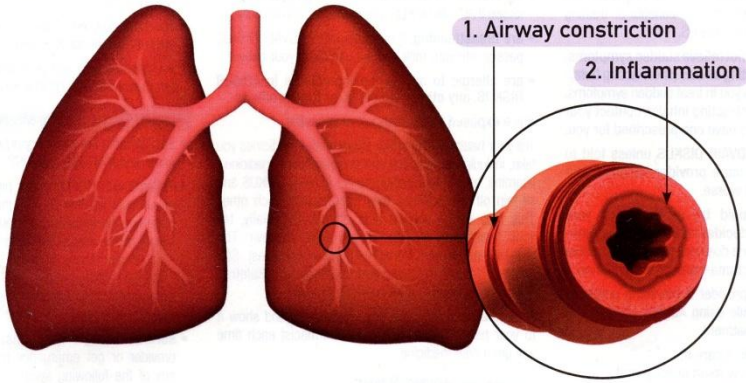
You are encouraged to report side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see the Actonel Patient Information on the adjoining page.

ASK Actonel®
(risedronate sodium) tablets
Once-a-Month
Get up to 1 month FREE

Asthma has 2 main causes.

Treating both with ADVAIR® helps prevent symptoms.



If your symptoms keep coming back, it could be that your medicine* can't treat both main causes of asthma.

ADVAIR treats both main causes to help prevent symptoms from occurring in the first place.

Get your first full prescription FREE.† Go to ADVAIR.com or call 1-800-513-5138.

*ADVAIR contains 2 medicines; other products may contain just 1.
†Subject to eligibility. Restrictions apply.

Important Information About ADVAIR DISKUS. Prescription ADVAIR won't replace fast-acting inhalers for sudden symptoms and should not be taken more than twice a day. ADVAIR is for people who still have symptoms on another asthma controller, or who need two controllers. ADVAIR contains salmeterol. In patients with asthma, medicines like salmeterol may increase the chance of asthma-related death. So ADVAIR is not for people whose asthma is well controlled on another controller medicine.

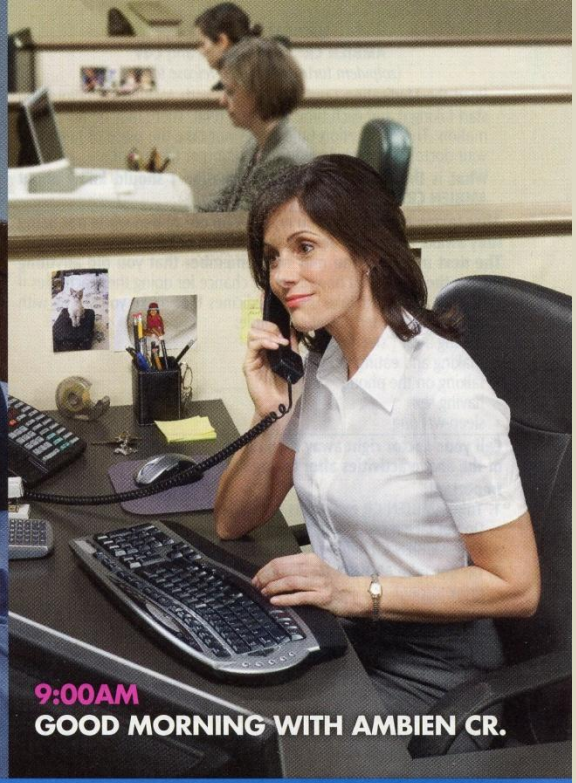
Talk to your doctor about the risks and benefits of treating your asthma with ADVAIR. Do not use ADVAIR with long-acting beta$_2$-agonists for any reason. If you are taking ADVAIR, see your doctor if your asthma does not improve or gets worse. Thrush in the mouth and throat may occur. Tell your doctor if you have a heart condition or high blood pressure. Some people may experience increased blood pressure, heart rate, or changes in heart rhythm. ADVAIR is for patients 4 years and older. For patients 4 to 11 years old, ADVAIR 100/50 is for those who have asthma symptoms while on an inhaled corticosteroid.

Please see accompanying important information about ADVAIR DISKUS.

You are encouraged to report negative side effects of prescription drugs to the FDA.
Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

ADVAIR DISKUS® 100/50

If you don't have prescription coverage and can't



Tired of morning coming in the middle of the night? 2-layer Ambien CR can help.
The first layer helps you fall asleep and a second layer helps you stay asleep,* so you can wake up ready for your day.**

There is no generic form of AMBIEN CR.
Ask your healthcare provider for 2-layer AMBIEN CR.
Get 4-nights free as well as up to $100 in savings on AMBIEN CR by visiting:
AmbienCRoffers.com or call 1.877.827.1767 for more information.

TWO-LAYER
AMBIEN CR®
(ZOLPIDEM TARTRATE EXTENDED RELEASE) C-IV
6.25-MG & 12.5-MG EXTENDED RELEASE TABLETS
A GOOD NIGHT'S SLEEP FROM START TO FINISH.™

* Proven effective up to 7 hours in clinical studies.
**Individual results may vary.

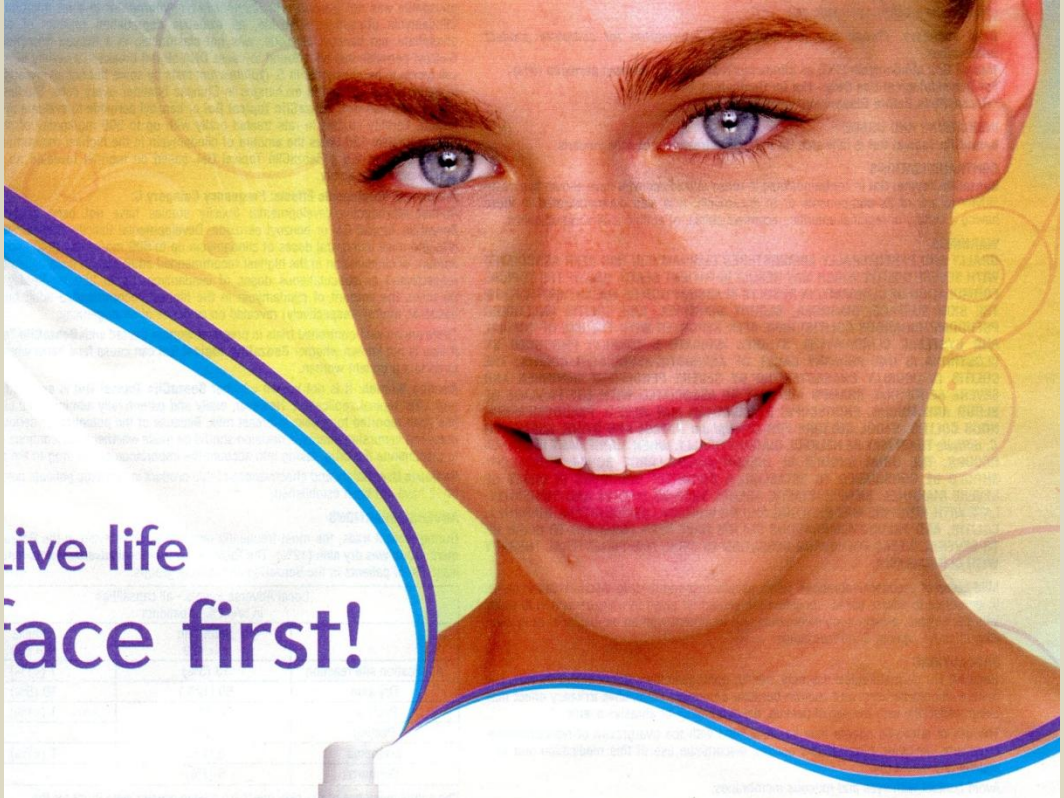
AMBIEN CR is indicated to help you fall asleep and/or stay asleep.

IMPORTANT SAFETY INFORMATION
AMBIEN CR is a treatment option you and your doctor can consider along with lifestyle changes and can be taken for as long as your doctor recommends. When taking AMBIEN CR, don't drive or operate machinery. Plan to devote 7 to 8 hours to sleep before being active. Sleepwalking, and eating or driving while not fully awake, with memory loss for the event, as well as abnormal behaviors such as being more outgoing or aggressive than normal, confusion, agitation, and hallucinations may occur. Don't take it with alcohol as it may increase these behaviors. Allergic reactions such as shortness of breath, swelling of your tongue or throat, may occur and in rare cases may be fatal. In patients with depression, worsening of depression, including risk of suicide may occur. If you experience any of these behaviors contact your doctor immediately. If you have an allergic reaction while using AMBIEN CR, contact your doctor immediately. Side effects may include next-day drowsiness, dizziness, and headache. AMBIEN CR has some risk of dependency. It's non-narcotic.

You are encouraged to report negative side effects of prescription drugs to the FDA.
Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see important medication guide on adjoining page.

sanofi aventis



.ive life
'ace first!

BenzaClin® topical gel carekit
clindamycin 1%-benzoyl peroxide 5% gel LIFE FACE FIRST.

A leading prescription acne medication,
now packaged with an oil-free cosmetic skin hydrator.

Talk to your doctor about acne—
and about the BenzaClin® carekit.

Pay no more than $20
on each of your next 4 prescriptions of BenzaClin®.* Go to acneheroes.com for a printable coupon.

*Offer applies to BenzaClin® carekit and PUMP products only.

Clin® Topical Gel is indicated for the treatment of acne.

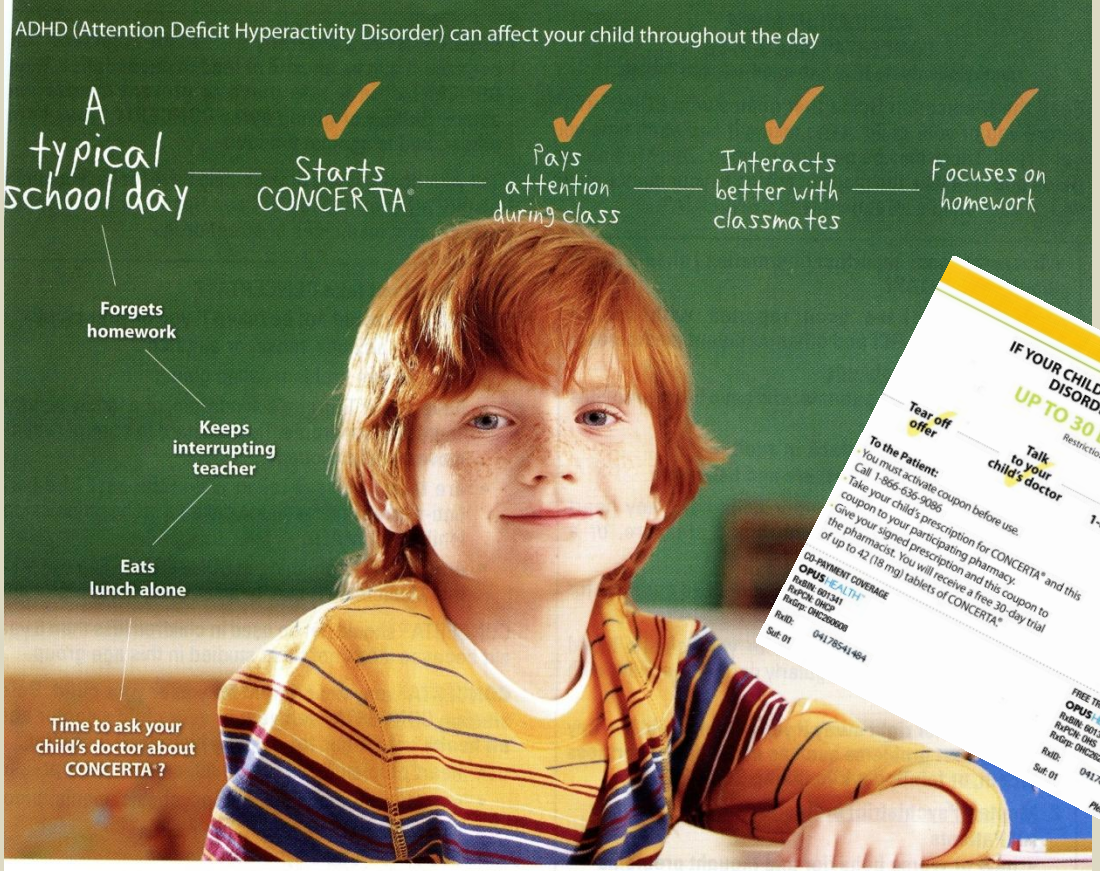
ant Safety Information: BenzaClin® was studied in mild to moderate acne patients. BenzaClin® is an acne product you can get with a doctor's iption. Side effects are usually limited to the skin and include dry skin, itching, peeling, redness and sunburn. Also, clindamycin, an ingredient zaClin®, may cause diarrhea. If you experience severe diarrhea, stop using BenzaClin® and call your doctor immediately. You should not use Clin® if you are allergic to clindamycin, benzoyl peroxide, or the antibiotic lincomycin, or if you have a history of colitis.

see brief summary of full Precribing Information on next page.

ealth information contained herein is provided for general education purposes only. Your care professional is the single best source of information regarding your health. Please lt your healthcare professional if you have any questions about your health or treatment.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

ADHD (Attention Deficit Hyperactivity Disorder) can affect your child throughout the day



CONCERTA® CAN HELP YOUR CHILD GET ON THE PATH TO SUCCESS IN MANAGING ADHD.

- CONCERTA® can help improve your child's focus
- CONCERTA® improves social interactions as reported by teachers and parents
- In a survey, 96% of parents reported that their child got in trouble less often at school when on CONCERTA®*
- CONCERTA® has over 8 years of proven safety

TALK TO YOUR HEALTHCARE PROFESSIONAL ABOUT CONCERTA®.
VISIT **CONCERTA.NET/BHG** OR CALL **1-888-386-7675**

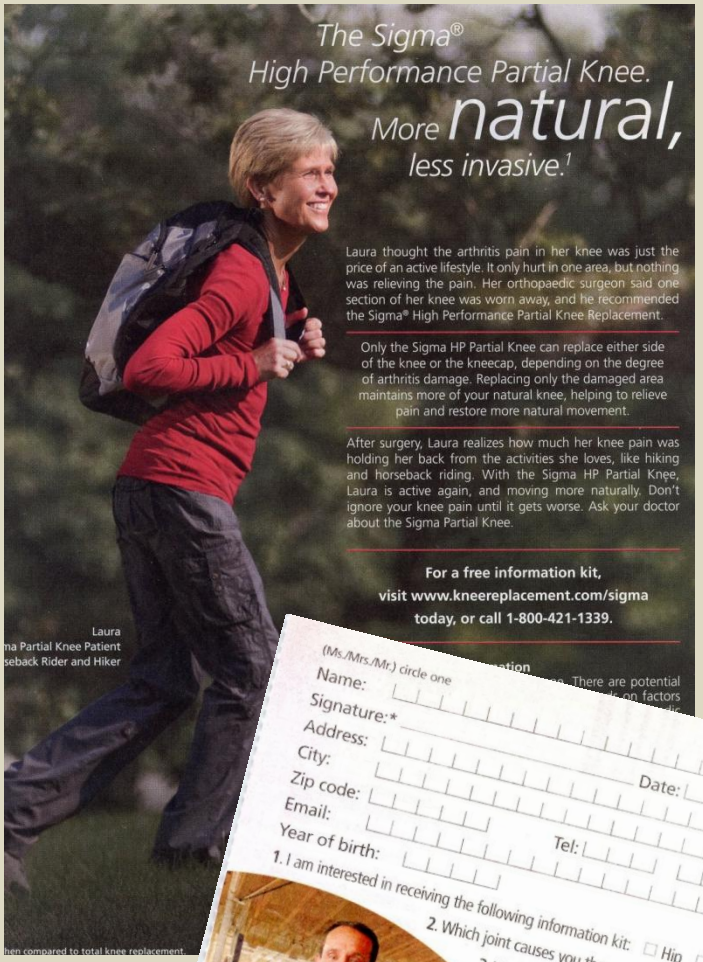
START HERE ONCE-DAILY **CONCERTA®** methylphenidate HCl Extended-release tablets 18 mg, 27 mg, 36 mg, 54 mg GET THERE

is survey was conducted online in the United States by Harris Interactive on behalf of McNeil Pediatrics™, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc., between y 21 and June 2, 2008, among 150 adults who had a child aged 6–17 who had been diagnosed with ADHD and was taking CONCERTA® for more than 3 months at that time.

NCERTA® is a prescription product approved for the treatment of attention deficit hyperactivity disorder (ADHD) as part of a total treatment program that may include counseling or other therapies.

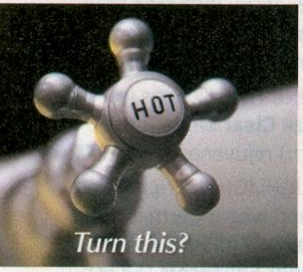
PORTANT SAFETY INFORMATION. Talk to your healthcare professional for a proper diagnosis and treatment of ADHD. Only a healthcare professional can decide whether medication ght for you or your child. CONCERTA® should not be taken by patients who have: allergies to methylphenidate or other ingredients in CONCERTA®; significant anxiety, tension, or agitation; ucoma; tics, Tourette's syndrome, or family history of Tourette's syndrome; current or past use of monoamine oxidase inhibitor (MAOI); esophagus, stomach, or intestinal narrowing. Children der 6 years of age should not take CONCERTA®. Abuse of methylphenidate may lead to dependence. Tell your healthcare professional if you or your child has had problems with alcohol or gs; has had any heart problems, heart defects, high blood pressure, or a family history of these problems; has had depression, abnormal thoughts or visions, bipolar disorder, or seizure. ntact your healthcare professional immediately if you or your child: develops abnormal thinking or hallucinations, abnormal or extreme moods and/or excessive activity; or if aggressive avior or hostility develops or worsens while taking CONCERTA®. Your child's healthcare professional should check height and weight often and may interrupt CONCERTA® treatment if your d is not growing or gaining weight as expected. Stimulants may impair the ability of the patient to operate potentially hazardous machinery or vehicles. Caution should be used accordingly il you are reasonably certain that CONCERTA® does not adversely affect your ability to engage in such activities. The most common adverse reaction (>5%) reported in children and lescents was upper abdominal pain. The most common adverse reactions (>10%) reported in adults were dry mouth, nausea, decreased appetite, headache, and insomnia.

ase see Medication Guide on adjacent page.


The Sigma®
High Performance Partial Knee.
More natural,
less invasive.[1]
Laura thought the arthritis pain in her knee was just the price of an active lifestyle. It only hurt in one area, but nothing was relieving the pain. Her orthopaedic surgeon said one section of her knee was worn away, and he recommended the Sigma® High Performance Partial Knee Replacement.
Only the Sigma HP Partial Knee can replace either side of the knee or the kneecap, depending on the degree of arthritis damage. Replacing only the damaged area maintains more of your natural knee, helping to relieve pain and restore more natural movement.
After surgery, Laura realizes how much her knee pain was holding her back from the activities she loves, like hiking and horseback riding. With the Sigma HP Partial Knee, Laura is active again, and moving more naturally. Don't ignore your knee pain until it gets worse. Ask your doctor about the Sigma Partial Knee.
For a free information kit,
visit www.kneereplacement.com/sigma
today, or call 1-800-421-1339.
Laura
Partial Knee Patient
seback Rider and Hiker
hen compared to total knee replacement.


"I wasn't ready
to let hip arthritis pain stop me."
Julie is an active mother and flight attendant, so she spends most of her time on her feet. But the arthritis pain in her hip was making it tough for her to get through the day, and it was only getting worse. She talked with her orthopaedic surgeon who recommended Pinnacle® Hip Solutions.
Only the Pinnacle Hip features TrueGlide™ technology, allowing the body to create a thin film of lubrication between surfaces for a more fluid range of natural motion.
Now Julie moves more naturally, and more easily, than she ever thought possible. If hip arthritis is limiting your activities, don't wait. Take the next step and ask your doctor about Pinnacle Hip Solutions today.
For a free information kit,
visit www.hipreplacement.com/pinnacle
today, or call 1-800-405-7314.
Important Safety Information
Hip replacement is not for everyone. There are potential risks. Recovery takes time and success depends on factors like age, weight, and activity level. Only an orthopaedic surgeon can tell if hip replacement is right for you.
Julie
Pinnacle Hip Patient
Active Mother
Flight Attendant
PINNACLE
HIP SOLUTIONS
noving™
DePuy
Orthopaedics Inc.
a Johnson & Johnson company


(Ms./Mrs./Mr.) circle one
Name:
Signature:*
Address:
City:
Zip code:
Email:
Year of birth:
Date:
Tel:
State:
1. I am interested in receiving the following information kit: ☐ Hip ☐ Knee ☐ Both
2. Which joint causes you the most pain? ☐ Hip ☐ Knee
3. How would you rate your pain on a typical day on a scale from 1 to 5, where 1 means "not at all severe" and 5 means "extremely severe"? 1 2 3 4 5 (circle one)
4. How often do you suffer from joint pain on a weekly basis?
☐ 3 or less times per week or ☐ 4 or more times per week
*If signed, DePuy Orthopaedics, Inc. and its affiliates may send you additional information of interest in the future.
Your information will be used by DePuy Orthopaedics, Inc. to send a Total Hip or Knee Replacement information kit.
DePuy Orthopaedics, Inc. and its affiliates will not share your information with anyone except as required by law.
To be removed from our mailing list, call 1-866-709-4883.
DEP-KNE-FC-1109
COMPLETE AND MAIL THIS CARD TODAY!
To hear Coach K's story or for a free information kit, visit kneereplacement.com/sigma or call 1-800-421-1339
Mike Krzyzewski
DePuy Orthopaedics, Inc.
Hip Patient
never stop moving™
DePuy
Orthopaedics Inc.



Still finding it tough to do everyday things?

ORENCIA may help.

ORENCIA® (abatacept) is an RA treatment that works differently.
It's a prescription medication used to treat adults with moderate to severe RA and has been shown to:

- *Relieve the pain, swelling, and fatigue of RA*
- *Control the advance of joint damage*
- *Help improve physical and emotional health-related quality of life*

Important Safety Information about ORENCIA:

Before you receive ORENCIA, tell your doctor if you:

- are prone to or have any infection like an open sore or the flu because an infection could put you at risk for serious side effects from ORENCIA. Call your doctor right away if you have a fever, feel very tired, cough, feel flu-like, or have warm, red, or painful skin.
- have a history of a chronic lung disease called COPD because you may get certain respiratory problems more often with ORENCIA such as worsened COPD, pneumonia, cough, or trouble breathing.
- have diabetes and are using a blood glucose monitor. Some monitors can give falsely high readings with ORENCIA on the day of your infusion.
- are nursing, pregnant, or planning to become pregnant. Talk with your doctor about whether to continue with ORENCIA.
- **take any other medicines,** especially other biolo for RA such as Enbrel®, Remicade®, Humira® Kineret®. Taking ORENCIA with biologics for RA increase your chance of getting a serious infecti

ORENCIA can cause **serious side effects** inclu serious infections and allergic reactions. Also, ce kinds of cancers have been reported in patients recei ORENCIA. It is not known if ORENCIA increases chance of getting certain kinds of cancer. You sh not receive ORENCIA with certain vaccines. OREN may cause some vaccines to be less effective. Com side effects include headache, upper respiratory infection, sore throat, and nausea.

ORENCIA is a 30-minute IV infusion given by a health professional, every 4 weeks after initial dosing regime you have any questions about ORENCIA, talk with your do

Please read the Important Facts on the following page.

You are encouraged to report negative side effects of prescription dru to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Moderate to Severe Rheumatoid Arthritis ***RA***

Oh, yes I can!™

***ORENCIA** has been proven to make a difference for many patients, including those who haven't been getting enough help from treatments such as methotrexate, Enbrel®, Humira®, and Remicade®.*
There are several treatment options for RA. Ask your rheumatologist if ORENCIA is right for you.

Find out more about ORENCIA

Call: 1-800-ORENCIA Visit: www.ORENCIA.com

ORENCIA®
(abatacept)

Partnership for Prescription Assistance

If you need help paying for prescription medicines, you may be eligible for assistance. Call 1-888-4PPA-NOW (1-888-477-2669), or go to www.pparx.org.

Bristol-Myers Squibb

PREMARIN Vaginal Cream restores vaginal tissues after menopause, to help relieve dryness and even painful intercourse.

If you've gone through menopause and are experiencing vaginal dryness and discomfort, you might want to learn more abou PREMARIN Vaginal Cream. Menopause can cause changes in vaginal tissue, resulting in uncomfortable symptoms. PREMARIN Vaginal Cream treats the underlying cause of these symptoms and can restore the tissues that provide elasticity and lubrication. And you don't need to keep using it forever; just as long as you need treatment.

Important Safety Information

What is the most important information you should know about PREMARIN Vaginal Cream (an estrogen mixture)?

- Estrogens may increase the chance of getting cancer of the uterus. Report any unusual vaginal bleeding right away while you are using PREMARIN Vaginal Cream. Vaginal bleeding after menopause may be a warning sign of cancer of the uterus (womb). Your health care provider should check any unusual vaginal bleeding to find out the cause.
- Do not use estrogens with or without progestins to prevent heart disease, heart attacks, strokes, or dementia. Using estrogens, with or without progestins, may increase your chance of getting heart attacks, strokes, breast cancer, and blood clots. Using estrogens, with or without progestins, may increase your chance of getting dementia, based on a study of women age 65 years or older. You and your health care provider should talk regularly about whether you still need treatment with PREMARIN Vaginal Cream.

PREMARIN Vaginal Cream is used after menopause to treat menopausal changes in and around the vagina and painful intercourse caused by these changes.

PREMARIN Vaginal Cream should not be used if you have unusual vaginal bleeding, have or had cancer of the breast or uterus, had a stroke or heart attack, have or had blood clots or liver problems, are allergic to any of its ingredients, or think you may be pregnant. Most common side effects include headache, infection, abdominal pain, back pain, accidental injury, and vaginitis.

Please see Patient Information on following page. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Ask your health care professional about a cream that helps relieve and restore.

PREMARIN® (conjugated estrogens) 0.625 mg/g
VAGINAL CREAM

HELP RELIEVE AND RESTORE WHAT'S YOURS

Like any intimate relationship, treatment for your vaginal discomfort after menopause doesn't have to be superficial.

You know what hasn't worked for fine facial wrinkles.
You've tried the store-bought creams. You're not interested in shots or surgery.
But you are ready for professional care. Because you know only a doctor has the knowledge and experience to prescribe an effective treatment for your fine facial wrinkles.

Here's what can help. Introducing Refissa.
Available only by prescription from your dermatologist, Refissa has been proven in a clinical trial to treat fine facial wrinkles as well as irregular pigmentation from the sun. Refissa contains tretinoin, a prescription-strength form of vitamin A that acts deep at the skin's cellular level by increasing collagen.[1] Fragrance free, this rich, emollient cream is ideal for normal to dry skin. Plus, you can be assured that it's effective because Refissa is FDA approved.

Ask your doctor about Refissa. It's time to put your face in your doctor's hands.

VISIT REFISSA.COM

GET A $20 REBATE ON PRESCRIPTION-ONLY REFISSA NOW.

Refissa 0.05% is a prescription medicine that may reduce fine facial wrinkles and mottled hyperpigmentation in patients who also protect their skin from the sun and wear sunscreen daily. Refissa does not eliminate wrinkles, repair sun damaged skin or reverse photo-aging. Do not use if you are pregnant, attempting pregnancy, or nursing. Do not use if taking medicines that may increase your sensitivity to sunlight. Refissa, early in treatment, may cause redness, itching, burning, stinging and peeling. If you are uncomfortable, use less medication and decrease the frequency of application. If discomfort is still significant, discontinue use and consult your physician. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. Please see the brief summary of full Prescribing Information on the adjacent page. Refissa is a trademark of Spear Pharmaceuticals, Inc.

[1]Rados C. Science meets beauty: using medicine to improve appearances. U.S. Food and Drug Administration Consumer Magazine.

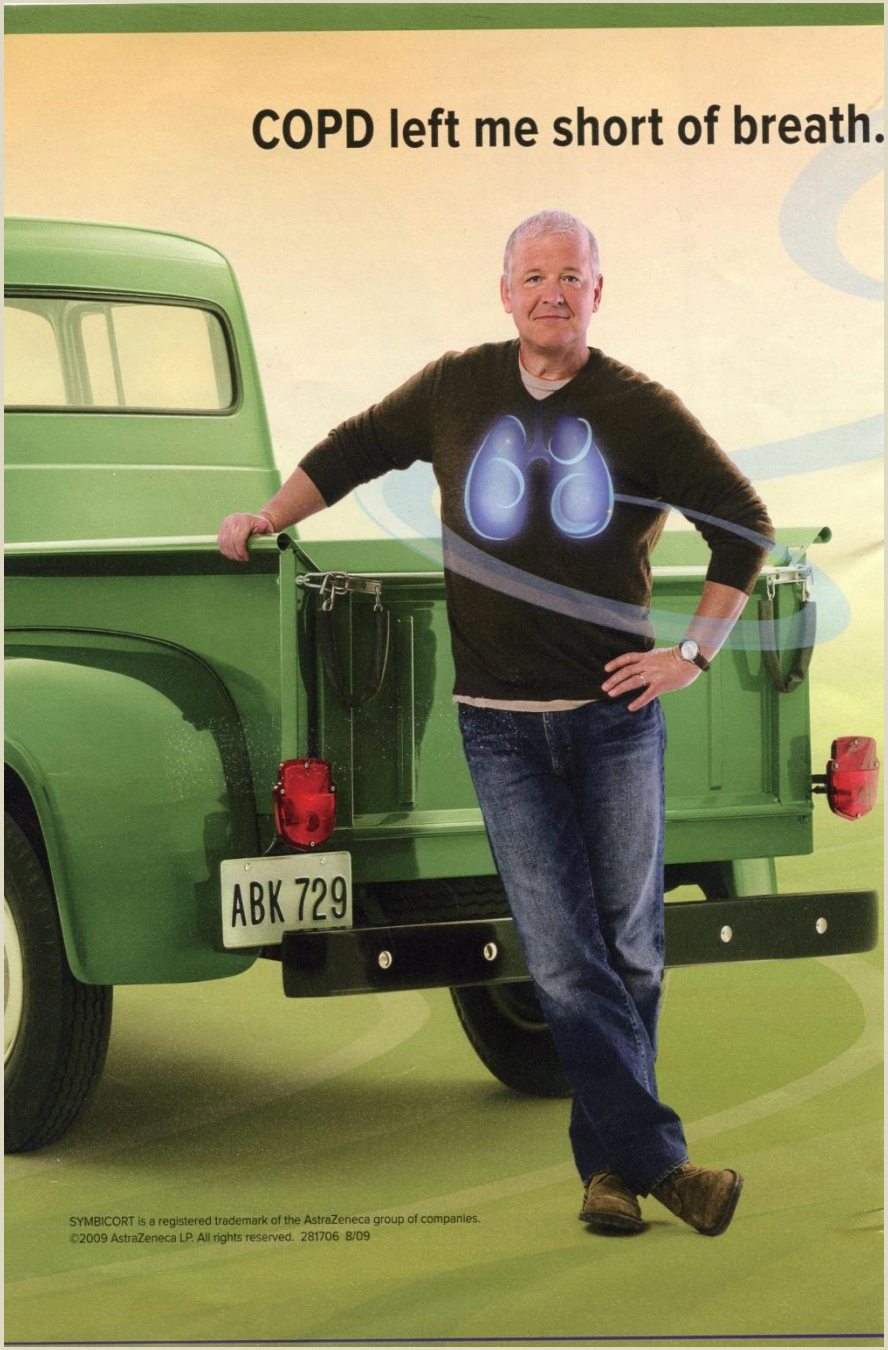
REF000001MK

outdoors INSTANT IMPACT

SUNNY SIDE UP
In this summer bouquet, 'Paul Bunyan' sunflower is accented by 'Black Knight' butterfly bush, with a filler of white cleome.

Good pickings

Take your cuttings during an early morning garden stroll, while it's still cool. Flowers may be the first things you notice, but seed pods, berries, and fruits are delightful variations. After you take the cuttings, strip lower leaves off so that only stems are in the water. To make bouquets last longer, change the water and trim off the bottom half-inch of each stem daily.



COPD left me short of breath. Now I take SYMBICORT 160/4.5.

It's a maintenance medication that helps significantly improve my lung function starting within 5 minutes. And it makes a significant difference in my breathing.*

Results may vary.

Remember, SYMBICORT does not replace a rescue inhaler for sudden symptoms.

Talk to your doctor about SYMBICORT today.

FREE PRESCRIPTION OFFER†

Call 1.888.533.2983 or visit MySymbicort.com/GO

†Subject to eligibility rules. Restrictions apply.

IMPORTANT SAFETY INFORMATION ABOUT SYMBICORT FOR COPD

SYMBICORT 160/4.5 is approved for adults with COPD, including chronic bronchitis and emphysema. You should only take 2 inhalations of SYMBICORT twice a day. Higher doses will not provide additional benefits.

Call your doctor if you notice any of the following symptoms: change in amount or color of sputum, fever, chills, increased cough, or increased breathing problems.

SYMBICORT may increase your risk of lung infection, osteoporosis, and some eye problems (cataracts or glaucoma). You should have regular eye exams.

Thrush in the mouth and throat may occur.

Tell your doctor if you have a heart condition or high blood pressure before taking SYMBICORT. Do not use SYMBICORT with another long-acting $beta_2$-agonist for any reason. SYMBICORT does not replace fast-acting inhalers for sudden symptoms.

Please see Important Product Information on adjacent page and discuss with your doctor.

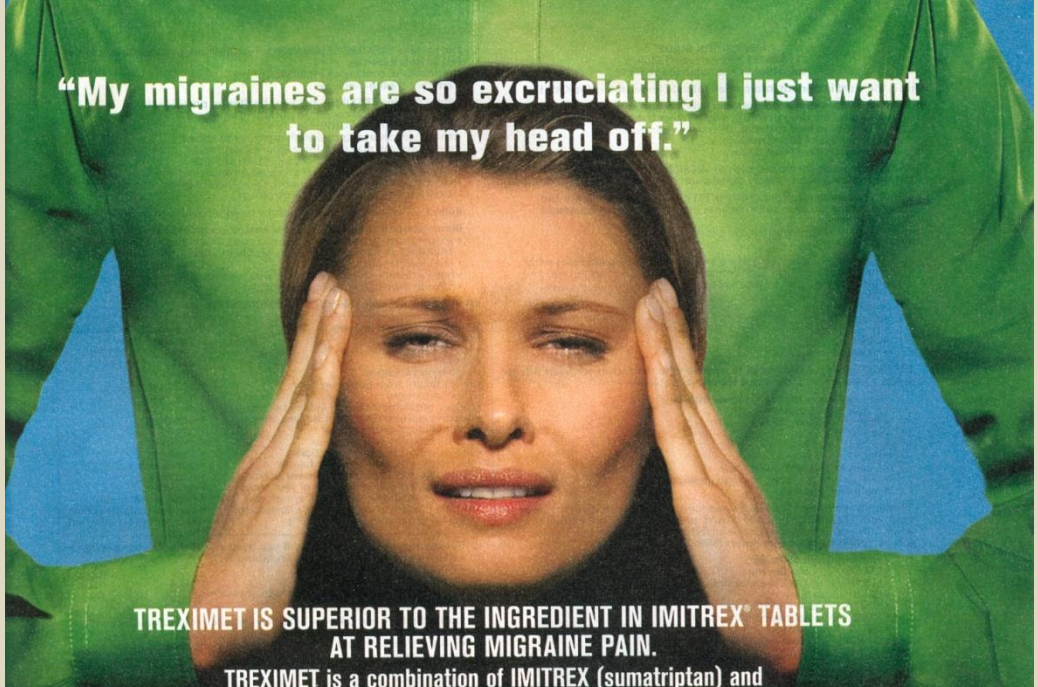
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

For more information, call 1-888-533-2983 or go to MySymbicort.com/GO.

If you cannot afford your prescription, AstraZeneca may be able to help.

Symbicort®
(budesonide/formoterol fumarate dihydrate)
Inhalation Aerosol

AstraZeneca



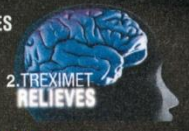
"My migraines are so excruciating I just want to take my head off."

TREXIMET IS SUPERIOR TO THE INGREDIENT IN IMITREX® TABLETS AT RELIEVING MIGRAINE PAIN.

TREXIMET is a combination of IMITREX (sumatriptan) and naproxen sodium (an NSAID). So it works two ways:

1. **TREXIMET TARGETS** the nerves and blood vessels believed to trigger a migraine.

2. **TREXIMET RELIEVES** the inflammation that causes migraine pain.



ASK YOUR DOCTOR ABOUT TREXIMET—BEFORE YOUR NEXT MIGRAINE.
Get up to $50 off* your first prescription at treximet.com or call 1-877-TREXIMET.

Prescription TREXIMET is for acute treatment of migraine attacks in adults. Results may vary.

Important Safety Information:

TREXIMET may increase the risk of heart attack, stroke, serious stomach and intestinal problems such as bleeding and ulcers, and serious rash that may be fatal and occur without warning. Risk of stomach and intestinal problems increases in the elderly. Do not take TREXIMET if you have a history of heart or liver disease, stroke, TIAs, problems with blood circulation, uncontrolled blood pressure, or allergic reaction to aspirin, NSAIDs, or sumatriptan; or right before or after heart surgery called coronary artery bypass graft (CABG).

Talk to your doctor before taking TREXIMET if you have risk factors for heart disease, like smoking, diabetes, and high blood pressure; stomach ulcers or bleeding; chest pain, shortness of breath, irregular heartbeats; kidney problems; are pregnant, nursing, or thinking about becoming pregnant; or taking medications, especially pain relievers or antidepressants. A life-threatening problem may occur with TREXIMET, especially if used with antidepressants called SSRIs or SNRIs. Do not take TREXIMET if you have taken an MAOI antidepressant within the last 2 weeks.

Please see important information about TREXIMET on the next page. *Subject to eligibility. Restrictions apply.

TREXIMET Tablets contain 85mg sumatriptan and 500mg naproxen sodium.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Treximet®
sumatriptan/
naproxen sodium

gsk GlaxoSmithKline

Partnership for Prescription Assistance

If you don't have prescription coverage, visit pparx.org, or call 1-888-4PPA-NOW (1-888-477-2669)

Patient dramatization

What drugs may increase potassium? NSAIDs—ibuprofen (Motrin®, Advil®), naproxen (Naprosyn®, Aleve®, and others) when taken long-term and daily for arthritis or other diseases or conditions, Potassium-sparing diuretics (spironolactone and others), Potassium supplementation, ACE inhibitors (Capoten®, Vasotec®, Zestril®, and others), angiotensin-II receptor antagonists (Cozaar®, Diovan®, Avapro®, and others), aldosterone antagonists, and heparin.

Bayer HealthCare Pharmaceuticals

There are other reasons women use YAZ in addition to birth control. What are yours?

YAZ goes beyond birth control. Of course it's 99% effec at preventing pregnancy when taken as directed. And, other Pills, it can also give you shorter, lighter periods, re cramps, and regulate your cycle.

But, if you choose the Pill for birth control, YAZ is the on proven to also treat the emotional and physical symp of PMDD (Premenstrual Dysphoric Disorder). Sympto PMDD can be severe enough to interfere with yo YAZ is not approved to treat PMS, a less serious of symptoms occurring before menstruation. Sympt PMDD may include:

- **Irritability**
- **Anger**
- **Feeling anxious**
- **Fatigue**
- **Markedly depressed moods**
- **Headaches**
- **Bloating**
- **Muscle ac**
- **Change in**

If you or your healthcare provider believe you have should only take YAZ to prevent pregnancy and treatment of PMS.

Prescription YAZ is also proven to help treat mo if you are at least 14 years old, started having periods, and want to use the Pill for birth cont

Important Safety Information about YAZ:

Who should not take YAZ? YAZ contains drs kind of hormone that for some may increase much. Therefore, you should not take YAZ if y liver, or adrenal disease because this could heart and health problems. Tell your docto daily long-term treatment for a chronic co cardiovascular disease or chronic inflam Women who take certain drugs (see below, b have their potassium levels checked in th taking YAZ.

What are the risks involved with taking any (OC)? OCs can be associated with an several serious cardiovascular side effec clots, stroke, and heart attack. **Women 35 and over, are strongly advised not t it increases these risks.** Some women Pill, including women who have blood c a history of heart attack or stroke, as are or may be pregnant. *OCs do not infection or other STDs.*

You are encouraged to report neg prescription drugs to the FDA. Visit w or call 1-800-FDA-1088. See importa on reverse side.

Ask your healthcare provider about your reasons.

YAZ® (drospirenone & ethinyl estradiol)

BEYOND BIRTH CONTROL™

www.YAZ-us.com

1-866-YAZ-PILL

ANOTHER REASON TO TRY YAZ®

Get up to $10 off the only birth control pill that goes beyond.

For a limited time you can save up to $10 on YAZ.
Just take this coupon along with your prescription to your pharmacy.

To learn more about YAZ, see important patient information on the opposite page and visit www.YAZ-us.com

YAZ® (drospirenone & ethinyl estradiol)

BEYOND BIRTH CONTROL™

$10 off YAZ®

OPUSHEALTH

Patient Instructions: Use this coupon to reduce your amount due on an eligible third party or cash prescription by presenting it to your pharmacist along with your valid prescription for YAZ and insurance card. For YAZ product information, please call 1-888-84-BAYER.

Pharmacist Instructions: Please submit the co-pay authorized by the patient's primary insurance as a secondary transaction to OPUS Health. For self pay patients, submit the claim at U&C. You will receive a $2.00 processing fee from OPUS Health with your next remittance. For claim related questions, please call: OPUS Health at: 1-800-364-4767.

Acceptance of this offer must be consistent with the terms of any drug benefit provided to patient by a health insurer, health plan or other third party payer. Valid toward first purchase of YAZ® (drospirenone & ethinyl estradiol) only. Limit one coupon per patient. Coupon not valid for prescriptions reimbursed by any public payer, such as Medicare, Medicaid or any other similar federal or state healthcare program. Void where prohibited by law, taxed or restricted. Offer good only in the USA. By accepting this coupon, pharmacist certifies that (i) other than from OPUS Health, pharmacist will not seek or accept reimbursement for the value of this coupon from the patient or any third party.

Solution Marketing

without offer

www.advancemarketworx.com
http://blog.advancemarketworx.com

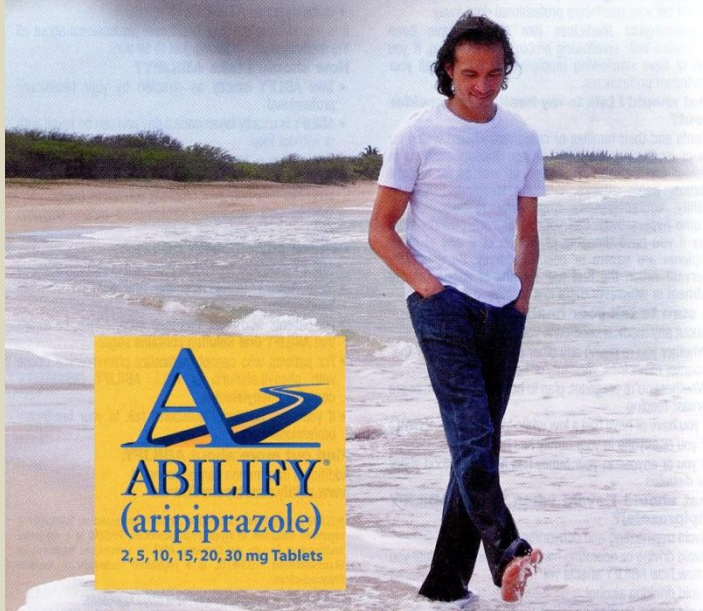
BIPOLAR DISORDER?

GETTING HELP MANAGING MY SYMPTOMS WAS A WAY TO MOVE FORWARD.

Maybe ABILIFY can help you.

ABILIFY (aripiprazole) is clinically proven to help control the symptoms of manic and mixed episodes of Bipolar I Disorder in adults and in pediatric patients 10 to 17 years of age. It is one of many treatment options.

Hundreds of thousands of adult patients have been prescribed ABILIFY. Ask your healthcare professional if once-a-day ABILIFY is right for you.



ABILIFY® (aripiprazole)
2, 5, 10, 15, 20, 30 mg Tablets

FOR THE ROAD AHEAD

www.abilifyinfo.com

IMPORTANT SAFETY INFORMATION:

Elderly patients with dementia-related psychosis (for example, an inability to perform daily activities due to increased memory loss) taking ABILIFY have an increased risk of death or stroke. ABILIFY is not approved for treating these patients.

Some medicines can increase suicidal thoughts and behaviors in children, teens, and young adults. Serious mental illnesses are themselves associated with an increase in the risk of suicide. When taking ABILIFY call your doctor right away if you have new or worsening mood symptoms, unusual changes in behavior, or thoughts of suicide. Patients and their caregivers should be especially observant within the first few months of treatment or after a change in dose.

- Alert your doctor if you develop very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure, as these may be signs of a rare but potentially fatal condition called neuroleptic malignant syndrome (NMS)
- If you develop abnormal or uncontrollable facial movements, notify your doctor, as these may be signs of tardive dyskinesia (TD), which could become permanent
- If you have diabetes or have risk factors or symptoms of diabetes, your blood sugar should be monitored. High blood sugar has been reported with ABILIFY and medicines like it. In some cases, extreme high blood sugar can lead to coma or death
- Other risks may include lightheadedness upon standing, decreases in white blood cells (which can be serious), seizures, trouble swallowing, or impairment in judgment or motor skills. Until you know how ABILIFY affects you, you should not drive or operate machinery

Most common side effects (≥10%) from all clinical trials involving adults or pediatric patients include:

- **ADULTS:** Nausea, vomiting, constipation, headache, dizziness, an inner sense of restlessness or need to move (akathisia), anxiety, insomnia, and restlessness
- **PEDIATRIC PATIENTS (10 to 17 years):** Extrapyramidal disorder (for example, uncontrolled movement disorders or muscle disturbances such as restlessness, tremors and muscle stiffness), headache, sleepiness, and nausea

Tell your doctor about all the medicines you're taking, since there are some risks for drug interactions. You should avoid alcohol while taking ABILIFY.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please read the Important Product Information about ABILIFY on the adjacent page.

If you or someone you know needs help paying for medicine, call 1-888-4PPA-NOW (1-888-477-2669). Or go to www.pparx.org

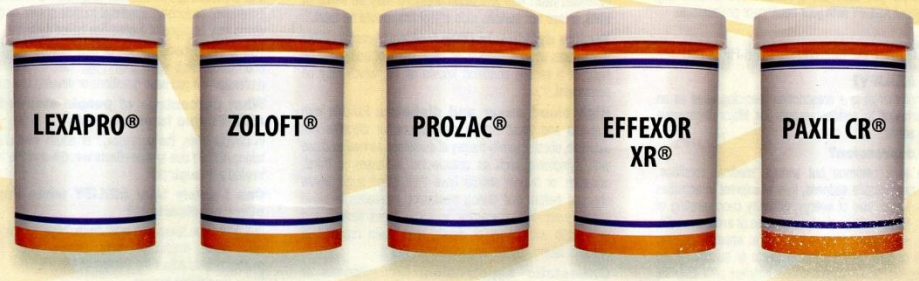
Partnership for Prescription Assistance

Individual results may vary. Actor portrayal.

Talk to your doctor.

Adding ABILIFY

to an antidepressant such as one of these* can help treat unresolved symptoms of depression.



Approximately 2 out of 3 people being treated for depression still have unresolved symptoms.
Ask your doctor about the option of adding ABILIFY to your current antidepressant.
ABILIFY is FDA-approved to treat depression in adults when added to an antidepressant.

*Or generic equivalents where available.

IMPORTANT SAFETY INFORMATION:

Elderly patients with dementia-related psychosis (eg, an inability to perform daily activities due to increased memory loss) taking ABILIFY have an increased risk of death or stroke. ABILIFY is not approved for treating these patients.

Antidepressants can increase suicidal thoughts and behaviors in children, teens, and young adults. Serious mental illnesses are themselves associated with an increase in the risk of suicide. When taking ABILIFY call your doctor right away if you have new or worsening depression symptoms, unusual changes in behavior, or thoughts of suicide. Patients and their caregivers should be especially observant within the first few months of treatment or after a change in dose. Approved only for adults 18 and over with depression.

- Alert your doctor if you develop very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure, as these may be signs of a rare but potentially fatal condition called neuroleptic malignant syndrome (NMS)
- If you develop abnormal or uncontrollable facial movements, notify your doctor, as these may be signs of tardive dyskinesia (TD), which could become permanent
- If you have diabetes or have risk factors or symptoms of diabetes, your blood sugar should be monitored. High blood sugar has been reported with ABILIFY and medicines like it. In some cases, extreme high blood sugar can lead to coma or death
- Other risks may include lightheadedness upon standing, decreases in white blood cells (which can be serious), seizures, trouble swallowing, or impairment in judgment or motor skills. Until you know how ABILIFY affects you, you should not drive or operate machinery

The common side effects in adults in clinical trials (≥10%) include nausea, vomiting, constipation, headache, dizziness, an inner sense of restlessness or need to move (akathisia), anxiety, and insomnia. Tell your doctor about all the medicines you're taking, since there are some risks for drug interactions. You should avoid alcohol while taking ABILIFY.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please read the Important Information about ABILIFY on the adjacent page.

ABILIFY® (aripiprazole)
2 mg, 5 mg Tablet

IF AN ANTIDEPRESSANT ALONE ISN'T ENOUGH.

www.abilifytreatment.com

If you or someone you know needs help paying for medicine, call 1-888-4PPA-NOW (1-888-477-2669). Or go to www.pparx.org
Partnership for Prescription Assistance

*Lexapro® (escitalopram oxalate), Zoloft® (sertraline HCl), Prozac® (fluoxetine hydrochloride), Effexor XR® (venlafaxine HCl), Paxil CR® (paroxetine HCl) are trademarks of their respective companies.

Bristol-Myers Squibb Otsuka Otsuka America Pharmaceutical, Inc.

570US09AB29302 June 2009 0309A-2306 Printed in USA

With Fibromyalgia, pain is the price you may pay for almost everything you do.

When you have fibromyalgia, you live with chronic widespread pain and tenderness, which may never really go away. And then there's the price you can pay for doing the simplest chores. The price could be even more pain than you already live with.

There is good news. Cymbalta has been approved by the FDA to manage the pain of fibromyalgia.

Taking Cymbalta just once every day can reduce the level of pain, so you may begin to function better and feel better. Cymbalta is non-narcotic. As with any medicine, individual results may vary.

Although the exact way Cymbalta inhibits pain in people is not known, it is believed to be related to the increase in serotonin and norepinephrine activity, two naturally occurring substances in the brain and spinal cord.

Visit **cymbalta.com** to learn more.

Cymbalta® DELAYED RELEASE CAPSULES
duloxetine HCl

Please see next page for Important Safety Information

ES SHOW...

ay Cut Gout Risk

OULD LOWER THE RISK OF GETTING GOUT, A NEW

d that vitamin C can reduce uric acid levels. When
m crystal deposits that cause pain and inflammation
big toe. But the authors say this is the first study to
C a man took, the less likely he was to get gout, which
se-effect relationship.
researchers studied nearly 47,000 men, 1,317 of
he risk was not shared equally. For every 500-mil-
hin C intake, the risk for gout fell by 17 percent. The
when study participants took more than 1,500 mg

– JENNIFER DAVIS

Source: *Archives of Internal Medicine*, March 9, 2009

d Smoke Memory

D SECOND-HAND SMOKE EXPOSURE TO DEMENTIA
GNITIVE DECLINE.

d saliva samples from more than 5,000 non-smoking
age and analyzed them for levels of a chemical called
ct.
en put through a range of tests to assess brain func-
uired recalling a word immediately and after a delay,
orientation and verbal fluency.
l to the greatest levels of second-hand smoke had a 44
nitive impairment compared to those not exposed.

– B.G.

Source: *The British Medical Journal*, Feb. 13, 2009

Increase Risk of RA

RAFFIC POLLUTION MAY HAVE A GREATER RISK OF

new study that compared the medical records of more
the Nurses' Health Study with the proximity of their

women who lived within 50 meters, or 164 feet, of
-lane roads had a 63 percent increased risk of devel-
women who lived more than 200 meters, or about
om major thoroughfares.
cated that environmental factors, including exposure
ay a risk in the development of RA.

– B.G.

Source: *Environmental Health Perspectives*, March 2009

I ALSO HAVE A LIFE.

If you suffer from moderate to severe RA, it can seem as though your life has been split in two. ENBREL can help bridge the gap.

ENBREL can reduce the pain, stiffness, and fatigue that's stopping you. It can also help keep joint damage from getting worse. ENBREL was the first medicine of its kind approved for moderate to severe RA and is the number-one most prescribed biologic by rheumatologists for RA.* So you can experience another side of RA, and get closer to the life you want to live.

Ask your rheumatologist about ENBREL today. To learn about RA, ENBREL, and patient support call: 1-888-4ENBREL and visit www.enbrel.com.

*Based on IMS NPA for March 2009 and SDI patient claims data for January 2009 for biologic agents approved for moderate to severe RA.

- Have or develop a serious nervous disorder, seizures, any numbness or tingling, or a disease that affects your nervous system such as multiple sclerosis
- Are scheduled to have surgery
- Are scheduled for any vaccines. All vaccines should be brought up-to-date before starting ENBREL. Patients taking ENBREL should not receive live vaccines.
- Are allergic to rubber or latex
- Are pregnant, planning to become pregnant, or breastfeeding

After starting ENBREL, call your doctor right away if you have any sign of infection, including a fever, cough, flu-like symptoms, or have any open sores on your body. ENBREL can make you more likely to get infections or make any infection you have worse.

Possible side effects of ENBREL

Serious side effects include: **serious infections including TB; nervous system problems,** such as multiple sclerosis, seizures, or inflammation of the nerves of the eyes; rare reports of serious **blood problems** (some fatal); **heart failure, including new heart failure or worsening of heart failure you already have; allergic reactions; immune reactions, including a lupus-like syndrome** and **lymphoma (a type of cancer).** People with rheumatoid arthritis and psoriasis may have a higher chance for getting lymphoma.

Common side effects include: Injection site reaction, upper respiratory infections (including sinus infection), and headaches.

If you have any questions about this information, be sure to discuss them with your doctor. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see Medication Guide on the next page.

Enbrel® etanercept

Get closer to the life you want to live

doing dishes

could be a splash...and is just one of the daily activities you may be able to do with less pain and stiffness.

Give your joints a chance and see how HUMIRA may help reduce pain and slow further joint damage from moderate to severe rheumatoid arthritis.

HUMIRA is used to reduce the signs and symptoms of moderate to severe rheumatoid arthritis in adults, may prevent further damage to your bones and joints, and may help your ability to perform daily activities. HUMIRA can be used alone or with methotrexate or with certain other medicines.

HUMIRA is taken by injection and is available by prescription only.

HUMIRA is not for everyone. Only your doctor can decide if HUMIRA is right for you.

Serious infections have happened in patients taking HUMIRA. These infections include tuberculosis (TB) and infections caused by viruses, fungi, or bacteria that have spread throughout the body. Some of these serious infections have been fatal.

Patients treated with HUMIRA also may be at risk for other serious side effects including certain types of cancers, allergic reactions, hepatitis B virus reactivation, nervous system problems, blood problems, heart failure, and certain immune reactions, including a lupus-like syndrome.

Talk to your Rheumatologist today.
Learn more at **go.humira.com** or call 1.877.6HUMIRA

Important Safety Information You Should Know About HUMIRA® (adalimumab)

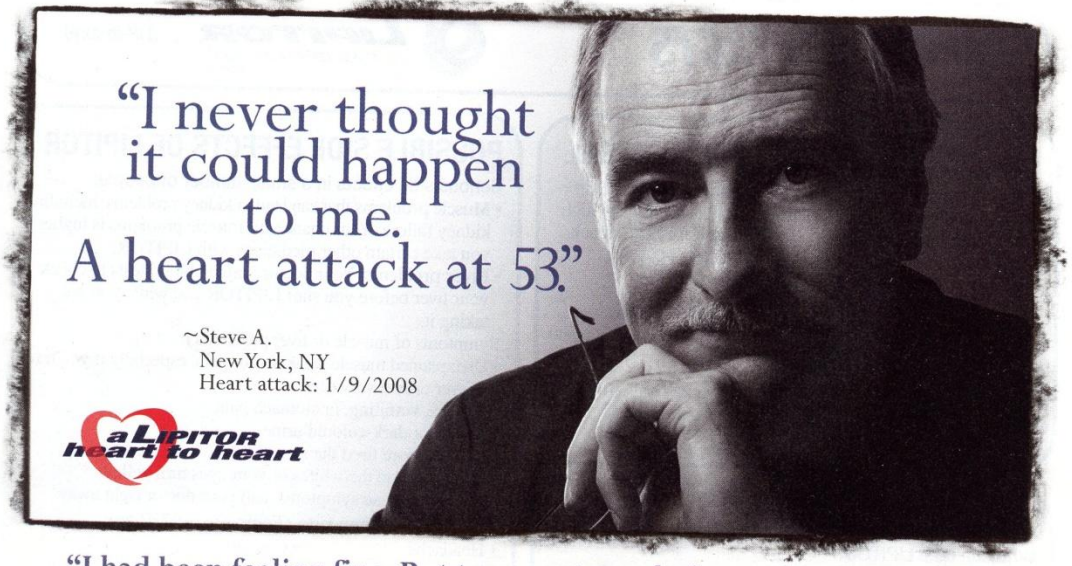
Serious infections have happened in patients taking HUMIRA. These infections include tuberculosis (TB) and infections caused by viruses, fungi, or bacteria that have spread throughout the body. Some patients have died from these infections. Your doctor should test you for TB before starting HUMIRA, and monitor you closely for signs and symptoms of TB during treatment with HUMIRA. **Before starting HUMIRA:** You should not start taking HUMIRA if you have any kind of infection. Tell your doctor if you think you have an infection, are being treated for an infection, have signs of an infection (such as a fever, cough, or flu-like symptoms), have any open cuts or sores on your body, or get a lot of infections or have infections that keep coming back. Tell your doctor if you have diabetes, have TB or have been in close contact with someone with TB, were born in, lived in, or traveled to countries where there is more risk for getting TB, live or have lived in certain parts of the country (such as the Ohio and Mississippi River valleys) where there is an increased risk for getting certain kinds of fungal infections (histoplasmosis, coccidioidomycosis, or blastomycosis), have or have had hepatitis B, use the medicine Kineret (anakinra), or are scheduled to have major surgery. Tell your doctor if you have any numbness or tingling, or have a disease that affects your nervous system such as multiple sclerosis or Guillain-Barré syndrome, have heart failure or other heart conditions, are pregnant, become pregnant, plan to become pregnant or are breastfeeding. Tell your doctor if you are allergic to HUMIRA or any of its ingredients or are allergic to rubber or latex. The needle cover of the prefilled syringe and the pen contain dry, natural rubber. Also, tell your doctor if you have recently received or are scheduled for any vaccines. Except for live vaccines, patients may still receive vaccines while on HUMIRA. It is recommended that children with juvenile idiopathic arthritis be brought up to date with all immunizations prior to starting HUMIRA. **After starting HUMIRA: Call your doctor right away** if you have an infection, or any sign of an infection, including a fever, feeling very tired, cough, flu-like symptoms, warm, red or painful skin, or if you have any open cuts or sores on your body. HUMIRA can make you more likely to get infections or make any infection that you may have worse. **Possible side effects of HUMIRA:** Serious side effects, which sometimes lead to death, have happened in patients taking HUMIRA. **Serious infections.** These infections include TB and infections caused by viruses, fungi, or bacteria. Your doctor will examine you for TB and perform a test to see if you have TB. If your doctor feels that you are at risk for TB, you may be treated with medicine for TB before you begin treatment with HUMIRA and during treatment with HUMIRA. Even if your TB test is negative your doctor should carefully monitor you for TB infections while you are taking HUMIRA. Patients who had a negative TB skin test before receiving HUMIRA have developed active TB. Tell your doctor if you have any of the following symptoms while taking or after taking HUMIRA: cough, low-grade fever, weight loss, or loss of body fat and muscle. **Certain types of cancer.** There have been cases of certain kinds of cancer in patients taking HUMIRA or other TNF blockers. Patients with RA, especially more serious RA, may have a higher chance for getting a kind of cancer called lymphoma. Some patients receiving HUMIRA have developed types of cancer called non-melanoma skin cancer (basal cell cancer and squamous cell cancer of the skin), which are generally not life threatening if treated. Tell your doctor if you have a bump or open sore that doesn't heal. **Allergic reactions.** Signs of a serious allergic reaction include skin rash, a swollen face, or trouble breathing. **Hepatitis B virus reactivation in patients who carry the virus in their blood.** Tell your doctor if you have any of the following symptoms: feel unwell, poor appetite, fatigue, fever, rash, or joint pain. **Nervous system problems.** Signs and symptoms include: numbness or tingling, problems with your vision, weakness in your arms or legs, and dizziness. **Blood problems.** Symptoms include a fever that does not go away, bruising or bleeding very easily, or looking very pale. **New heart failure or worsening heart failure you already have.** Symptoms include shortness of breath or swelling of your ankles or feet, or sudden weight gain. **Immune reactions including a lupus-like syndrome.** Symptoms include chest discomfort or pain that does not go away, shortness of breath, joint pain, or rash on your cheeks or arms that gets worse in the sun. **Call your doctor or get medical care right away if you develop any of the above symptoms. Your treatment with HUMIRA may be stopped.** **Common side effects of HUMIRA are: injection site reactions** (redness, rash, swelling, itching, or bruising), **upper respiratory infections** (sinus infections), **headaches**, **rash**, and **nausea**. These are not all the side effects with HUMIRA. Ask your doctor or pharmacist for more information.

If you cannot afford your medication, contact: www.pparx.org or call the toll-free phone number (1-888-4PPA-NOW) for assistance.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see adjacent pages for product brief summary.

HUMIRA® (adalimumab)



"I had been feeling fine. But turns out my cholesterol and other risk factors* increased my chance of a heart attack. Now I trust my heart to Lipitor. Talk to your doctor about your risk and about Lipitor."

- **Adding Lipitor may help, when diet and exercise are not enough. Unlike some other cholesterol-lowering medications, Lipitor is FDA-approved to reduce the risk of heart attack and stroke in patients with several common risk factors, including family history, high blood pressure, low good cholesterol, age and smoking.**
- **Lipitor has been extensively studied with over 16 years of research. And Lipitor is backed by 400 ongoing or completed clinical studies.**

*Patient's risk factors include age, gender, smoking, and high blood pressure.

IMPORTANT INFORMATION: LIPITOR is a prescription drug. It is used in patients with multiple risk factors for heart disease such as family history, high blood pressure, age, low HDL ('good' cholesterol) or smoking to reduce the risk of heart attack, stroke and certain kinds of heart surgeries. When diet and exercise alone are not enough, LIPITOR is used along with a low-fat diet and exercise to lower cholesterol.

LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant. If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of rare but serious muscle side effects. Tell your doctor about all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain and heartburn. They tend to be mild and often go away.

LIPITOR is one of many cholesterol-lowering treatment options that you and your doctor can consider.

Please see additional important information on next page.

LIPITOR®
atorvastatin calcium
tablets

Have a heart to heart with your doctor about your risk. And about Lipitor.
Call 1-888-LIPITOR (1-888-547-4867) or visit www.lipitor.com/steve

You are encouraged to report negative side effects of prescription drugs to the FDA.
Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

LOVAZA is an effective way to lower very high triglycerides. If you have diabetes high cholesterol or high blood pressure, you may have very high triglycerides.

There's a proven way to treat very high triglycerides starting from a natural ingredient.* LOVAZA is an FDA-approved prescription made from all-natural omega-3 fish oil. It's highly concentrated and effective. And you can only get it from your doctor.

Ask your doctor if LOVAZA is right for you • Visit LOVAZA.com or call 1-877-LOVAZA1

Important Safety Information for LOVAZA® (omega-3-acid ethyl esters): LOVAZA, along with diet, helps to lower very high triglyceride levels. If you are allergic to fish, you should not take LOVAZA. Talk to your doctor about any medications you are taking, especially those that may increase your risk of bleeding.

Possible side effects include burping, infection, flu-like symptoms and upset stomach.

See the Patient Information Leaflet on next page.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

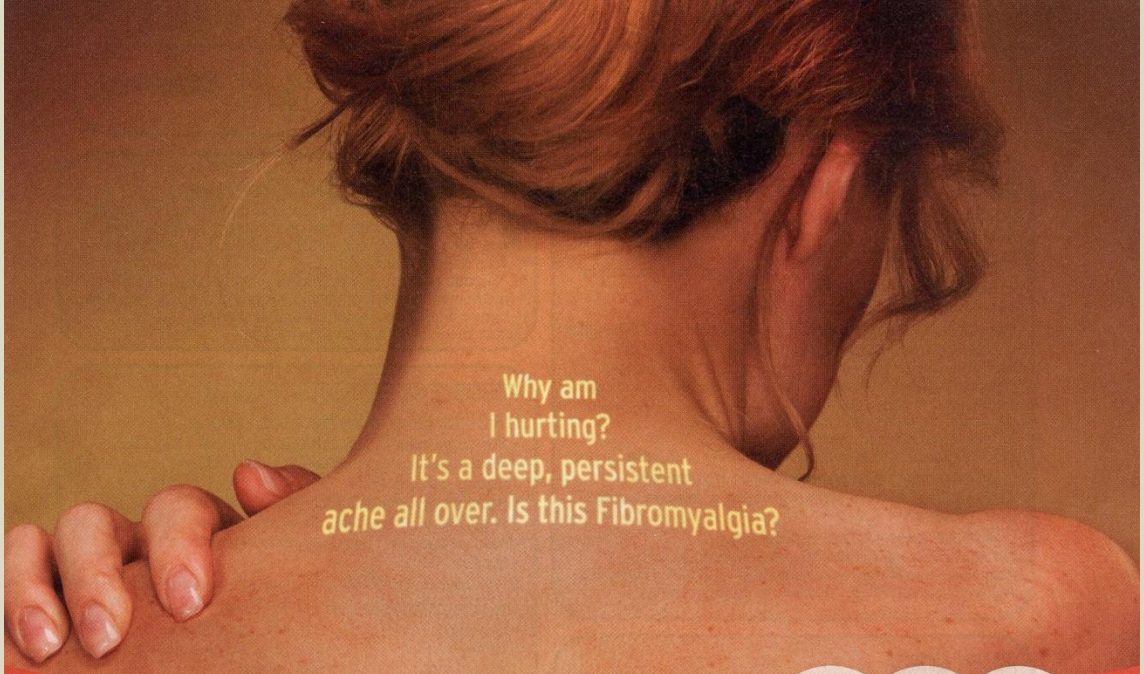
*Individual results may vary.

If you don't have prescription coverage, visit pparx.org, or call 1-888-4PPA-NOW (1-888-477-2669)

LOVAZA®
omega-3-acid ethyl esters

LOVAZA is a registered trademark of GlaxoSmithKline.

GlaxoSmithKline



Relief can start here.

LYRICA® PREGABALIN Ⓒ capsules

Fibromyalgia is chronic, widespread muscle pain that makes daily tasks difficult. If you're experiencing this pain, **talk to your doctor about prescription Lyrica and visit www.lyrica.com today.**

Fibromyalgia is thought to be the result of overactive nerves that cause chronic, widespread pain.

Lyrica is FDA-approved to help relieve Fibromyalgia pain. It's not an antidepressant.

Clinical studies have shown that **Lyrica provides significant relief in as early as one week** for some patients.

Prescription Lyrica is not for everyone. Tell your doctor right away about any serious allergic reaction that causes swelling of the face, mouth, lips, gums, tongue or neck or any trouble breathing or that affects your skin. Lyrica may cause suicidal thoughts or actions in a very small number of people. Call your doctor right away if you have new or worsening depression, suicidal thoughts or actions, or unusual changes in mood or behavior. Lyrica may cause swelling of your hands, legs and feet. Some of the most common side effects of Lyrica are dizziness and sleepiness. Do not drive or work with machines until you know how Lyrica affects you. Other common side effects are blurry vision, weight gain, trouble concentrating, dry mouth, and feeling "high." Also, tell your doctor right away about muscle pain along with feeling sick and feverish, or any changes in your eyesight including blurry vision or any skin sores if you have diabetes. You may have a higher chance of swelling, hives or gaining weight if you are also taking certain diabetes or high blood pressure medicines. Do not drink alcohol while taking Lyrica. You may have more dizziness and sleepiness if you take Lyrica with alcohol, narcotic pain medicines, or medicines for anxiety. If you have had a drug or alcohol problem, you may be more likely to misuse Lyrica. Tell your doctor if you are planning to father a child. Talk with your doctor before you stop taking Lyrica or any other prescription medication.

Please see Important Facts Brief Summary on adjacent page.

To learn more visit www.lyrica.com or call toll-free 1-888-5-LYRICA (1-888-559-7422).

You are encouraged to report negative side effects of prescription drugs to the FDA.
Visit www.FDA.gov/medwatch or call 1-800-FDA-1088.

This father-daughter dance isn't a piece of cake if you have Diabetic Nerve Pain.

*Nerves damaged by diabetes can send too many signals that cause pain.**

Lyrica is believed to help calm the damaged nerves†– reducing the signals and the pain.

Move towards relief with LYRICA® PREGABALIN Ⓒ capsules

Unlike some common over-the-counter pain relievers, Lyrica is FDA approved specifically to treat the **shooting, stabbing, burning sensations** of diabetic nerve pain. Lyrica is believed to help calm the damaged nerves† and help ease this pain – so an important moment can become a wonderful memory.

Ask your doctor if Lyrica can help you.

*Diagram is illustrative of diabetic nerve pain.
† Exact mechanism of action and relevance to humans are unknown as studies were conducted on animal models.

Prescription Lyrica is not for everyone. Tell your doctor right away about any serious allergic reaction that causes swelling of the face, mouth, lips, gums, tongue or neck or any trouble breathing or that affects your skin. Lyrica may cause suicidal thoughts or actions in a very small number of people. Call your doctor right away if you have new or worsening depression, suicidal thoughts or actions, or unusual changes in mood or behavior. Lyrica may cause swelling of your hands, legs and feet. Some of the most common side effects of Lyrica are dizziness and sleepiness. Do not drive or work with machines until you know how Lyrica affects you. Other common side effects are blurry vision, weight gain, trouble concentrating, dry mouth, and feeling "high." Also, tell your doctor right away about muscle pain along with feeling sick and feverish, or any changes in your eyesight including blurry vision or any skin sores if you have diabetes. You may have a higher chance of swelling, hives or gaining weight if you are also taking certain diabetes or high blood pressure medicines. Do not drink alcohol while taking Lyrica. You may have more dizziness and sleepiness if you take Lyrica with alcohol, narcotic pain medicines, or medicines for anxiety. If you have had a drug or alcohol problem, you may be more likely to misuse Lyrica. Tell your doctor if you are planning to father a child. Talk with your doctor before you stop taking Lyrica or any other prescription medication.

Please see Important Facts Brief Summary on adjacent page.

To learn more visit www.lyrica.com or call toll-free 1-888-9-LYRICA (1-888-959-7422).

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.FDA.gov/medwatch or call 1-800-FDA-1088.

PASS IT ON: SEX *DOES* GET BETTER WITH AGE!

The best-kept secret is about to be revealed—sex gets better as women age. Studies show that women in their mid-30s are enjoying very active sex lives. In fact, more than one-third of women over 35 report having sex 2 or more times a week.

"These findings make perfect sense," says Sari Locker, PhD, a sex educator and the author of *The Complete Idiot's Guide to Amazing Sex*. "As women age, they tend to have fewer insecurities and more confidence in their opinions, appearance, and desires, which translates into being more comfortable with intimacy."

Our shift in cultural images may have also had an impact. We generally associate sexiness with youth, but this seems to be gradually changing, with shows such as *Sex and the City* and *Desperate Housewives* portraying women over 35 as both sexy and sexual.

Adds Locker, "This is a time of great change for women. For many, when their children go off to college, they have time to reconnect with their spouses. Others may be re-entering the dating pool after divorce. In many situations, sexual passions are rekindled in this stage of life."

Just because you're entering those middle years doesn't mean you can't get pregnant. ***Birth control is still a must.***

FILLING THE BIRTH CONTROL GAP FOR WOMEN OVER 35

"In my practice, I see many women over 35 who feel as if there is just no good birth control option for them," says Antonia Nicosia, MD, associate professor of Obstetrics and Gynecology at Stanford University. "Some women feel their options may be limited because they don't want or can't use hormones, while others may not want to use condoms because they want spontaneity, and still others don't want to be bothered with remembering to do something every day or every week. An IUC like ParaGard® might be an option for women in their later reproductive years because it offers safe hormone-free birth control that is effective for up to 10 years and could take them through menopause."

ParaGard® intrauterine contraceptive (IUC) is highly-effective, completely reversible, and requires no daily or weekly routines other than an easy monthly self-check. However, ParaGard® is not for every woman—women should talk to their healthcare professionals to decide if ParaGard® is right for them.

Visit your healthcare professional to determine if you are a candidate. If you are, ParaGard® can be inserted during an office visit. When considering this option, keep in mind that ParaGard® is:

- Over 99% effective
- Easily reversible with a rapid return to fertility
- Flexible—can be used for 1, 5, even 10 years
- Convenient—has no daily or weekly routines, just a simple monthly self-check

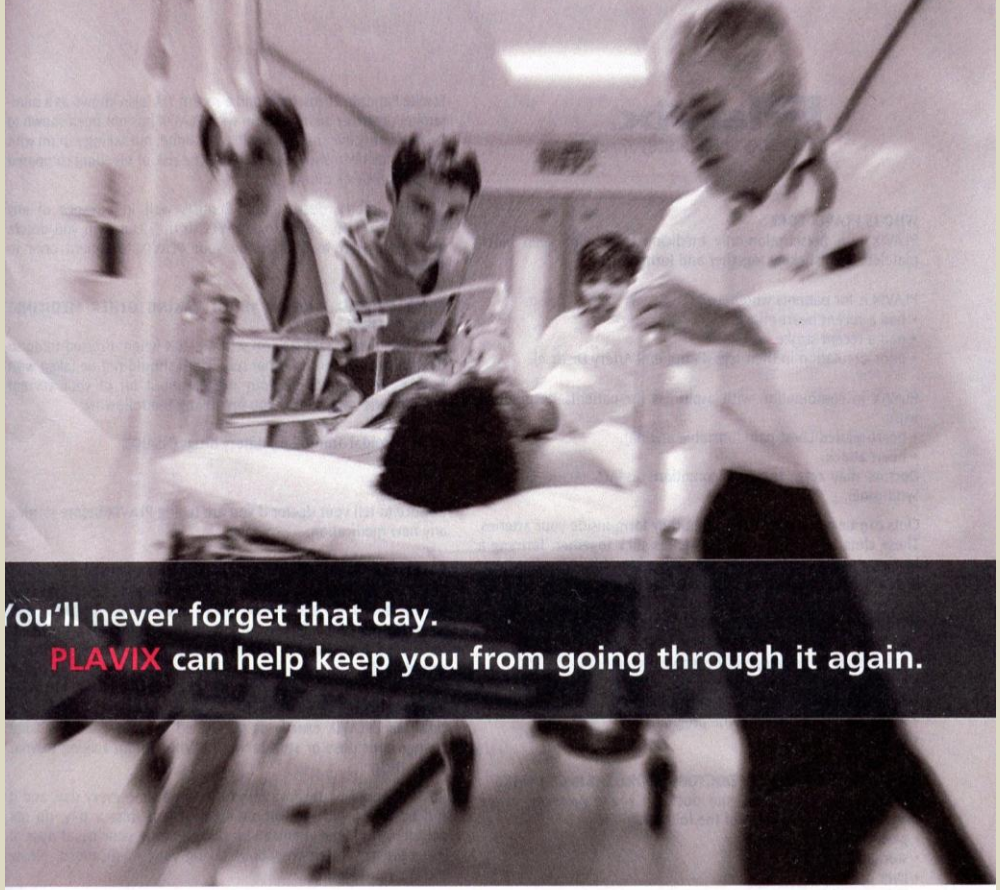
Important Safety Information

ParaGard® does not protect against HIV or STDs. You may have heavier or longer periods or spotting between periods, which usually subsides after 2-3 months. Complications may occur from placement. You must not use ParaGard® if you have pelvic inflammatory disease (PID) or engage in behavior putting you at high risk for PID, have a history of certain reproductive cancers or infections, have Wilson's disease, or might be pregnant.

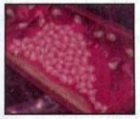
Please see brief summary of Prescribing Information on next page. You are encouraged to report negative side effects of prescription drugs to the FDA at www.fda.gov/medwatch or call 1-800-FDA-1088.

ParaGard® T 380A
intrauterine copper contraceptive

For more information about ParaGard®, visit www.paragard.com or call 1•877•ParaGard (727•2427).



PLAVIX can help save lives for those who've had a heart attack caused by a completely blocked artery.



Clots that block off arteries are the main cause of heart attack. And now that you've had a heart attack you are at a greater risk of having another that can be fatal. That's why your doctor may put you on PLAVIX, along with your other heart medicines. Taking PLAVIX with your other heart medicines goes beyond what other heart medicines alone can do to keep blood platelets from sticking together and forming dangerous clots.

IMPORTANT INFORMATION: If you have a stomach ulcer or other condition that causes bleeding, you should not use PLAVIX. When taking PLAVIX alone or with some other medicines including aspirin, the risk of bleeding may increase so tell your doctor before planning surgery. And, always talk to your doctor before taking aspirin or other medicines with PLAVIX, especially if you've had a stroke. If you develop fever, unexplained weakness or confusion, tell your doctor promptly as these may be signs of a rare but potentially life-threatening condition called TTP, which has been reported rarely, sometimes in less than 2 weeks after starting therapy. Other rare but serious side effects may occur.

Ask your doctor how PLAVIX can help increase your protection against future heart attack, stroke, and even death.

To learn more about heart attacks and PLAVIX, visit www.plavix.com or call 1-800-708-1358.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

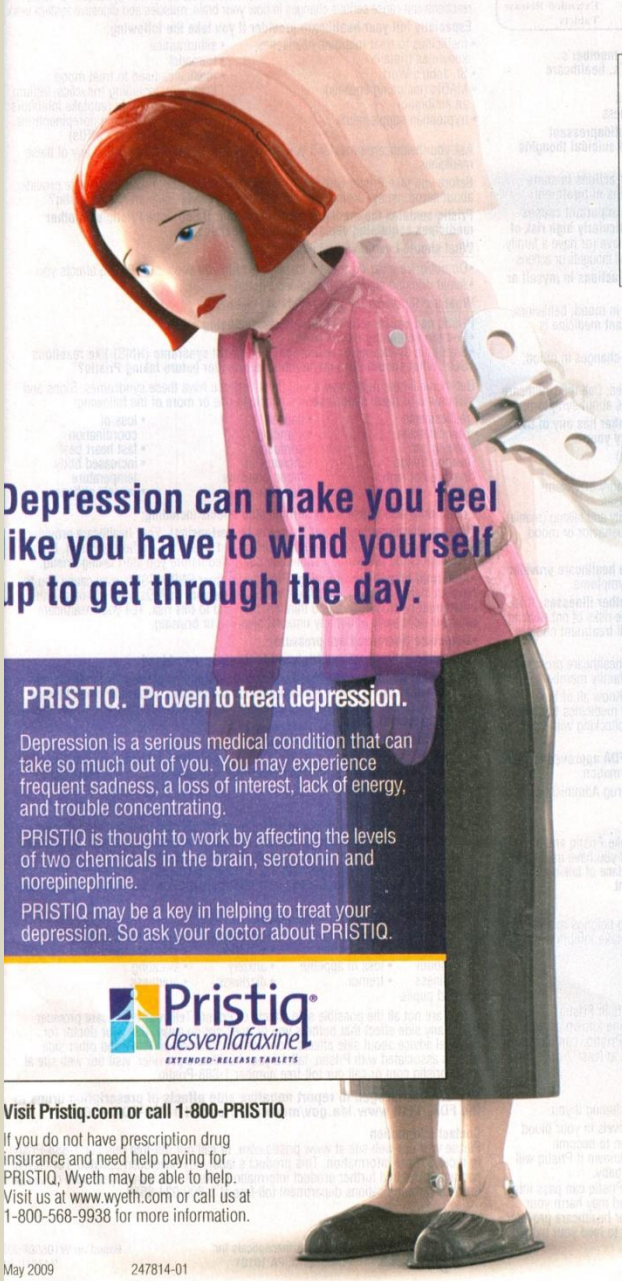
See important product information on the following page.

If you need help paying for prescription medicines, you may be eligible for assistance. Call 1-888-4PPA-NOW (1-888-477-2669), or go to www.pparx.org

Partnership for Prescription Assistance

ONCE-A-DAY
Plavix®
(clopidogrel bisulfate) 75mg tablets
Protection that helps save lives.

sanofi aventis Bristol-Myers Squibb US.CLO.09.01.027/January 2009 264US08AB49605
sanofi-aventis U.S. LLC



Depression can make you feel like you have to wind yourself up to get through the day.

PRISTIQ. Proven to treat depression.

Depression is a serious medical condition that can take so much out of you. You may experience frequent sadness, a loss of interest, lack of energy, and trouble concentrating.

PRISTIQ is thought to work by affecting the levels of two chemicals in the brain, serotonin and norepinephrine.

PRISTIQ may be a key in helping to treat your depression. So ask your doctor about PRISTIQ.

Pristiq® desvenlafaxine
EXTENDED-RELEASE TABLETS

Visit Pristiq.com or call 1-800-PRISTIQ

If you do not have prescription drug insurance and need help paying for PRISTIQ, Wyeth may be able to help. Visit us at www.wyeth.com or call us at 1-800-568-9938 for more information.

May 2009 247814-01

Important Safety Information

PRISTIQ® (desvenlafaxine) is a prescription medication approved for the treatment of major depressive disorder in adults.

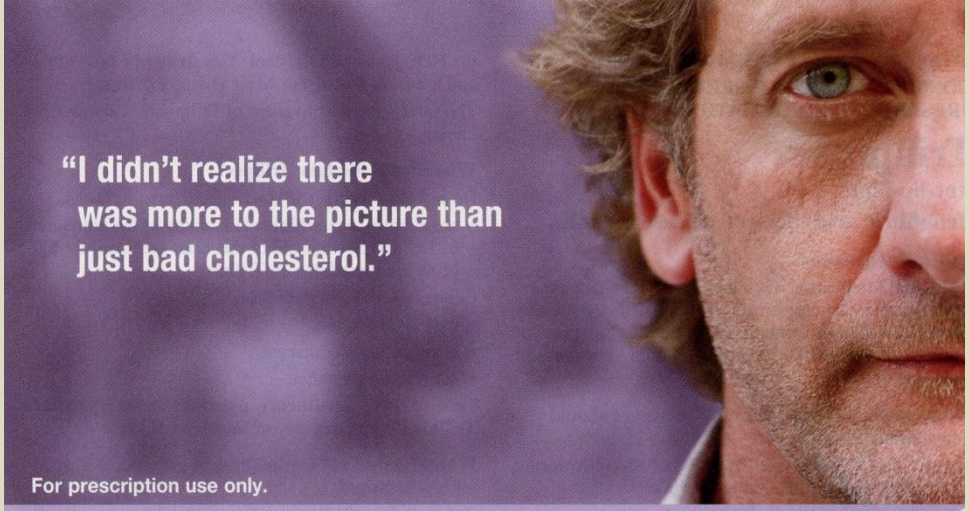
Suicidality and Antidepressant Drugs
Antidepressants increased the risk compared to placebo of suicidal thinking and behavior (suicidality) in children, teens, and young adults. Depression and certain other psychiatric disorders are themselves associated with increases in the risk of suicide. Patients of all ages who are started on antidepressant therapy should be monitored appropriately and observed closely for clinical worsening, suicidality, or unusual changes in behavior. PRISTIQ is not approved for use in children under 18.

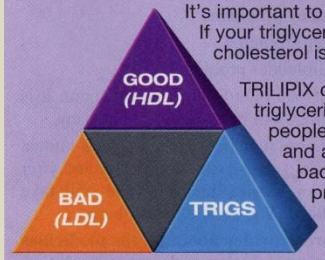
- People taking MAOIs should not take PRISTIQ.
- All patients taking antidepressants should be observed closely for signs that their condition is getting worse or that they are becoming suicidal. This is very important when an antidepressant is started or when the dose is changed. Patients should be watched for becoming agitated, irritable, hostile, aggressive, impulsive, or restless. These symptoms should be reported to the patient's healthcare professional right away.
- Tell your healthcare professional about all prescription and over-the-counter medications you are taking or plan to take, including:
  - Medicines to treat migraines or mood disorders, to avoid a potentially life-threatening condition
  - Aspirin, NSAID pain relievers, or blood thinners because they may increase the risk of bleeding
- PRISTIQ may cause or make some conditions worse, so tell your healthcare professional about all your medical conditions, including if you:
  - Have high blood pressure. Your blood pressure should be controlled before you start taking PRISTIQ and monitored regularly
  - Have heart problems, high cholesterol or triglyceride levels, or a history of stroke
  - Have glaucoma or increased eye pressure
  - Have kidney or liver problems
  - Have or had mania, bipolar disorder, seizures, or convulsions
  - Have low sodium levels in your blood
  - Are nursing, pregnant, or plan to become pregnant
- Discontinuation symptoms may occur when stopping PRISTIQ, especially when therapy is stopped suddenly. Talk to your healthcare professional before you stop taking or reduce the dose of PRISTIQ.
- Until you see how PRISTIQ affects you, be careful driving a car or operating machinery. Avoid drinking alcohol while taking PRISTIQ.
- Side effects when taking PRISTIQ 50 mg may include nausea, dizziness, sweating, constipation, and decreased appetite.

Please see Brief Summary of Prescribing Information on next page.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Wyeth®





It's important to know that there are three main parts of cholesterol. If your triglycerides (fat in the blood) are high or your good cholesterol is too low, ask your doctor about TRILIPIX.

TRILIPIX can be used along with diet to lower triglycerides and increase good cholesterol in people who are at high risk for heart disease and are taking a statin medication to control their bad cholesterol. TRILIPIX has not been shown to prevent heart attacks or stroke more than a statin alone. Ask your doctor if TRILIPIX is right for you.

TRILIPIX
(fenofibric aci

There's more to cholesterol. Get the picture.

Important Safety Information

- TRILIPIX should not be taken by people with liver, gallbladder, or severe kidney disease, nursing mothers, or those allergic to any product ingredient.
- Unexplained muscle pain, tenderness, or weakness, particularly when occurring with tiredness and fever, may be a sign of a serious side effect and should be reported to your healthcare provider right away. Rarely, muscle-related problems can cause kidney damage and can be fatal. The risk of these side effects may be higher when TRILIPIX is used with a statin.
- Tell your healthcare provider about all the medicines you take to help avoid serious drug interactions.
- Your healthcare provider may do blood tests before and during treatment with TRILIPIX to check for liver or kidney problems.
- You should contact your healthcare provider if you experience abdominal pain, nausea, or vomiting while taking TRILIPIX. These may be signs of inflammation of the gallbladder or pancreas.
- Women who are pregnant should not take statins. If you are pregnant or may become pregnant, talk with your healthcare provider about TRILIPIX.
- The most common side effects with TRILIPIX include headache, heartburn, nausea, muscle aches, and increases in muscle or liver enzymes that are measured by blood tests.

This Important Safety Information is not all of the information people should know before taking TRILIPIX. Please see the full Prescribing Information and discuss it with your healthcare practitioner.

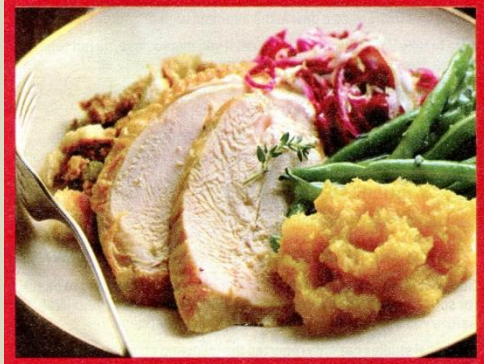
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

If you cannot afford your medication, contact: www.pparx.org or call the toll-free phone number (1-888-4PPA-NOW) for assistance.

Please see adjacent pages for brief summary of full Prescribing Information.

For more information, visit TRILIPIX.com or call 1.866.665.8003.

There are 2 sources of cholesterol. Food & Family.



Only VYTORIN treats both.

It's important to eat healthy and stay active, but when that's not enough, talk to your doctor about treating the 2 sources of cholesterol with VYTORIN. VYTORIN contains two cholesterol medicines, *Zetia* (ezetimibe) and *Zocor* (simvastatin), in a single tablet.

VYTORIN is the only product that helps block cholesterol that comes from food and reduces the cholesterol your body makes naturally, based on family history. And VYTORIN can dramatically lower your bad cholesterol 45%–60%. (Average effect depending on dose; 52% at the usual starting dose.)

VYTORIN contains two cholesterol medicines, *Zetia* (ezetimibe) and *Zocor* (simvastatin), in a single tablet. **VYTORIN has not been shown to reduce heart attacks or strokes more than *Zocor* alone.**

Ask your doctor if VYTORIN is right for you. Or, to learn more, call **1-877-VYTORIN** or visit **vytorin.com.**

To find out if you qualify, call 1-800-347-7503.

Merck/Schering-Plough Patient Assistance Program

MERCK / Schering-Plough Pharmaceuticals

Important Risk Information About VYTORIN: VYTORIN is a prescription tablet and isn't right for everyone, including women who are nursing or pregnant or who may become pregnant, and anyone with liver problems.

Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So tell your doctor about any other medications you are taking.

Your doctor may do simple blood tests before and during treatment with VYTORIN to check for liver problems. Side effects included headache, muscle pain, and diarrhea. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please read the more detailed information about VYTORIN on the adjacent page.

VYTORIN®
(ezetimibe/simvastatin)

Treat the 2 sources of cholesterol.

Patient dramatization

What drugs may increase potassium? NSAIDs—ibuprofen (Motrin®, Advil®), naproxen (Naprosyn®, Aleve®, and o
when taken long-term and daily for arthritis or other diseases or conditions. Potassium-sparing di

Bayer HealthCare Pharmaceuticals

There are other reasons women use YAZ in addition to birth control. What are yours?

YAZ goes beyond birth control. Of course it's 99% effective at preventing pregnancy when taken as directed. And, like other Pills, it can also give you shorter, lighter periods, reduce cramps, and regulate your cycle.

But, if you choose the Pill for birth control, YAZ is the only Pill proven to also treat the emotional and physical symptoms of PMDD (Premenstrual Dysphoric Disorder). Symptoms of PMDD can be severe enough to interfere with your life. YAZ is not approved to treat PMS, a less serious cluster of symptoms occurring before menstruation. Symptoms of PMDD may include:

- **Irritability**
- **Anger**
- **Feeling anxious**
- **Fatigue**
- **Markedly depressed moods**
- **Headaches**
- **Bloating**
- **Muscle aches**
- **Change in appetite**

If you or your healthcare provider believe you have PMS, you should only take YAZ to prevent pregnancy and not for the treatment of PMS.

Prescription YAZ is also proven to help treat moderate acne if you are at least 14 years old, started having menstrual periods, and want to use the Pill for birth control.

Important Safety Information about YAZ:

Who should not take YAZ? YAZ contains drsp®, a different kind of hormone that for some may increase potassium too much. Therefore, you should not take YAZ if you have kidney, liver, or adrenal disease because this could cause serious heart and health problems. Tell your doctor if you are on daily long-term treatment for a chronic condition such as cardiovascular disease or chronic inflammatory disease. Women who take certain drugs (see opposite page) should have their potassium levels checked in the first month of taking YAZ.

What are the risks involved with taking any oral contraceptive (OC)? OCs can be associated with an increased risk of several serious cardiovascular side effects, including blood clots, stroke, and heart attack. **Women, especially those 35 and over, are strongly advised not to smoke because it increases these risks.** Some women should not use the Pill, including women who have blood clots, certain cancers, a history of heart attack or stroke, as well as those who are or may be pregnant. *OCs do not protect against HIV infection or other STDs.*

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088. See important patient information on reverse side.

Ask your healthcare provider about YAZ...whatever your reasons.

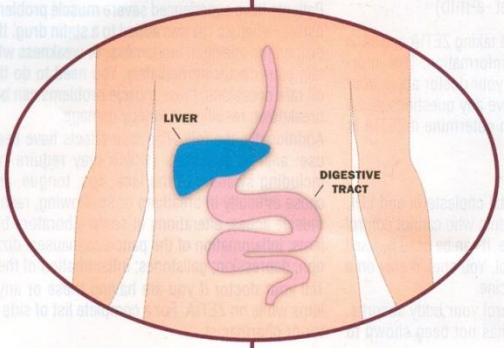
YAZ® (drospirenone & ethinyl estradiol)

BEYOND BIRTH CONTROL™

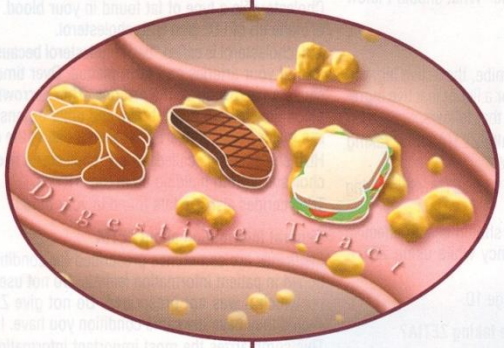
www.YAZ-us.com
1-866-YAZ-PILL

An inside look at a different way to help lower cholesterol.

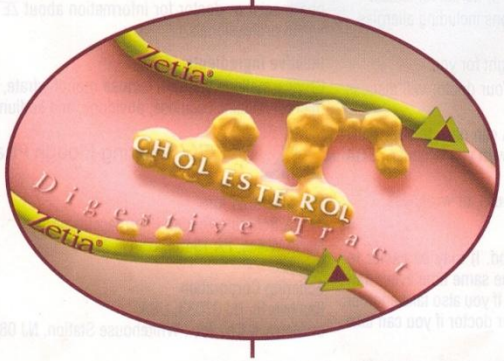
Statins, a good option, work mainly with the liver. **ZETIA works in the digestive tract,** as do some other cholesterol-lowering medicines.



Cholesterol from food is absorbed when it enters the digestive tract.



ZETIA is unique in the way it helps block the absorption of cholesterol that comes from food. **Unlike some statins, ZETIA has not been shown to prevent heart disease or heart attacks.**



A healthy diet and exercise are important, but sometimes they're not enough to get your cholesterol where it needs to be. ZETIA can complement your efforts. When added to a healthy diet, ZETIA can lower bad cholesterol (LDL) by an average of 30 points (about 18%), as shown in a study, starting from an average bad cholesterol of 167 mg/dL. Individual results may vary.

Important Risk Information About ZETIA: ZETIA is a prescription medicine and should not be taken by people who are allergic to any of its ingredients. If you have ever had liver problems, are nursing or pregnant or may become pregnant, a doctor will decide if ZETIA alone is right for you.

Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. In clinical studies, patients reported few side effects while taking ZETIA. These included diarrhea, joint pains, and tiredness.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please read the Patient Product Information on the adjacent page. For more information, call **1-800-98-ZETIA** or visit **zetia.com**.

Zetia®
(ezetimibe) Tablets

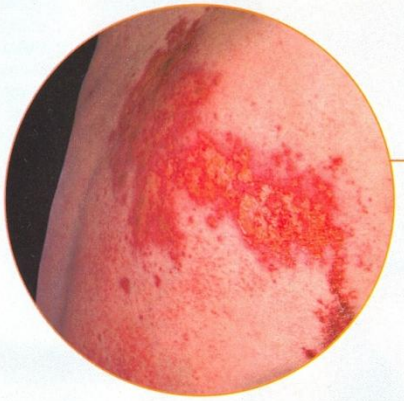
A different way to help fight cholesterol

Ask your doctor if ZETIA is right for you.

To find out if you qualify, call 1-800-347-7503.

MERCK/Schering-Plough Pharmaceuticals

IMAGINE THIS BLISTERING RASH ALONG WITH STABBING PAIN



AND YOU'LL HAVE AN IDEA OF WHAT IT CAN BE LIKE TO HAVE SHINGLES

MERCK

For more information on the availability of ZOSTAVAX through the Merck Vaccine Patient Assistance Program, visit ZOSTAVAX.com/freevaccines or call 1-877-9 SHINGLES.

IF YOU HAD CHICKENPOX AS A CHILD, YOU COULD GET SHINGLES NOW.

The chickenpox virus is still in your body.

It can resurface as Shingles, a painful, blistering rash. The Shingles rash usually lasts up to 30 days, and for most the pain lessens as the rash heals. But some people who develop Shingles experience long-term pain that can last for months, even years.

ZOSTAVAX is the only vaccine that can prevent Shingles.

ZOSTAVAX is used to prevent Shingles in adults 60 years of age or older. Once you reach age 60, the sooner you get vaccinated, the better your chances of protecting yourself from Shingles. ZOSTAVAX is given as a single shot. ZOSTAVAX cannot be used to treat Shingles once you have it. Talk to your health care professional to see if ZOSTAVAX is right for you.

Important Safety Information

ZOSTAVAX may not fully protect everyone who gets the vaccine. You should not get ZOSTAVAX if you are allergic to any of its ingredients, including gelatin and neomycin, have a weakened immune system, take high doses of steroids, or are pregnant or plan to become pregnant. Possible side effects include redness, pain, itching, swelling, warmth, or bruising at the injection site, as well as headache. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. Before getting vaccinated, talk to your health care professional about situations you may need to avoid after getting ZOSTAVAX. Please see the Patient Product Information on the adjacent page.

Before you get Shingles, ask about ZOSTAVAX.

ZOSTAVAX®
Zoster Vaccine Live

www.zostavax.com