

Case Study:
IBRANCE®



IBRANCE™

TRUTH

Approximately **30%**
of women who've had
breast cancer will develop
metastatic breast cancer.

And because metastatic breast cancer is incurable, these women are left out of the PINK conversation.

Many of them did fight.
They beat cancer a first, second,
or even third time, but yet, now
face it for a forth-and-final match
they cannot win.

So, how do you build
awareness about a disease
NO ONE even wants to
talk about?

And what does a first-of-its-kind
metastatic breast cancer
treatment with no in-market
competitors do?

We acknowledged that this is a complex diagnosis and build an ecosystem that supports the multi-faceted needs of women living with metastatic breast cancer.

IBRANCE[™]
palbociclib | 125 mg capsules

 **MBC
TOGETHER**

 **IBRANCE
ANSWERS**

**PRACTICAL
INFORMATION**

Here, patients find everything they need to know to feel confident about managing, and staying on, their therapy.

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**MBC
TOGETHER**



**IBRANCE
ANSWERS**

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 **MBC
TOGETHER**

BALANCED SUPPORT

Patients have questions, how could they not, so we created a program that delivered customized support throughout their journey.

 **IBRANCE
ANSWERS**

IBRANCE[™]
palbociclib | 125 mg capsules

 **MBC
TOGETHER**

 **IBRANCE
ANSWERS**

EMOTIONAL SUPPORT

For women with MBC, there was no community to gain insights, find inspiration or hear real stories about living with metastatic breast cancer. So we built it.

IBRANCE =

Hope + Strength



ABOUT IBRANCE

TAKING IBRANCE

FINANCIAL ASSISTANCE

IBRANCE RESOURCES

ABOUT THE DISEASE

SIGN UP

Today I am living with metastatic breast cancer

Clinical trials are still ongoing to determine if there is an effect on overall survival.

IBRANCE is a prescription medicine that is taken in combination with either letrozole or fulvestrant, and is for women with hormone receptor-positive, HER2-metastatic breast cancer.

Hormone receptor-positive metastatic breast cancer includes estrogen receptor-positive (ER+) and/or progesterone receptor-positive (PR+) subtypes.

[Learn More >](#)

INDICATIONS: IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal-based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

IMPORTANT SAFETY INFORMATION AND INDICATIONS

[View More](#)

IBRANCE may cause serious side effects, including:

Low white blood cell counts (neutropenia): Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

**A SCIENTIFIC
ADVANCEMENT**
For Women With Hormone
Receptor Positive (includes
ER+ and/or PR+), HER2-
**METASTATIC
BREAST CANCER**

ER+ = estrogen receptor positive
PR+ = progesterone receptor positive



IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

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The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

Please see the Important Safety Information on pages 19-22 and the full Prescribing Information and Patient Information in the back pocket.

ngoing to determine if there is an effect on overall survival

lay
m living

astatic breast cancer

**palbociclib) IN COMBINATION WITH A
THERAPY DELAYS DISEASE PROGRESSION
HORMONAL THERAPY ALONE**

The combination of IBRANCE with certain hormonal therapies is an important scientific advancement in the treatment of hormone receptor positive (HR+), HER2- metastatic breast cancer (MBC). IBRANCE, with either letrozole or fulvestrant, may delay the need for other hormonal treatments or chemotherapy.

IBRANCE has been studied in two separate clinical trials. The first trial showed that postmenopausal women with ER+/HER2- MBC who received IBRANCE in combination with letrozole had a median time to progression of 20.2 months vs. 10.2 months for those that received letrozole alone.



The second trial showed that women with hormone receptor positive, HER2-MBC who received IBRANCE (palbociclib) in combination with fulvestrant had a median time to progression of 9.5 months vs. 4.6 months for those that received fulvestrant and placebo.

SERIOUS SIDE EFFECTS:

IBRANCE may cause serious side effects, including:

- low white blood cell counts that may cause serious infections
- serious or life-threatening blood clots in the arteries of your lungs

Please see the Important Safety Information on pages 19-22 and the full Prescribing Information and Patient Information in the back pocket.

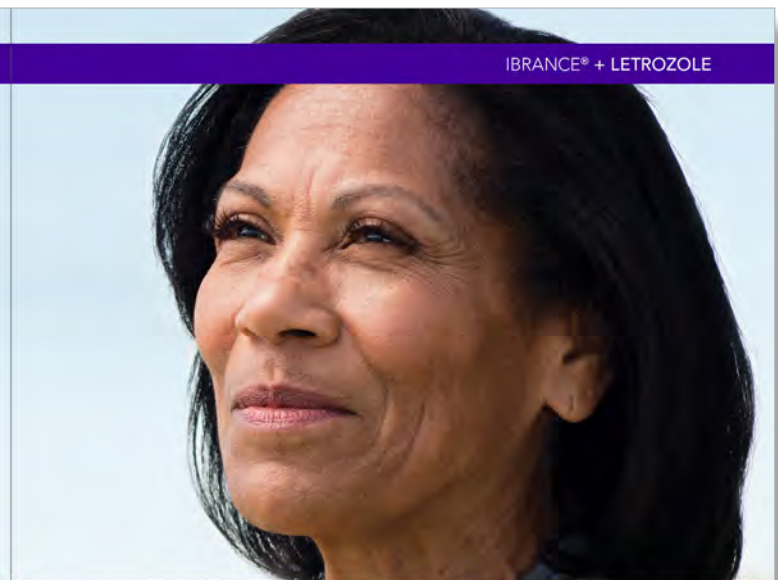
second group took letrozole alone.

Together, the combination of IBRANCE and letrozole showed a median time to disease progression of 20.2 months, compared to letrozole alone, which showed a median time of 10.2 months.



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IBRANCE® + LETROZOLE



SHRINKING THE TUMOR

Additionally, in the same clinical trial, Overall Response Rate (ORR), which measures tumor response to treatment, including tumor shrinkage, was assessed in patients whose disease was measurable at the start of therapy.

The results showed that the ORR of patients taking IBRANCE (palbociclib) and letrozole was 55% — meaning 55% of patients saw their tumors shrink in size — compared to 39% who took letrozole alone.

IBRANCE
palbociclib | 125 mg
capsules

CONOZCA IBRANCE: UNA
GUÍA
PARA PACIENTES Y CUIDADORES

En español / In English



Consulte la información de seguridad importante en las páginas 21-23, y la información completa de prescripción y la información para el paciente en el bolsillo posterior.

Please see the Important Safety Information on pages 25-26 and the full Prescribing Information and Patient Information in the back pocket.

¿Qué es IBRANCE® (palbociclib)?

IBRANCE es un medicamento de venta libre que se utiliza para el tratamiento del cáncer de mama con receptor hormonal positivo (HR+) y receptor 2 del factor de crecimiento epidérmico humano negativo (HER2-) que se ha diseminado a otras partes del cuerpo (metastático) en combinación con letrozol como primera terapia hormonal en mujeres posmenopáusicas, o fulvestrant en mujeres con progresión de la enfermedad después de la terapia hormonal.

La combinación de IBRANCE más letrozol se basa en un estudio que midió la supervivencia libre de progresión. En la actualidad, se está realizando un estudio para averiguar cómo funciona IBRANCE en combinación con letrozol para un período más largo.

Consulte la información de seguridad importante en las páginas 21-23, y la información completa de prescripción y la información para el paciente en el bolsillo posterior.

What Is IBRANCE (palbociclib)?

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

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IBRANCE® + FULVESTRANT

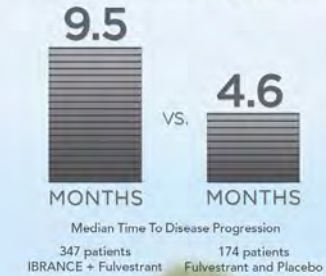
IBRANCE (palbociclib) + Fulvestrant Delayed The Disease Progression 2X Longer

IBRANCE was studied in a clinical trial of 521 women with hormone receptor positive, HER2- metastatic breast cancer, regardless of their menopausal state, who had received hormone therapy either for early stage breast cancer or for metastatic disease. Hormone receptor positive includes both ER+ (estrogen receptor positive) and/or PR+ (progesterone receptor positive) subtypes. Patients were split into 2 groups. The first group took IBRANCE and fulvestrant (known as Faslodex®) together, while the second group took fulvestrant and placebo.

Together, the combination of IBRANCE and fulvestrant showed a median time to disease progression of 9.5 months, compared to fulvestrant and placebo, which showed a median time of 4.6 months.

This means that, together, IBRANCE and fulvestrant were **2X as effective at delaying disease progression as fulvestrant and placebo.**

Delayed Disease Progression



Please see the Important Safety Information on pages 25-26 and the full Prescribing Information and Patient Information in the back pocket.





CONCEPT 2



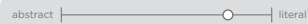
INSPIRATION



answer + multi-faceted

DESIGN NOTES

In MBC treatment, it can be said that there are two sides to every story — the practical and the emotional. And finding answers usually means finding balance, your particular blend, between the two. In this design, a mark is comprised of two facets meeting at a 90 degree angle. On the surface level, implying the depth and dimensions of multiple sides, and turning a corner.



CONCEPT 2 — BRAND ELEMENTS

IMAGE TREATMENT

Two examples of image treatment. The first is a square filled with a complex geometric pattern of overlapping triangles and squares in shades of purple, green, and grey. The second is a photograph of a woman smiling, with a large green chevron shape overlaid on the left side of the image.

COLORS & FONTS

A color palette showing three shades of purple (Violet C, Violet 50%), one shade of green (376 C), and one shade of grey (Grey 30%). Below the colors, the font names "Gotham Bold" and "Gotham Light" are listed.

SWAG SAMPLE

A white water bottle with a purple handle. The bottle is wrapped in a pattern of overlapping purple, green, and grey geometric shapes. At the bottom of the bottle, the "IBRANCE ANSWERS" logo is printed.

SWAG SAMPLE



From: Pfizer
Subject: How does IBRANCE® (palbociclib) work?
Date: [Month] [XX], 2016
To: recipients_name@email.address.com

A first in a new class of treatment
Does it help you? [View study](#)
[Full Prescribing Information](#) | [Patient Information](#)

[Important Safety Information](#) | [Advisories](#)



How does IBRANCE® (palbociclib) combination therapy work?

[IBRANCE ANSWERS](#)

What role can CDK 4/6 inhibition play in slowing the progression of breast cancer?

[IBRANCE ANSWERS](#)

Learn about the IBRANCE clinical trials.

[REVIEW OUR STUDIES](#)

INDICATIONS

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+) human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body. IBRANCE, in combination with letrozole, is the first hormonal-based therapy to be used in women who have gone through menopause, or advanced or recurrent breast cancer progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

IMPORTANT SAFETY INFORMATION

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If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections, such as fever and chills.

IBRANCE may cause serious, life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE).

- Tell your doctor right away if you experience:
- shortness of breath
 - sudden sharp pain that may become worse with deep breathing
 - rapid heart rate
 - rapid breathing

Before you take IBRANCE, tell your doctor if you:

- have liver, kidney, or any other signs or symptoms of infection.
- have liver or kidney problems.
- have any other medical conditions.



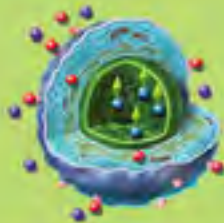
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[IBRANCE ANSWERS](#)



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From: Pfizer
Subject: What are some questions to ask the doctor?
Date: [Month] [XX], 2016
To: recipients_name@email.address.com

You don't know what you don't know!
[Email me if playing?](#) [View online](#)
[Full Prescribing Information](#) | [Patient Information](#)



An informed
 conversation starts with
 the right questions.

[LEARNING A DOCTOR DISCUSSION GUIDE](#)



Why is it so important to
 monitor blood counts while
 taking IBRANCE?

[IBRANCE ANSWERS](#)

INDICATIONS

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor-2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or Adjuvant in women with disease progression following hormonal therapy.

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- shortness of breath
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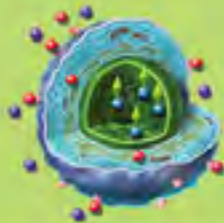
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A first in a new class of treatment
Email me anything? [View content](#)
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IBRANCE ANSWERS

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[IBRANCE ANSWERS](#)



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You don't know what you don't know!
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IBRANCE ANSWERS

An informed conversation starts with the right questions.

[IBRANCE AND A DOCTOR DISCUSSION GUIDE](#)



Why is it so important to monitor blood counts while taking IBRANCE?

[IBRANCE ANSWERS](#)



From: Pfizer
Subject: Finding a "new normal" with your partner
Date: [Month] [XX], 2016
To: recipients_name@email.address.com

Relationships, intimacy, and metastatic breast cancer
Email me anything? [View content](#)
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[IBRANCE AND A DOCTOR DISCUSSION GUIDE](#) | [Patient Information](#)

IBRANCE ANSWERS

You, your partner, and metastatic breast cancer: how do you find your "new normal"?

[START HERE](#)



How can you reclaim intimacy during your treatment?

[VISIT MHC TOGETHER](#)



IBRANCE palbociclib

INDICATIONS

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

IMPORTANT SAFETY INFORMATION

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If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections, such as fever and chills.

IBRANCE may cause venous or life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE).

Tell your doctor right away if you experience:

- shortness of breath
- sudden sharp pain that may become worse with deep breathing
- rapid heart rate
- lipid breathing

Before you take IBRANCE, tell your doctor if you:

- have fevers, chills, or any other signs or symptoms of infection
- have liver or kidney problems.

IBRANCE ANSWERS:

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Today
I am learning
all I can
about IBRANCE®



IBRANCE
ANSWERS

IBRANCE
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Dear Recipient's First Name,

Thank you for your interest in IBRANCE® (palbociclib). We hope that we can help you find some of the answers you're looking for. We also hope the information you find here empowers you to have an informed conversation with your doctor.

In this kit, there are a few things we think you'll find helpful when deciding if IBRANCE may be a treatment option for you. The enclosed brochure goes into some detail on IBRANCE and the science behind it, but if you want to go deeper, we suggest you visit IBRANCE.com.

and that you have a lot on your mind. So when you're ready, you'll find a few options enclosed that can help guide the discussion with your doctor at the

and there's simply no substitute for having a candid, open conversation with your healthcare team. They know you, they know your preferences on what treatment option may be appropriate for you.

If you're registering for IBRANCE Answers, please let us know by filling out the response card and send it back. That way we can provide information and support developed for those

IBRANCE
palbociclib 125 mg capsules

Today I am asking
more informed questions
about IBRANCE®



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GET TO KNOW
IBRANCE®
(palbociclib)

IBRANCE
palbociclib | 125 mg capsules

MONITORING
SIDE EFFECTS

IBRANCE
palbociclib | 125 mg capsules

CARING
FOR YOUR
EMOTIONAL
WELL-BEING

IBRANCE
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TAKING GOOD
CARE WHILE
ON TREATMENT

**IBRANCE
ANSWERS**
Support, resources, and insights to help you learn more about IBRANCE.


Please see Important Safety Information on pages 17-19 and full Prescribing Information and Patient Information in back pocket.

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BALANCING
LIFE, WORK, AND
TREATMENT

**IBRANCE
ANSWERS**
Support, resources, and insights to help you learn more about IBRANCE.

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TAKING GOOD CARE WHILE ON TREATMENT

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Yoga is an ancient Indian practice that combines regulated breathing and meditation with a series of movements and postures which can be both energizing and relaxing.

Yoga may help you cope with fatigue, stress, and feelings of depression.

REMEMBER:
Ask your healthcare team about the effects of yoga and whether this or other forms of exercise might be right for you.

Please see Important Safety Information on pages 17-19 and full Prescribing Information and Patient Information in back pocket.

6



you're feeling tired

You may feel fatigued at times while taking IBRANCE® (palbociclib). Just remember to listen to your body and let your healthcare team know how you're feeling. Exercise and a healthy diet can help. But you may need more rest now than you used to. The following tips may help when you're feeling tired:

- Take short naps or breaks.
- Do things that are relaxing, such as listening to music or reading.
- Support groups may be able to help you manage stress and work through things that are making you tired.

Learn more about our MBC Ambassadors on the following pages and on MBCtogether.com.

Please see Important Safety Information on pages 17-19 and full Prescribing Information and Patient Information in back pocket.

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“ I've learned that if I feel like I need to rest, I rest. And if I want to work, I work. **”**

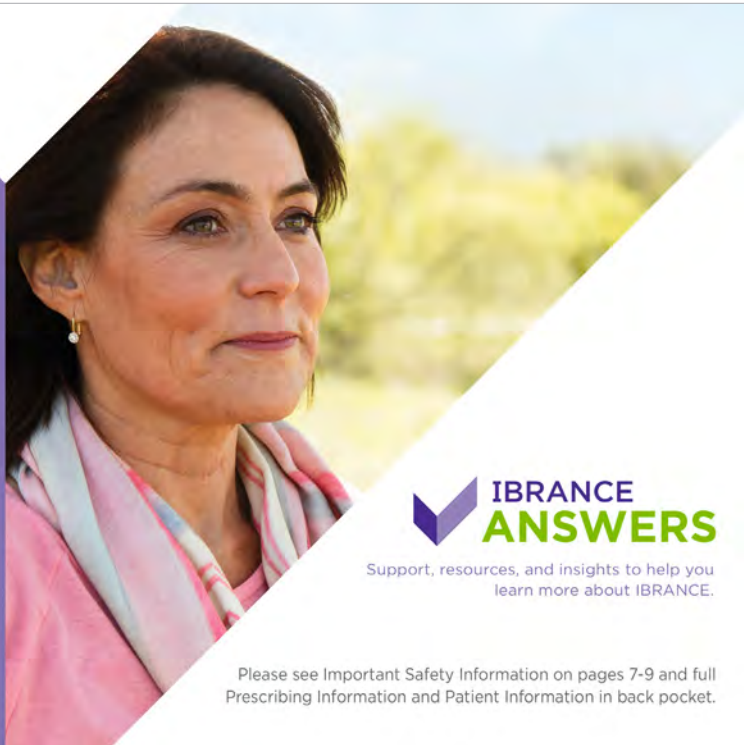
- Donna, Ambassador



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IBRANCE[™]
palbociclib | 125 mg capsules

MONITORING SIDE EFFECTS



**IBRANCE
ANSWERS**

Support, resources, and insights to help you learn more about IBRANCE.

Please see Important Safety Information on pages 7-9 and full Prescribing Information and Patient Information in back pocket.

IBRANCE[®] (palbociclib) and tips that may help manage some of them

Please see Important Safety Information on pages 7-9 and full Prescribing Information and Patient Information in back pocket.

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There are common side effects associated with taking IBRANCE (palbociclib), some of which are serious. In the pages that follow, you'll find a list of side effects to watch for and tips on how to manage some of them.

It's important to remember that not all patients will experience the same side effects associated with taking IBRANCE. The severity of each side effect can vary among patients, too. Use the IBRANCE Treatment Journal from your Starter Kit to keep track of how you're feeling each day and discuss it frequently with your healthcare team.



What are some tips to help manage it?

If you're feeling nauseated or are vomiting, it's best to talk to your healthcare team. They can give you instructions on how to deal with your symptoms. In addition to your healthcare team's instructions, following these tips may help you feel better:

- Try to eat 5-6 small meals throughout the day instead of 3 large ones.
- Since dehydration may contribute to nausea, sip water throughout the day.
- Consider relaxation techniques, such as deep breathing.
- Avoid foods with strong odors.

Please see Important Safety Information on pages 7-9 and full Prescribing Information and Patient Information in back pocket.

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What are some tips to help manage it?

During treatment you go through a lot, both physically and mentally. And this could leave you feeling tired or weak. In addition to your healthcare team's instructions, following these tips may help:

- Build a schedule to make sure you're getting rest and activity.
 - Take short naps or breaks.
 - Try doing light exercise each day. But make sure you talk to your healthcare team before you make any changes.
- Eat well and drink plenty of fluids. Sometimes tiredness and weakness can be caused by dehydration.
- Support groups may be able to help you manage stress and work through things that are making you tired.
- Do things that are relaxing, such as listening to music or reading.

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IBRANCE
palbociclib | 125 mg capsules

CARING
FOR YOUR
EMOTIONAL
WELL-BEING



**IBRANCE
ANSWERS**

Support, resources, and insights to help
you learn more about IBRANCE.

Please see Important Safety Information on pages 19-21 and full
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well-being



Please see Important Safety Information on pages 19-21 and full
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10

11

someone to **talk to?**



To connect and speak with a mentor,
sign up today.

Call 1-844-390-8696 to get started.

Please see Important Safety Information on pages 19-21 and full
Prescribing Information and Patient Information in back pocket.

14

15



IBRANCE[™]
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BALANCING
LIFE, WORK, AND
TREATMENT

**IBRANCE
ANSWERS**

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- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.


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How can you find your “new normal”?

It can take time to adjust to a “new normal” with metastatic breast cancer. You may have questions and face situations you never anticipated. Don't be afraid to ask questions or to reach out for support.

Remember – even with all of the changes, there's still room for fulfillment and the things you love in life.

i Looking for tips to help you cope? The stories, resources, and insights on **MBctgether.com** are a great place to start.



I need help paying for IBRANCE[®] (palbociclib)?

If you need help paying for your IBRANCE prescription, Pfizer offers a variety of support services to patients who qualify, regardless of their insurance coverage. You can talk to your Specialty Pharmacy Provider about our programs described on the following page.

Please see Important Safety Information on pages 9-11 and full Prescribing Information and Patient Information in back pocket.





Gain Strength And Insight From Women Who've Been There

Find inspiration and support for living with metastatic breast cancer (MBC). This is your source for straight talk in a community of women supported by



SCROLL FOR MORE

IMPORTANT SAFETY INFORMATION AND INDICATIONS VIEW MORE

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Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE). Tell your doctor right away if you experience:

• Shortness of breath





Gain Strength And Insight From Those Who've Been There

Find inspiration and support for living with metastatic breast cancer (MBC). This is your source for straight talk in a community supported by



SCROLL FOR MORE



IMPORTANT SAFETY INFORMATION AND INDICATIONS

IBRANCE® (galbecicicab) may cause serious side effects, including:

Low white blood cell counts (leukopenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections, such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE). Tell your doctor right away if you experience:

- shortness of breath
- sudden sharp pain that may become worse with deep breathing
- rapid heart rate
- rapid breathing

Before you take IBRANCE, tell your doctor if you:

- have fever, chills, or any other signs or symptoms of infection.
- have liver or kidney problems.
- have any other medical conditions.
- are pregnant or plan to become pregnant. IBRANCE can harm your unborn baby.

• Females who are able to become pregnant and who take IBRANCE should use effective birth control during treatment and for at least 1 month after stopping IBRANCE.

• Males who are taking IBRANCE with female partners who can become pregnant should use effective birth control during treatment with IBRANCE and for 3 months after the final dose of IBRANCE.

SIGN UP TO CONNECT WITH A MENTOR NOW

"My doctor has mentioned that they worry that I'll become a patient on my terms and I don't want to be there."

By Kim

[WATCH NOW](#)

"I've been diagnosed with the metastatic form of breast cancer. I'm scared."

By Kim

[WATCH NOW](#)

WOMEN WITH METASTATIC BREAST CANCER AND THEIR PARTNERS: THE BIG QUESTIONS

By Kim

[WATCH NOW](#)

"There should be support from all healthcare providers... I don't want to be a patient on my terms."

By Kim

[WATCH NOW](#)

"I've been diagnosed with the metastatic form of breast cancer. I'm scared."

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HIGH UP TO CONNECT WITH

"My husband has something that they say that's called a heart attack on the brain and I found out my breast."

by Kim

WATCH NOW

"I've been diagnosed with the disease, but I'm not alone. I'm here for you."

by Kim

WATCH NOW

"There's a lot of support here and I'm not alone. I'm here for you."

by Kim

WATCH NOW

"I'm here for you. I'm here for you. I'm here for you."

by Kim

WATCH NOW

Find Strength In Our IBRANCE® (palbociclib) Ambassadors

These inspiring people are sharing their stories about living with metastatic breast cancer (MBC). Find out what they're looking for, how they're coping and the ways they're managing life after diagnosis.

SCROLL FOR MORE

FILTER AMBASSADORS BY:

PATIENTS CAREGIVERS SETBACKS AGE ALL

<p>AIMEE Patient</p> <p>After 10 years with the disease, I've been diagnosed with metastatic breast cancer. I'm here for you."</p> <p>WATCH NOW</p>	<p>CAROL Caregiver</p> <p>"I'm here for you. I'm here for you. I'm here for you."</p> <p>WATCH NOW</p>	<p>CHRIS Patient</p> <p>"I'm here for you. I'm here for you. I'm here for you."</p> <p>WATCH NOW</p>
<p>WATCH NOW</p>	<p>WATCH NOW</p>	<p>WATCH NOW</p>

IMPORTANT SAFETY INFORMATION AND INDICATIONS

IBRANCE® (palbociclib) may cause serious side effects, including:

- Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.

If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE). Tell your doctor right away if you experience:

- shortness of breath
- sudden sharp pain that may become worse with deep breathing
- rapid heart rate
- rapid breathing

Before you take IBRANCE, tell your doctor if you:

- have been, child, or any other signs or symptoms of infection.
- had liver or kidney problems.
- have any other medical conditions.
- are pregnant or plan to become pregnant. IBRANCE can harm your unborn baby.

• Females who are able to become pregnant and who take IBRANCE should use effective birth control during treatment and for at least 3 weeks after stopping IBRANCE.

• Males who are taking IBRANCE with female partners who can become pregnant should use effective birth control during treatment with IBRANCE and for 3 months after the final dose.

300x250 - MBC Together Branded Banner (length 15 sec.) Option 1

FRAME 1:
Text appears.
Hands come in to meet in the center.



Explore a community for straight talk about metastatic breast cancer.

FRAME 2:
Hands come in to meet in the center.



Explore a community for straight talk about metastatic breast cancer.

FRAME 3:
Logo is formed.



Explore a community for straight talk about metastatic breast cancer.

FRAME 4:
Logo lock-up and indications animate up.



MBC TOGETHER SUPPORTED BY **IBRANCE**
palbocicik

IBRANCE* is a prescription medicine used to treat hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with:

Scroll for Important Safety Information and Indications

IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead

Full Prescribing Information and Patient Information

FRAME 5:
Indications animate up.



MBC TOGETHER SUPPORTED BY **IBRANCE**
palbocicik

- letrozole as the first hormonal based therapy in women who have gone through menopause, or
- fulvestrant in women with disease progression following hormonal therapy.

Scroll for Important Safety Information and Indications

IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead

Full Prescribing Information and Patient Information

FRAME 6:
Logo and "See the Important..." fade in.



MBC TOGETHER SUPPORTED BY **IBRANCE**
palbocicik

See the Important Safety Information below.

Scroll for Important Safety Information and Indications

IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead

Full Prescribing Information and Patient Information

FRAME 7:
End frame copy and CTA animate in.



MBC TOGETHER SUPPORTED BY **IBRANCE**
palbocicik

DISCOVER real-life stories about metastatic breast cancer.

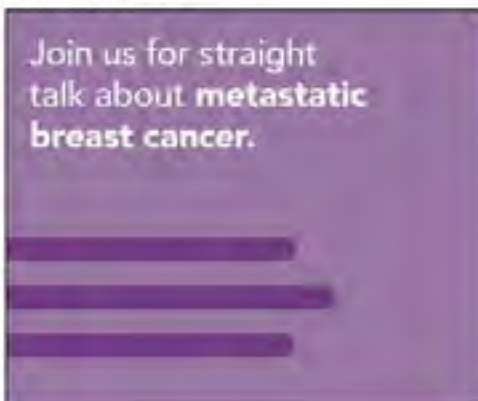
Scroll for Important Safety Information and Indications

IBRANCE may cause serious side effects, including: Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead

Full Prescribing Information and Patient Information

300x250 - MBC Together Branded Banner (length 15 sec.) Option 2

FRAME 1:
Text appears
Lines slide on screen.



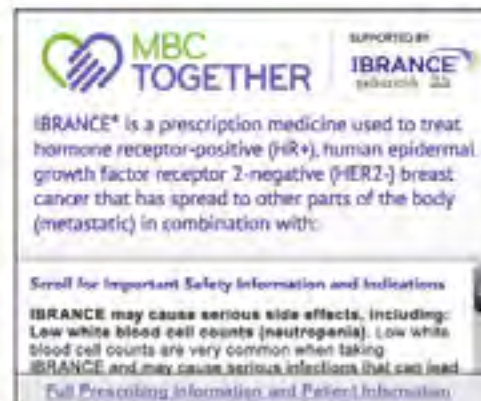
FRAME 2:
Lines create the fingers of logo.
Hand appears and starts rotation.



FRAME 3:
Logo is formed.



FRAME 4:
Logo lock-up and indicators animate up.



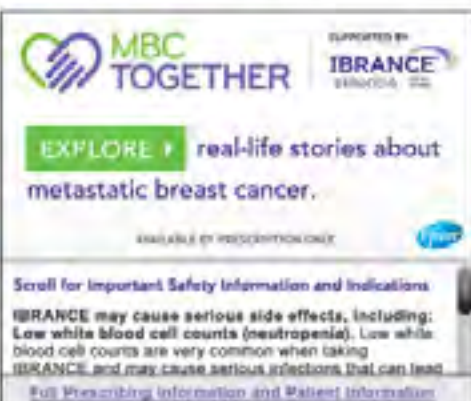
FRAME 5:
Indicators animate up.



FRAME 6:
Logo and "See the Important..." fade in.



FRAME 7:
End frame copy and CTA animate in.



IBRANCE
palbociclib 125 mg capsules



Resources To Help Support YOU

Please see the Important Safety Information on the inside and the full Prescribing Information and Patient Information in the inside pocket.

IBRANCE
palbociclib 125 mg capsules



Resources To Help Support YOU

Please see the Important Safety Information on the inside and the full Prescribing Information and Patient Information in the inside pocket.

Gain Insight From Women Taking IBRANCE® (palbociclib)

Starting a treatment takes support. Whether you're a patient on IBRANCE or a caregiver, **MBC Together** may be a useful source for inspiration, insight, and straight talk about living with MBC. For encouragement along the way, you can also connect with an MBC Together mentor, who is either taking or caring for someone taking IBRANCE, at **1-844-390-8696**. Find strength in a community that understands what you're going through and learn how they don't allow a diagnosis to define them.

MBC TOGETHER See their stories at MBCtogether.com

"I have become my own advocate and that's what I tell other women."
— Patti, Ambassador

Important Safety Information

IBRANCE may cause serious side effects, including:

- Low white blood cell counts (neutropenia). Low white blood cell counts are very common when taking IBRANCE and may cause serious infections that can lead to death. Your doctor should check your white blood cell counts before and during treatment.
- If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

IBRANCE may cause serious or life-threatening blood clots in the arteries of your lungs (pulmonary embolism or PE). Tell your doctor right away if you experience:

- shortness of breath
- sudden sharp pain that may become worse with deep breathing
- rapid heart rate
- rapid breathing

Please see Important Safety Information continued at the bottom of the next pages and the full Prescribing Information and Patient Information in the inside pocket.

Get Answers About IBRANCE

You have questions about IBRANCE? Get important information during therapy, including materials like our Patient Brochure, Caregiver Guide, Pill Organizer, and Treatment Journal.

IBRANCE ANSWERS

Indications

IBRANCE is a prescription medicine used to treat hormone receptor-positive (HR+) human epidermal growth factor receptor 2-negative (HER2-) breast cancer that has spread to other parts of the body (metastatic) in combination with letrozole as the first hormonal based therapy in women who have gone through menopause, or fulvestrant in women with disease progression following hormonal therapy.

The effectiveness of IBRANCE plus letrozole is based on a study that measured progression-free survival. There is an ongoing study to find out how IBRANCE works in combination with letrozole over a longer period of time.

Gain Insight From Women Taking IBRANCE® (palbociclib)

Starting a treatment takes support. Whether you're a patient on IBRANCE or a caregiver, **MBC Together** may be a useful source for inspiration, insight, and straight talk about living with MBC. For encouragement along the way, you can also connect with an MBC Together mentor, who is either taking or caring for someone taking IBRANCE, at **1-844-390-8696**. Find strength in a community that understands what you're going through and learn how they don't allow a diagnosis to define them.

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Important Safety Information

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- If you develop low white blood cell counts during treatment with IBRANCE, your doctor may stop your treatment, decrease your dose, or may tell you to wait to begin your treatment cycle. Tell your doctor right away if you have signs and symptoms of low white blood cell counts or infections such as fever and chills.

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- sudden sharp pain that may become worse with deep breathing
- rapid heart rate
- rapid breathing

Please see Important Safety Information continued at the bottom of the next pages and the full Prescribing Information and Patient Information in the inside pocket.

Get Answers And Information About IBRANCE

You have questions about IBRANCE. How could you not? **IBRANCE Answers** delivers treatment tips, lifestyle content, and important information directly to you and your loved ones to help during therapy. You'll also receive a free starter kit with useful materials like our Patient Brochure, Caregiver Guide, Pill Organizer, and Treatment Journal.

IBRANCE ANSWERS Sign up today at IBRANCEanswers.com

Before you take IBRANCE, tell your doctor if you:

- have fever, chills, or any other signs or symptoms of infection.
- have liver or kidney problems.
- have any other medical conditions.
- are pregnant or plan to become pregnant; IBRANCE can harm your unborn baby.
- Females who are able to become pregnant and who take IBRANCE should use effective birth control during treatment and for at least 3 weeks after stopping IBRANCE.
- Males who are taking IBRANCE with female partners who can become pregnant should use effective birth control during treatment with IBRANCE and for 3 months after the final dose of IBRANCE.

Common side effects of IBRANCE include:

- Low red blood cell counts and low platelet counts. Call your doctor right away if you develop any of these symptoms during treatment:
- dizziness
- shortness of breath
- weakness

Helping You Pay For Your IBRANCE Prescription

If you need help paying for IBRANCE, Pfizer offers a variety of services to patients who qualify, regardless of their insurance coverage. The **Pfizer Co-Pay One Savings Program** may help eligible, commercially insured patients pay no more than \$10 a month* for IBRANCE. **Pfizer RxPathways™** can connect patients who are uninsured or have government insurance with financial services.

IBRANCE
palbociclib 125 mg capsules For more information, visit IBRANCEassistance.com

*Limits, terms, and conditions apply. This offer will be accepted only at participating pharmacies. This offer is not health insurance. No membership fees apply. Please visit PfizerCoPayOne.com or see savings card for complete terms and conditions. For any questions, please call 1-855-612-1951 or visit PfizerCoPayOne.com. Pfizer Inc, 235 East 42nd Street, New York, NY 10017.

bleeding or bruising more easily or possible.

Other common side effects include: infections, tiredness, nausea, sore mouth, headache, diarrhea, constipation, hair thinning or hair loss, vomiting, rash and loss of appetite. IBRANCE may cause fertility problems in males. This may affect your ability to father a child. Talk to your doctor if this is a concern for you.

These are not all of the possible side effects of IBRANCE. For more information, ask your doctor. Tell your doctor if you have any side effect that bothers you or does not go away.

Tell your doctor about all of the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. IBRANCE and other medicines may affect each other, causing side effects. Do not drink grapefruit juice or eat grapefruit products while taking IBRANCE as they may increase the amount of IBRANCE in your blood. Tell your doctor if you start a new medicine. Take IBRANCE exactly as your doctor tells you. If you take too much IBRANCE, call your doctor right away or go to the nearest hospital emergency room. Please see Full Prescribing Information and Patient Information.

Pfizer Oncology

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palbociclib 125 mg capsules

Please see the Important Safety Information on the inside and the full Prescribing Information and Patient Information in the inside pocket.

For more information, visit IBRANCE.com

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Pfizer Oncology

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