



LESS ITCH.\* LESS RASH.†

LET'S  
GO.



Patient portrayal

\*More people felt less itch (11% with CIBINQO 100 mg) after 2 weeks vs an inactive pill (2%).

†More people saw 75% skin improvement (42% with CIBINQO 100 mg) after 3 months vs an inactive pill (11%).

See data on page 6.



A ONCE-DAILY PILL  
that proactively  
treats eczema



100%  
steroid free



Not an  
injection  
or a cream

## WHAT IS CIBINQO?

CIBINQO is a prescription medicine to treat adults and children 12 years of age and older with moderate-to-severe eczema (atopic dermatitis) that did not respond to other treatment and is not well controlled with prescription medicines, including biologics, or when they cannot be tolerated.

It is not known if CIBINQO is safe and effective in children under 12 years of age.

## SELECT SAFETY INFORMATION

CIBINQO may cause serious side effects, including:

- Serious Infections, Cancer and Immune System Problems, and Blood Clots
- Increased risk of death and major cardiovascular events such as heart attack, stroke, or death in people 50+ who have at least one heart disease risk factor and are taking a JAK inhibitor

Learn more about these and other serious risks inside.

Please see full *Important Safety Information* on pages 16-19. Please click for full *Prescribing Information*, including **BOXED WARNING**, and *Medication Guide* or visit [CIBINQO.com](http://CIBINQO.com).

# Still have uncontrolled rash or itching? Could be time for a different treatment

CIBINQO (si-BINK-oh) is a once-daily pill that has been proven to offer relief to people with moderate-to-severe eczema.

**CIBINQO is proven to help deliver:**

NOTICABLY  
**CLEARER**  
**SKIN** 

 **FAST**  
**ITCH RELIEF**  
IN JUST 2 WEEKS

Please see data on pages 6-9.

Ready to ask your doctor  
about CIBINQO?  
Click [here](#) to see the  
Doctor Discussion Guide

## IMPORTANT SAFETY INFORMATION

CIBINQO may cause serious side effects, including:

**Serious infections.** CIBINQO can lower your immune system's ability to fight infections. Do not start CIBINQO if you have any kind of infection unless your healthcare provider tells you it is okay. Serious infections, including tuberculosis (TB) and infections caused by bacteria, fungi, or viruses that can spread throughout the body, have occurred in people taking CIBINQO or other similar medicines. Some people have been hospitalized or died from these infections. Your risk of developing shingles may increase while taking CIBINQO.



## IMPORTANT SAFETY INFORMATION (cont'd)

Your healthcare provider should test you for TB before treatment with CIBINQO and monitor you closely for signs and symptoms of TB infection during treatment.

*Please see full Important Safety Information on pages 16-19. Please click for full Prescribing Information, including **BOXED WARNING**, and Medication Guide or visit [CIBINQO.com](#).*



# Millions of people have eczema. But it doesn't affect everyone the same way

In the US, about 8.7 million people 12 years and older live with moderate-to-severe eczema, with symptoms that may include:

- Intense itching
- Inflamed skin that looks red or discolored, depending on skin tone
- Bumpy skin
- Oozing skin
- Thickening of the skin
- Scaly skin

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## Eczema may look different on different skin tones

Back of knee



Inside of elbow



In lighter skin tones, eczema often looks red.

Back of knee



Inside of elbow



In darker skin tones, eczema may appear as darker patches, and redness may not be as visible.

Patient portrayal

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Photos enhanced to illustrate moderate-to-severe eczema.

# CIBINQO delivers proven results

Clinical studies showed:

**NOTICEABLY CLEARER SKIN AT 3 MONTHS**

Some people saw  
**75% SKIN IMPROVEMENT**

Some saw  
**CLEAR OR ALMOST CLEAR**  
✓ **SKIN**

75% skin improvement at 3 months: 42% with CIBINQO 100 mg, 62% with CIBINQO 200 mg, and 11% with inactive pill.

Clear or almost clear skin at 3 months: 26% with CIBINQO 100 mg, 41% with CIBINQO 200 mg, and 8% with inactive pill.

**FAST ITCH RELIEF**

Some felt less itch

**IN JUST 2 WEEKS**

Itch reduction at 2 weeks: 11% with CIBINQO 100 mg, 26% with CIBINQO 200 mg, and 2% with inactive pill.

**Studies of the safety and effectiveness of CIBINQO showed results in teens (ages 12-17) were consistent with results in adults (18+)**

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## IMPORTANT SAFETY INFORMATION (cont'd)

**Serious infections (cont'd).** Before and after starting CIBINQO, tell your doctor right away if you have an infection, are being treated for one, or have symptoms of an infection, including: fever, sweating, or chills; muscle aches; cough or shortness of breath; blood in your phlegm; weight loss; warm, red, or painful skin or sores on your body; diarrhea or stomach pain; burning when you urinate or urinating more often than usual; or feeling very tired.

CIBINQO can make you more likely to get infections or worsen infections you have. If you get a serious infection, your healthcare provider may stop treatment with CIBINQO until your infection is controlled.

**There is an increased risk of death in people 50 years and older who have at least one heart disease (cardiovascular) risk factor and are taking a Janus kinase (JAK) inhibitor (such as CIBINQO).**

# Seeing is believing

In studies of 778 people, significantly more people achieved clear or almost clear skin at 3 months with CIBINQO alone (26% taking 100 mg and 41% taking 200 mg) vs placebo (8%).

Skin clearance results at week 2 were not studied as the primary measure in the clinical trials.



Photos show specific areas of the skin of adult clinical trial participants diagnosed with moderate-to-severe eczema. These areas may not reflect the full extent or appearance of eczema elsewhere on their skin. Individual results may vary.

See more patient photos at [CIBINQO.com](http://CIBINQO.com)

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**CIBINQO**<sup>®</sup>  
(abrocitinib) tablets | 50mg  
100mg  
200mg

200 mg is not an approved starting dose.  
See dosing recommendations on page 7.



## IMPORTANT SAFETY INFORMATION (cont'd)

**Cancer and immune system problems.** CIBINQO may increase your risk of certain cancers by changing the way your immune system works. Lymphoma and other cancers, including skin cancers, can happen. People, especially current or past smokers, have a higher risk of certain cancers, including lymphoma and lung cancers, while taking a JAK inhibitor. Follow your healthcare provider's advice about having your skin checked for skin cancer during treatment. Limit the amount of time you spend in sunlight and avoid using tanning beds or sunlamps. When in the sun, wear protective clothing and use SPF 30+ sunscreen. This is especially important if you have very fair skin or a family history of skin cancer. Tell your healthcare provider if you have ever had any type of cancer.

# Real CIBINQO patient story

**Salina** has suffered from moderate-to-severe eczema for as long as she can remember. She experienced rash and inflammation, particularly on her arms, legs, face, and neck. She struggled to feel comfortable in her body due to persistent itching. As a result, Salina spent a lot of time indoors and avoided activities she felt might trigger flare-ups. Despite treatment with biologics, her eczema was not well controlled.

After speaking with her doctor, **Salina made the move to CIBINQO**. After a few months, her rash and itch greatly reduced. Salina can now take on her daily routine with fewer interruptions from her symptoms.

*I went from being itchy all the time to the point where I didn't even notice I was scratching to now, where it's unusual for me to feel itchy.*

“

”

“

*Everyone's experience may be different, and I encourage people to ask their doctor if CIBINQO may be right for them.*

”

Salina

Real patient taking CIBINQO

This represents Salina's experience—individual results may vary.

Learn how to share your experience at [CIBINQO.com](https://CIBINQO.com)

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**CIBINQO**<sup>®</sup>  
(abrocitinib) tablets

50mg  
100mg  
200mg



Salina is a CIBINQO Ambassador and was asked to share her personal story about CIBINQO. All content was accurate at the time of publication and may have since changed. Salina was compensated for her time.

**Salina (age 39)**

Real patient with moderate-to-severe eczema on CIBINQO

## IMPORTANT SAFETY INFORMATION (cont'd)

There is an increased risk of major cardiovascular (CV) events such as heart attack, stroke or death in people 50 years and older who have at least one heart disease (CV) risk factor and are taking a JAK inhibitor, especially for current or past smokers.

Some people taking CIBINQO have had major cardiovascular events.

# Take action— talk to your doctor

Get the most out of your next doctor's visit by preparing with these tips:



**Jot down any questions** you have about CIBINQO in advance, and remember to take notes while talking with your doctor.



**For a telemedicine visit**, ensure you're in a well-lit area so your doctor can clearly see your skin and you can take photos, if needed. Avoid things that could irritate your skin beforehand, such as a hot shower.



**Tell your doctor** about symptoms like itch and how often your eczema flares. Also, describe your eczema routine, how other prescription treatments have been working for you, and your goals for treatment.



**Mention every medicine you take**, including for other conditions. It may help to take pictures of each label with your phone.

**Ready to ask your doctor  
about CIBINQO?**  
Click [here](#) to see the  
Doctor Discussion Guide

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## Talk to your doctor to see if CIBINQO is right for you

**Before starting, be sure to let them know if you:**

- have an infection or symptoms of an infection
- have diabetes, chronic lung disease, HIV, or a weak immune system; have TB or have been in close contact with someone with TB; have had shingles (herpes zoster); have had hepatitis B or hepatitis C
- have ever had any type of cancer; have had blood clots in the veins of your legs or lungs in the past; are a current or past smoker; have had a heart attack, other heart problems, or stroke; have kidney problems or liver problems; have low platelet counts or white blood cell counts; have high levels of fat in your blood; have any eye problems, including cataracts or retinal detachment
- live, have lived, or traveled to certain areas (such as Ohio & Mississippi River Valleys and the Southwest) where there is an increased chance of getting certain kinds of fungal infections. These infections may happen or worsen when taking CIBINQO. Ask your healthcare provider if you're unsure if you have lived in an area where these infections are common
- recently received vaccinations, or plan to
- are pregnant or breastfeeding, or plan to be
- take any prescription or over-the-counter medicines (including aspirin or any antiplatelet therapies), vitamins, or herbal supplements

# Take action— talk to your doctor

Get the most out of your next doctor's visit by preparing with these tips:



**Jot down any questions** you have about CIBINQO in advance, and remember to take notes while talking with your doctor.



**For a telemedicine visit**, ensure you're in a well-lit area so your doctor can clearly see your skin and you can take photos, if needed. Avoid things that could irritate your skin beforehand, such as a hot shower.



**Tell your doctor** about symptoms like itch and how often your eczema flares. Also, describe your eczema routine, how other prescription treatments have been working for you, and your goals for treatment.



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**CIBINQO**  
(abrocitinib) tablets  
100mg  
200mg

## What are the serious and possible side effects of CIBINQO?

**CIBINQO may cause serious side effects, including:**

- **Serious infections.** CIBINQO can lower your immune system's ability to fight infections. Serious infections have happened, and some people have been hospitalized or died. Do not start CIBINQO if you have an infection unless your doctor tells you it is okay
- **Increased risk of death and major cardiovascular (CV) events** such as heart attack, stroke or death in people 50+ with at least 1 CV risk factor who take a JAK inhibitor. Some people taking CIBINQO have had major CV events
- **Cancer and immune system problems.** The risk of lymphoma, skin, lung and other cancers may increase, especially for current or past smokers
- **Blood clots** in the veins of legs or lungs can happen and may be life-threatening. This has happened more often in people 50+ with at least 1 CV risk factor who take a JAK inhibitor
- Other serious side effects include changes in certain laboratory results

**The most common side effects of CIBINQO** include common cold, nausea, headache, herpes simplex including cold sores, increased blood level of creatine phosphokinase, dizziness, urinary tract infection, tiredness, acne, vomiting, mouth and throat pain, flu, stomach flu, bacterial skin infection, high blood pressure, allergic skin rash to something you contacted, stomach pain, shingles, and low platelet count.

Separation or tear to the lining of the back part of the eye (retinal detachment) has happened in people taking CIBINQO.

These are not all the possible side effects.

Tell your doctor if you have any side effects. You can report side effects by calling Pfizer at **1-800-438-1985**, or by contacting the U.S. Food and Drug Administration (FDA) directly at [www.fda.gov/MedWatch](#) or **1-800-FDA-1088**.

# We're here for you every step of the way

Pfizer Dermatology Patient Access™ offers savings and personalized support.

Visit [PDPASavingsCard.com](http://PDPASavingsCard.com) to find out if you're eligible for a Copay Savings Card.\*



You can also choose from these options to get your Copay Savings Card:



Text **COPAY4** to **82000** to opt into the Mobile Text Program<sup>†</sup>



Call **1-833-956-DERM (1-833-956-3376)** to request one

\*Eligibility required. No membership fees. This is not health insurance. For CIBINQO, the maximum benefit per patient is \$4,000-\$15,000 per calendar year. Only for use with commercial insurance. If you are enrolled in a state or federally funded prescription insurance program, you may not use the copay card. [Terms and conditions apply](#).

<sup>†</sup>[Mobile terms and conditions apply](#). Msg & data rates may apply. Msg frequency varies. Text HELP for info, STOP to opt out. Pfizer's privacy policy can be found at [Pfizer.com/privacy](http://Pfizer.com/privacy).

Please see full Important Safety Information on pages 16-19. Please click for full Prescribing Information, including **BOXED WARNING**, and **Medication Guide** or visit [CIBINQO.com](http://CIBINQO.com).

## Get to know the benefits

### Personalized, live support

If you ever have any questions, you can connect with a live Support Representative by calling **1-833-956-DERM (1-833-956-3376)**, Monday-Friday, 8 AM-8 PM ET.

### Interim Care Rx

If there is an issue with your insurance coverage—for example, a delay or coverage denial—eligible, commercially insured patients enrolled in Pfizer Dermatology Patient Access™ may receive CIBINQO for up to 2 years at no cost, shipped to them through Interim Care Rx.<sup>‡</sup>

## Ready to sign up?

<sup>‡</sup>Interim Care is not health insurance and is available for eligible, commercially insured patients only. Offer is only available to patients who have been diagnosed with an FDA-approved indication for CIBINQO® (abrocitinib), and who experience a delay or denial in insurance coverage during the prior authorization or appeals process. Not available to patients covered under Medicaid, Medicare or other federal or state healthcare programs. [Limits, terms, and conditions apply](#). Contact Pfizer Dermatology Patient Access™ at 1-833-956-3376 for details.



## IMPORTANT SAFETY INFORMATION AND INDICATION

### CIBINQO may cause serious side effects, including:

**Serious infections.** CIBINQO can lower your immune system's ability to fight infections. Do not start CIBINQO if you have any kind of infection unless your healthcare provider tells you it is okay. Serious infections, including tuberculosis (TB) and infections caused by bacteria, fungi, or viruses that can spread throughout the body, have occurred in people taking CIBINQO or other similar medicines. Some people have been hospitalized or died from these infections. Your risk of developing shingles may increase while taking CIBINQO.

Your healthcare provider should test you for TB before treatment with CIBINQO and monitor you closely for signs and symptoms of TB infection during treatment.

**Before and after starting CIBINQO, tell your doctor right away if you have an infection, are being treated for one, or have symptoms of an infection, including: fever, sweating, or chills; muscle aches; cough or shortness of breath; blood in your phlegm; weight loss; warm, red, or painful skin or sores on your body; diarrhea or stomach pain; burning when you urinate or urinating more often than usual; or feeling very tired.**

CIBINQO can make you more likely to get infections or worsen infections you have. If you get a serious infection, your healthcare provider may stop treatment with CIBINQO until your infection is controlled.

**There is an increased risk of death in people 50 years and older who have at least one heart disease (cardiovascular) risk factor and are taking a Janus kinase (JAK) inhibitor (such as CIBINQO).**

**Cancer and immune system problems.** CIBINQO may increase your risk of certain cancers by changing the way your immune system works. Lymphoma and other cancers, including skin cancers, can happen. People, especially current or past smokers, have a higher risk of certain cancers, including lymphoma and lung cancers, while taking a JAK inhibitor. Follow your healthcare provider's advice about having your skin checked for skin cancer during treatment. Limit the amount of time you spend in sunlight and avoid using tanning beds or sunlamps. When in the sun, wear protective clothing and use SPF 30+ sunscreen. This is especially important if you have very fair skin or a family history of skin cancer. Tell your healthcare provider if you have ever had any type of cancer.

**There is an increased risk of major cardiovascular (CV) events such as heart attack, stroke or death in people 50 years and older who have at least one heart disease (CV) risk factor and are taking a JAK inhibitor, especially for current or past smokers.**



### Some people taking CIBINQO have had major cardiovascular events.

**Get emergency help right away** if you develop any symptoms of a heart attack or stroke while taking CIBINQO, including: discomfort in the center of your chest that lasts for more than a few minutes, or that goes away and comes back; severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw; pain or discomfort in your arms, back, neck, jaw, or stomach; weakness in one part or on one side of your body; slurred speech; shortness of breath with or without chest discomfort; breaking out in a cold sweat; nausea or vomiting; or feeling lightheaded.

**Blood clots.** Blood clots in the veins of your legs (deep vein thrombosis, DVT) or lungs (pulmonary embolism, PE) can happen in some people taking CIBINQO. This may be life-threatening. Blood clots in the veins of the legs and lungs have happened more often in people 50 years and older, with at least one heart disease (CV) risk factor, taking a JAK inhibitor. Tell your healthcare provider if you have had blood clots in the veins of your legs or lungs in the past.

Stop taking CIBINQO and get medical help right away if you have any signs and symptoms of blood clots including swelling, pain, or tenderness in one or both legs; sudden, unexplained chest or upper back pain; shortness of breath or difficulty breathing.

**Changes in certain laboratory test results.** Your doctor should do blood tests before and during treatment with CIBINQO to check your lymphocyte, neutrophil, red blood cell, and platelet counts. You should not take CIBINQO if these counts are too low. Your healthcare provider may stop treatment for a period of time if there are changes in these blood test results.

**Increased cholesterol levels.** You may also have increases in the amount of fat found in your blood. Your doctor should check your cholesterol about 4 weeks after you start CIBINQO and then as needed.

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## IMPORTANT SAFETY INFORMATION AND INDICATION (cont'd)

**Do not take CIBINQO with medicines that prevent blood clots (antiplatelet medicines)** during the first 3 months of treatment. You can take low-dose aspirin ( $\leq 81$  mg daily) during this time, if prescribed.

**Before taking CIBINQO, tell your healthcare provider if you:**

- have an infection, are being treated for one, or have one that won't go away or keeps returning
- have diabetes, chronic lung disease, HIV, or a weak immune system
- have TB or have been in close contact with someone with TB
- have had shingles (herpes zoster)
- have had hepatitis B or hepatitis C
- live, have lived, or traveled to certain areas (such as Ohio & Mississippi River Valleys and the Southwest) where there is an increased chance for getting certain kinds of fungal infections. These infections may happen or worsen when taking CIBINQO. Ask your healthcare provider if you're unsure if you have lived in an area where these infections are common
- have had any type of cancer
- have had blood clots in the veins of your legs or lungs
- are a current or past smoker
- have had a heart attack, other heart problems, or stroke
- have kidney or liver problems
- have abnormal blood tests (low platelet count or white blood cell count)
- have high levels of fat in your blood (high cholesterol)
- have any eye problems, including cataracts or retinal detachment
- have recently received or are scheduled to receive any vaccinations. People who take CIBINQO should not receive live vaccines
- are or plan to become pregnant. It is not known if CIBINQO will harm your unborn baby. Pfizer has a **Pregnancy**

**Exposure Registry** for pregnant women who take CIBINQO to check your health and the health of your baby. If you are pregnant or become pregnant while taking CIBINQO, ask your healthcare provider how you can join this pregnancy registry, call **1-877-311-3770**, or visit

[www.CIBINQOPregnancyRegistry.com](http://www.CIBINQOPregnancyRegistry.com) to enroll

- are breastfeeding or plan to breastfeed. It is not known if CIBINQO passes into your breast milk. You should not take CIBINQO while breastfeeding
- are taking other medicines, including prescription and over-the-counter medicines, vitamins, and herbal supplements. CIBINQO and other medicines may affect each other, causing side effects. **Especially tell your healthcare provider if you take** aspirin or any antiplatelet therapies. Ask your healthcare provider if you are unsure



**The most common side effects of CIBINQO** include common cold, nausea, headache, herpes simplex including cold sores, increased blood level of creatine phosphokinase, dizziness, urinary tract infection, tiredness, acne, vomiting, mouth and throat pain, flu, stomach flu, bacterial skin infection, high blood pressure, allergic skin rash to something you contacted, stomach pain, shingles, and low platelet count.

Separation or tear to the lining of the back part of the eye (retinal detachment) has happened in people treated with CIBINQO. Call your healthcare provider right away if you have any sudden changes in your vision.

CIBINQO may cause fertility problems in females, which may affect the ability of females to get pregnant. Talk to your healthcare provider if you have concerns about fertility.

These are not all of the possible side effects of CIBINQO.

### What is CIBINQO?

CIBINQO is used to treat adults and children 12 years of age and older with moderate-to-severe eczema (atopic dermatitis) that did not respond to other treatment and is not well controlled with prescription medicines, including biologics, or when they cannot be tolerated.

It is not known if CIBINQO is safe and effective in children under 12 years of age.

You are encouraged to report adverse events related to Pfizer products by calling **1-800-438-1985** (U.S. only). If you prefer, you may contact the U.S. Food and Drug Administration (FDA) directly. Visit [www.fda.gov/MedWatch](http://www.fda.gov/MedWatch) or call **1-800-FDA-1088**.

CIBINQO is available in 50 mg, 100 mg, and 200 mg pills.

*Please click for full Prescribing Information, including **BOXED WARNING**, and **Medication Guide** or visit [CIBINQO.com](http://CIBINQO.com).*



**ONE PILL  
ONCE A DAY**

Pill not shown at actual size.

**Exclusively for  
moderate-to-severe eczema**

An innovation from



**Check out [CIBINQO.com](https://CIBINQO.com)  
to learn more**

## **SELECT SAFETY INFORMATION**

CIBINQO may cause serious side effects, including:

- Serious Infections, Cancer and Immune System Problems, and Blood Clots
- Increased risk of death and major cardiovascular events such as heart attack, stroke, or death in people 50+ who have at least one heart disease risk factor and are taking a JAK inhibitor

**Learn more about these and other serious risks inside.**

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