

MODERATE-TO-SEVERE
ECZEMA
GET IN FRONT OF IT
WITH CIBINQO

A ONCE-DAILY PILL
THAT PROACTIVELY
TREATS ECZEMA

100% STEROID FREE

NOT AN INJECTION
OR A CREAM

For people 12 years and older with moderate-to-severe eczema (atopic dermatitis) who didn't respond to previous treatment and when other treatments, including oral or injected medicines, haven't worked well or are not right for them.

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 18-21. Please click for full Prescribing Information, including **BOXED WARNING**, and Medication Guide or visit [CIBINQO.com](https://www.cibinqo.com).*

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

CIBINQO
(abrocitinib) tablets

CIBINQO (si-BINK-oh) is a once-daily pill that proactively treats eczema. It doesn't just fight flares, it keeps working—day and night—so you can get in front of your eczema.

CIBINQO is proven to help deliver:

NOTICEABLY
**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.

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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

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.

Photos enhanced to illustrate moderate-to-severe eczema.

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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**

FAST ITCH RELIEF

Some felt less itch

IN JUST 2 WEEKS

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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CIBINQO
(abrocitinib) tablets



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%**).



Photos show specific areas of 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/Before-and-After

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CIBINQO
(abrocitinib) tablets

The recommended starting dose is CIBINQO 100 mg. If it's not working well, your doctor may increase your dose to 200 mg. If the 200 mg dose isn't working well, your doctor may advise you to stop CIBINQO. Use the lowest effective dose to maintain response.



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 eczema patients have made the move

Jimmy is a father of 3 who loves to travel and take cruises with his wife. He has also struggled with moderate-to-severe eczema, experiencing constant itch and rash. He tried over-the-counter remedies and topical and systemic prescription medicines, but they didn't work for him. **Then he made the move to CIBINQO.**

CIBINQO
(abrocitinib) tablets

**Before treatment
with CIBINQO**

**With CIBINQO
100 mg**



The photos above show specific areas of the skin of a real patient diagnosed with moderate-to-severe eczema. Images may not reflect the full extent of the patient's eczema.

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.

"CIBINQO worked well enough to keep my eczema under control."

"When I first started taking CIBINQO, within a few weeks I got itch relief."

**"Three words:
Helps. My. Itching."**

—Jimmy,
Real patient taking CIBINQO

Individual results may vary.

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

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Make your move— 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.

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

Scroll to see the side effects of CIBINQO

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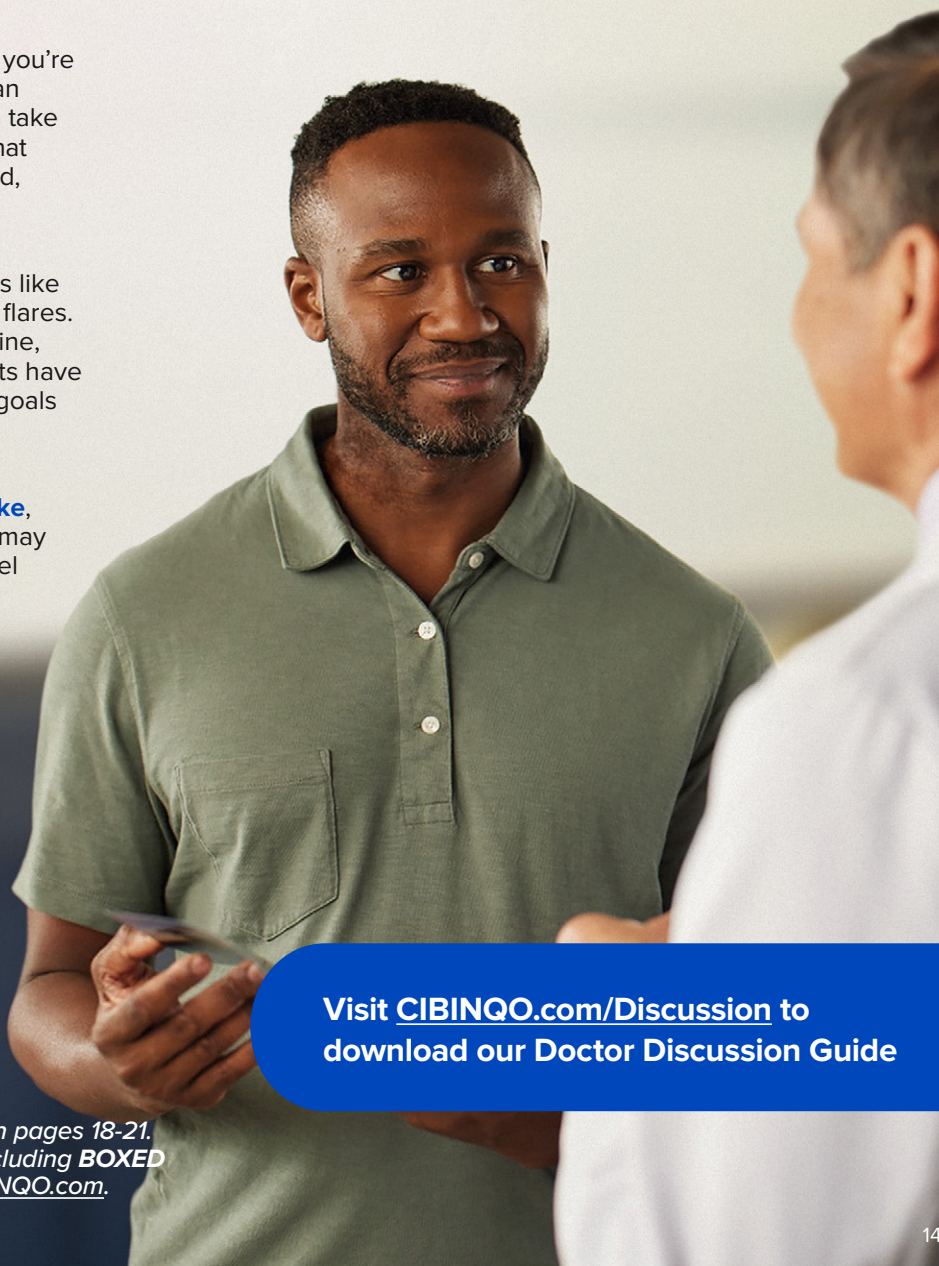
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Tell your doctor about symptoms like itch and how often your eczema flares. Also, describe your eczema routine, how other prescription treatments have been working for you, and your goals for treatment.



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



Visit [CIBINQO.com/Discussion](https://www.cibinqo.com/discussion) to
download our Doctor Discussion Guide

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WARNING, and Medication Guide or visit [CIBINQO.com](https://www.cibinqo.com).

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 [CIBINQO.com/Support](https://www.cibinqo.com/Support) to join and find out if you're eligible for a Copay Savings Card.*

As little as

\$0 per month*

For eligible, commercially insured patients.

START SAVING TODAY!

Copay Savings Card

PFIZER DERMATOLOGY patient access™

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



Text **COPAY1** to **82000** to opt into the Mobile Text Program†



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



Ask your healthcare provider to give you one during your next office visit

*Eligibility required. No membership fees. This is not health insurance. For CIBINQO, the maximum benefit per patient is \$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.

†[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](https://www.pfizer.com/privacy).

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CIBINQO[®]
(abrocitinib) tablets

Get to know the benefits

Personalized, live support

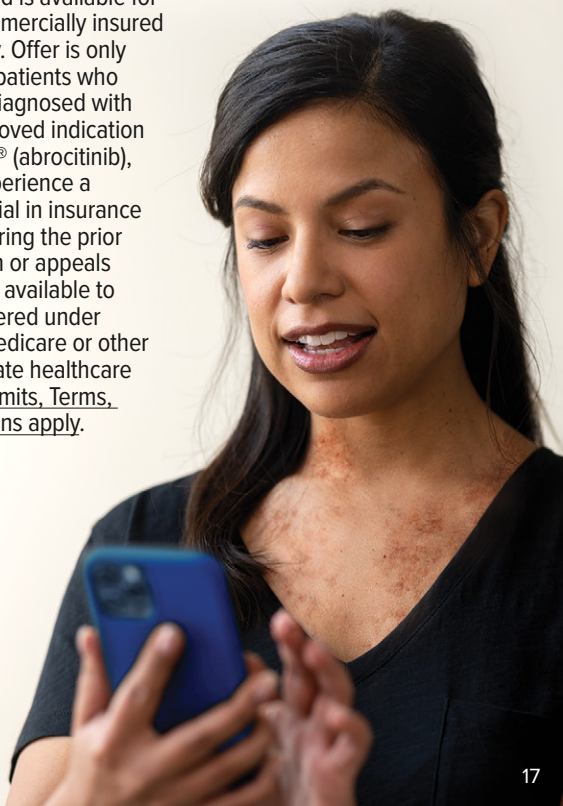
If you ever have any questions, you can connect with a live Support Representative by calling **1-833-956-DERM** (1-833-956-3376), Monday-Friday, 8 AM-8 PM ET.

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.‡

Ready to sign up?

‡Interim Care Rx 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.



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.

*Please see full Important Safety Information continued on pages 20-21. Please click for full Prescribing Information, including **BOXED WARNING**, and Medication Guide or visit [CIBINQO.com](https://www.cibinqo.com).*

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 (≤ 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 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 or call **1-800-FDA-1088**.

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

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CIBINQO[®]

(abrocitinib) tablets

**ONE PILL
ONCE A DAY**

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

An innovation from



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

IMPORTANT SAFETY INFORMATION (cont'd)

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.

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