APPLY ANYWHERE ON AFFECTED SKIN OF PATIENTS WITH MILD TO MODERATE ATOPIC DERMATITIS

Not for ophthalmic, oral, or intravaginal use.

EUCRISA is the first and only topical PDE-4 inhibitor indicated for the topical treatment of mild to moderate atopic dermatitis in patients 2 years of age and older.∗

Relevant warnings and precautions
• Hypersensitivity reactions, including contact urticaria
• Use in pregnant and nursing women
• Use in geriatric patients

For more information
Consult the Product Monograph at http://pfizer.ca/pm/en/Eucrisa.pdf for important information relating to adverse reactions, drug interactions, and dosing information which have not been discussed in this piece. The Product Monograph is also available by calling 1-800-463-6001.


CONSIDER EUCRISA AS PART OF YOUR TREATMENT PLAN FOR MILD TO MODERATE ATOPIC DERMATITIS

Apply a thin layer of ointment twice daily to cover any affected areas of skin.
Significantly more EUCRISA patients (31.4%) achieved success in ISGA (a score of Clear [0] or Almost Clear [1] with at least a 2-grade improvement from baseline) vs. vehicle (18%) at Day 29 ($p<0.001$)

48.5% of EUCRISA patients achieved an ISGA of Clear (0) or Almost Clear (1) vs. 29.7% of vehicle patients at Day 29 ($p<0.001$; 2º endpoint)

† Results from a multicentre, randomized, double-blind, parallel-group, vehicle-controlled trial of patients aged 2 to 79 years of age (mean age was 12.6 in the EUCRISA group and 11.8 in the vehicle group) with a 5% to 95% treatable body surface area (baseline mean was 17.9% in the EUCRISA group and 17.7% in the vehicle group). Patients were randomized 2:1 to receive EUCRISA ($n=513$) or vehicle ($n=250$) applied twice daily for 28 days.

‡ Application site pain refers to skin sensations such as burning or stinging.

§ 517 patients 2 to 72 years of age (including 454 patients 2 to 17 years of age), who had completed one of the Phase 3 studies without safety issues that precluded further treatment, were treated with EUCRISA twice daily intermittently for up to 48 weeks in 28-day on-treatment or off-treatment cycles.

In the 48-week, open-label, single-arm, long-term safety study:

- The most frequent adverse events reported in EUCRISA patients treated intermittently were atopic dermatitis, application site pain†, and application site infection

PROVEN SAFETY AND TOLERABILITY PROFILE

APPLICATION SITE PAIN ‡ WAS THE MOST COMMON ADVERSE REACTION (≥1%) DURING THE 4-WEEK PIVOTAL TRIALS

<table>
<thead>
<tr>
<th>EUCRISA ($n=1012$)</th>
<th>Proprietary vehicle ointment ($n=499$)</th>
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<tbody>
<tr>
<td>4.45% ($n=45$)</td>
<td>1.20% ($n=6$)</td>
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Adapted from EUCRISA Product Monograph.