

THE #1 PRESCRIBED, FDA-APPROVED ORAL COMBINATION TREATMENT FOR HR+/HER2- METASTATIC BREAST CANCER



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:

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

SELECTED SAFETY INFORMATION

IBRANCE may cause serious side effects, including low white blood cell counts that may cause serious infections that can lead to death.

What Is Metastatic Breast Cancer?

Metastatic breast cancer, also known as stage IV breast cancer, occurs when cancer has spread beyond the breast and nearby lymph nodes to other organs, like the lungs, bones, liver, or brain.

Although there is no known cure, there are therapies that are transforming the treatment of metastatic breast cancer.

What Does Hormone Receptor Positive Mean?

Hormone receptor positive (HR+) is a subtype of breast cancer that grows in response to 2 different hormones — estrogen and/or progesterone. Hormone receptor positive includes both ER+ (estrogen receptor positive) and/or PR+ (progesterone receptor positive) subtypes. If your cancer grows in response to the hormone estrogen, your cancer could be called ER+. If your cancer grows in response to the hormone progesterone, it could be called PR+.

Knowing your subtype is important because there are different treatments for different types of metastatic breast cancer. If your subtype is ER+ and/or PR+, you're more likely to respond to hormone therapies, like an aromatase inhibitor* or fulvestrant, that reduce the effects of hormones.

If your subtype is human epidermal growth factor receptor 2-negative (HER2-), your cancer cells have less HER2 protein expression and, therefore, are less likely to respond to anti-HER2 therapies.

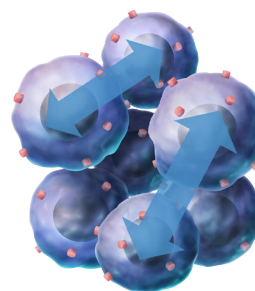
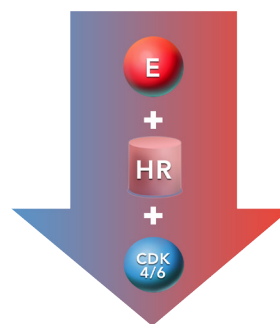
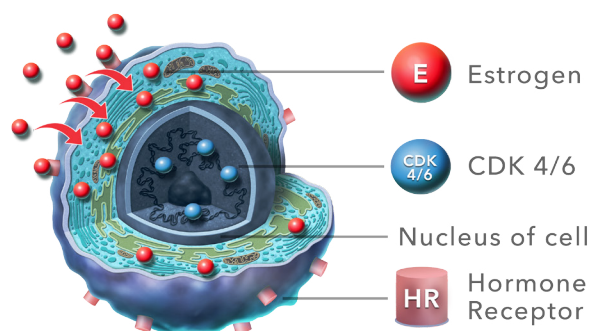
Hormone receptor positive, HER2- is the most common subtype of breast cancer, representing roughly 73% of all cases.

To learn more about the disease,
visit [IBRANCE.com](https://www.ibrance.com).

What Drives Cell Growth And Division In Hormone Receptor Positive, HER2- Metastatic Breast Cancer?

Estrogen and hormone receptors contribute to the growth of certain breast cancers. In hormone receptor positive, HER2- metastatic breast cancer, the presence of estrogen and hormone receptors can cause an overactive signaling of proteins within the nucleus (center) of the cell that tells the cell to grow and divide.

Two of these proteins are called CDK 4 and CDK 6. The increased activity of these proteins inside the nucleus causes a loss of cell cycle control, which causes cells to grow and divide too fast.



*Aromatase inhibitor is a class of therapy that includes: letrozole, anastrozole, and exemestane.

IBRANCE® (palbociclib): A First-Of-Its-Kind Treatment

Which Type Of Breast Cancer Does IBRANCE Target?

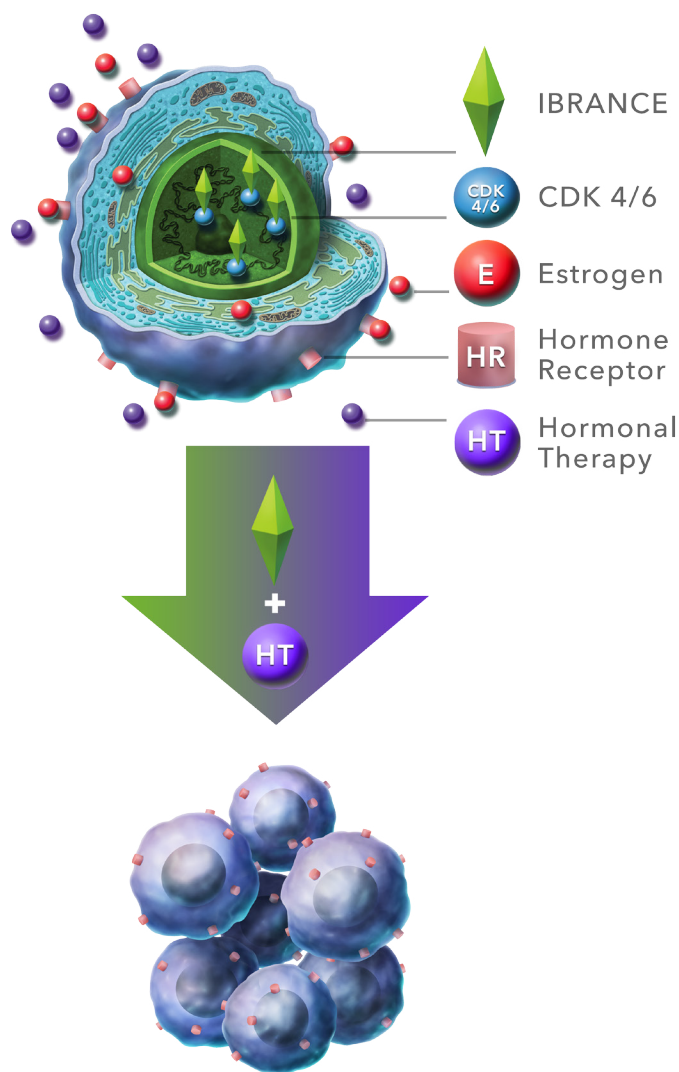
IBRANCE is taken with hormonal therapy and is used to treat hormone receptor positive, HER2- metastatic breast cancer. In combination with any aromatase inhibitor, IBRANCE is for postmenopausal women as their first hormonal based therapy. In combination with fulvestrant, IBRANCE is for women who have previously received hormonal therapy for their disease.

How Does IBRANCE Work In Cells?

IBRANCE is in a class of drugs called CDK 4/6 inhibitors that work to put the brakes on cell growth and division in both healthy and cancer cells. This helps slow the progression of cancer, but it can also cause side effects, some of which are serious. Please see the Important Safety Information on page 6 to learn more.

How IBRANCE And Hormonal Therapy Work Together

IBRANCE works inside the nucleus of the cell to inhibit CDK 4 and CDK 6. Hormonal therapies work outside the nucleus of the cell to block or reduce effects of hormone receptors and hormones, like estrogen, in the body. Together, IBRANCE and hormonal therapies help delay the progression of a certain type of metastatic breast cancer by preventing cells from growing and dividing.



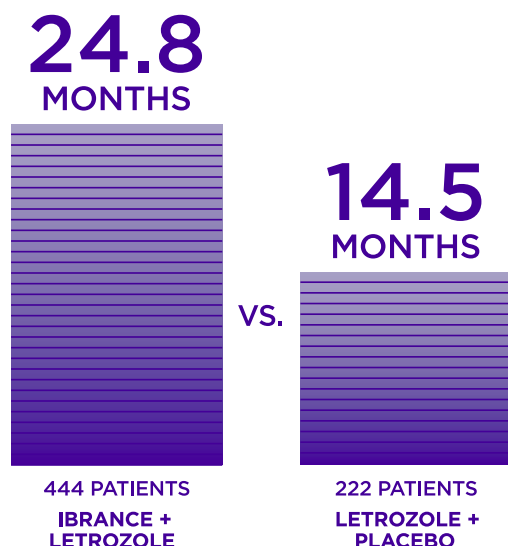
IBRANCE® (palbociclib) + Letrozole Delayed Disease Progression By A Median Of 2+ Years

IBRANCE was studied in a clinical trial of 666 postmenopausal women with ER+/HER2- metastatic breast cancer who had not received prior hormone therapy for their metastatic disease. Patients were split into 2 groups. The first group took IBRANCE and letrozole (an aromatase inhibitor) together, while the second group took letrozole and placebo.

Together, the combination of IBRANCE and letrozole delayed disease progression for a median time of 24.8 months versus 14.5 months for those that received letrozole and placebo.

This means that IBRANCE plus letrozole was **significantly more effective at delaying disease progression** versus letrozole and placebo.

DELAYED DISEASE PROGRESSION MEDIAN TIME TO DISEASE PROGRESSION



Shrinking The Tumor

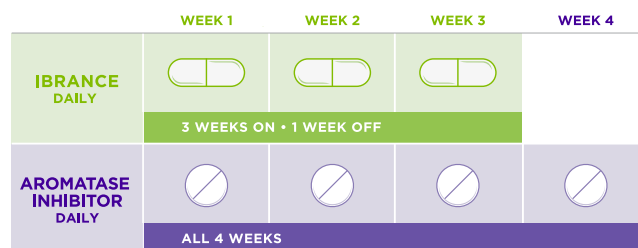
In the same clinical trial, tumor response to treatment was measured. The results showed that in patients taking IBRANCE and letrozole, tumor response was 55% — meaning **more than half of these patients saw their tumors shrink in size** — compared to 44% who took letrozole and placebo.

Dosing For IBRANCE + An Aromatase Inhibitor

IBRANCE and an aromatase inhibitor are taken orally in a 4-week cycle. For the first 3 weeks (21 days), you'll take one IBRANCE and one aromatase inhibitor pill every day. Then for the last week (7 days), you'll take only one pill — an aromatase inhibitor. At the end of 4 weeks, the cycle will start over again. Your healthcare team will monitor your therapy throughout.

Even though you'll stop taking IBRANCE for the last week of each cycle, an aromatase inhibitor should be taken every day throughout your therapy. It should even be taken if your healthcare team stops your treatment with IBRANCE or adjusts your dose. But before making any changes, check with your healthcare team to make sure you're taking your prescriptions correctly.

IBRANCE + AROMATASE INHIBITOR



For illustrative purposes only.

Track the days you need to take IBRANCE and an aromatase inhibitor by downloading our Dosing Tracker at [IBRANCE.com](https://www.ibrance.com).

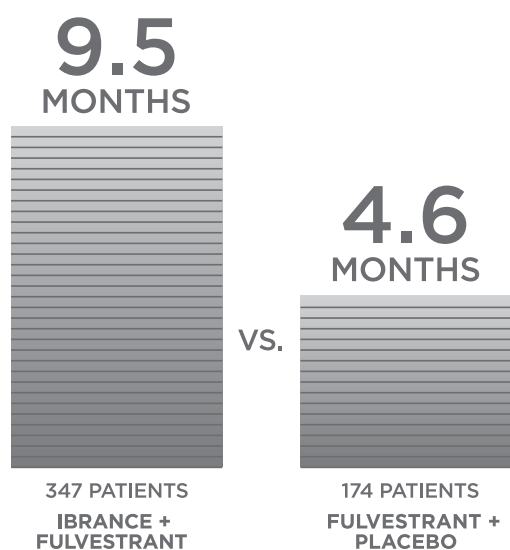
IBRANCE® (palbociclib) + Fulvestrant Delayed Disease Progression 2X Longer

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 together, while the second group took fulvestrant and placebo.

Together, the combination of IBRANCE and fulvestrant delayed disease progression for a median time of 9.5 months versus 4.6 months for those that received fulvestrant and placebo.

This means that IBRANCE plus fulvestrant was **2x more effective at delaying disease progression** versus fulvestrant and placebo.

DELAYED DISEASE PROGRESSION MEDIAN TIME TO DISEASE PROGRESSION



Shrinking The Tumor

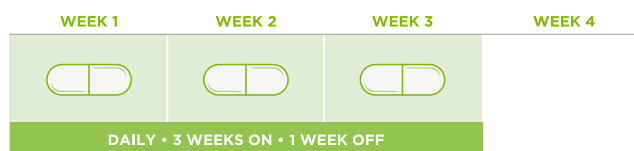
In the same clinical trial, tumor response to treatment was measured. The results showed that in patients taking IBRANCE and fulvestrant, tumor response was 24.6% — meaning **24.6% of these patients saw their tumors shrink in size** — compared to 10.9% who took fulvestrant and placebo.

Dosing For IBRANCE + Fulvestrant

IBRANCE is taken orally over a 4-week cycle. For the first 3 weeks (21 days), you'll take one IBRANCE pill every day. Then for the last week (7 days), you won't take IBRANCE. At the end of 4 weeks, the cycle will start over again. Your healthcare team will monitor your therapy throughout.

Fulvestrant is an intramuscular injection that is administered by your healthcare provider. Each treatment is given as 2 injections (for a 500-mg total dose). Fulvestrant requires 3 doses during the first month of treatment. Your healthcare provider will give you one dose on days 1, 15, and 29 of the first month and then a single dose once a month thereafter. Please refer to the chart below, and be sure to discuss scheduling your injection appointments with your healthcare team.

IBRANCE



+ FULVESTRANT



For illustrative purposes only.

Track the days you need to take IBRANCE and fulvestrant by downloading our Dosing Tracker at [IBRANCE.com](https://www.ibrance.com).

Important Safety Information

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.

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 and have 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.
- are breastfeeding or plan to breastfeed; it is not known if IBRANCE passes into your breast milk. You and your doctor should decide if you will take IBRANCE or breastfeed. You should not do both.

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
 - bleeding or bruising more easily
 - nosebleeds

Other common side effects include: infections, tiredness, nausea, sore mouth, abnormalities in liver blood tests, diarrhea, 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.

Monitoring Your Therapy And Side Effects

To monitor side effects, your healthcare team will give you a blood test to check your complete blood cell count before you start taking IBRANCE® (palbociclib) and at the beginning of every cycle.

Additionally, for the first 2 treatment cycles, you'll need a complete blood cell count done on day 15 as well. Make sure to tell your healthcare team which day you start your first and second cycles, so they can schedule your day 15 appointment at the right time.

If your results indicate low white blood cell counts (neutropenia), your healthcare team may temporarily hold or adjust your dose. It's not uncommon to have doses modified throughout treatment. Be sure to follow your dosing schedule exactly as your healthcare team prescribes.

Serious Side Effects

- 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.

Common Side Effects

- In addition to low white blood cell counts, low red blood cell counts and low platelet counts are common with IBRANCE. Call your healthcare team right away if you feel dizzy or weak, notice that you bleed or bruise more easily, or experience shortness of breath or nosebleeds while on treatment.
- Other common side effects include infections, tiredness, nausea, sore mouth, abnormalities in liver blood tests, diarrhea, hair thinning or hair loss, vomiting, rash, and loss of appetite.

Not all of the possible side effects are listed here. For more information, talk to your doctor, nurse, or pharmacist.

Side Effect Tips

Before you make any changes to your diet or exercise routine, be sure to consult your healthcare team. Note that these tips are not specific to IBRANCE. Most importantly, if you do experience any side effects, alert your healthcare team as soon as possible so that they can help you manage them.

Infection

It's important to take steps to protect yourself against infection throughout your treatment:

- Tell your healthcare team right away if you have fever, chills, or any other signs or symptoms of infection.
- Wash your hands often.
- Clean vegetables and fruits and store them at the right temperatures.
- Avoid exposure to people who might be sick.

Nausea And Vomiting

If you're nauseated or vomiting, talk to your healthcare team for instructions on how to deal with symptoms. Additionally, these tips may help:

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

Side Effect Tips (continued)

Tiredness And Weakness

The physical and mental toll of treatment can leave you feeling tired or weak. 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.

Diarrhea

If you have diarrhea, tell your healthcare team and take a closer look at your diet. Following these tips may help to alleviate diarrhea symptoms:

- Eat small meals several times a day instead of 3 big ones.
- Take small sips of water often.
- Limit dairy products and raw vegetables, and avoid spicy foods.
- Avoid drinks with alcohol or caffeine.

Sore Mouth

Check your mouth and tongue daily for sores, white spots, or infections, and inform your healthcare team about any changes right away. If you have a sore mouth, follow these tips:

- Avoid tobacco, drinking alcohol, and spicy and acidic foods.
- Eat foods that are soft and easy to chew or swallow.
- If you have mouth pain, sucking on ice chips or Popsicles® may help.

How Do I Get IBRANCE® (palbociclib)?

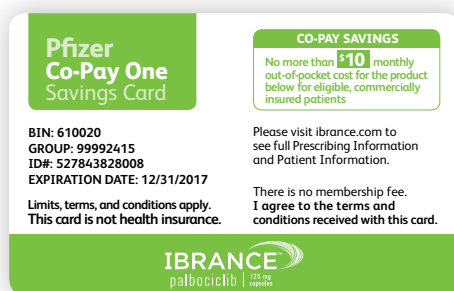
IBRANCE is available through Specialty Pharmacy Providers (SPPs). These are pharmacies that handle medicines that are often not stocked at regular neighborhood pharmacies. Your doctor's office can help you find an SPP that works with your insurance.

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. So be sure to ask your SPP about our programs described below.

Commercially Insured?

With the Pfizer Co-Pay One Savings Program, eligible patients pay no more than \$10 a month* for IBRANCE. Enrollment is simple, with no financial conditions, forms, or faxing.

To find out if you are eligible, visit PfizerCoPayOne.com/IBRANCE-card.



*Limits, terms, and conditions apply. The offer will be accepted only at participating pharmacies. This offer is not health insurance. No membership fees apply. Please visit PfizerCoPayOne.com/IBRANCE-card or see savings card for complete terms and conditions. For any questions, please call 1-855-612-1951 or visit PfizerCoPayOne.com/IBRANCE-card. Pfizer Co-Pay One Savings Card, 2250 Perimeter Park Drive, Suite 300, Morrisville, NC 27560.

Uninsured?

Our Pfizer RxPathways® program can connect you with services to help you pay for your IBRANCE prescription. Services available to eligible patients include:

- Medicines for free or at a savings
- Specialty pharmacy referral
- Co-pay foundation assistance
- Appeals process information
- Insurance counseling when appropriate

To find out which services apply to IBRANCE, visit PfizerRxPathways.com or call 1-877-744-5675.

On Medicare Or Government Insured?

Pfizer RxPathways® can provide insurance counseling and help locate independent foundation financial support. Our program can facilitate a comprehensive search for available funding through independent co-pay foundations.[†]

For more information, visit PfizerRxPathways.com or call 1-877-744-5675.

[†]Availability of financial support from independent co-pay foundations is determined solely by the foundations which exist and operate independently of Pfizer.



Please see the Important Safety Information on page 6. Click for the full [Prescribing Information](#) and [Patient Information](#) or visit IBRANCE.com.



For more information, visit IBRANCE.com.

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