Isn’t it time to help reduce your risk of having a heart attack, stroke, or unstable angina?

*Based on a 4-year follow-up of over 20,000 people who had a prior heart attack or stroke; CV event is defined as CV death, heart attack, stroke, or CV rehospitalization.

**What is PRALUENT® (alirocumab)?**

PRALUENT is an injectable prescription medicine used:
- in adults with cardiovascular disease to reduce the risk of heart attack, stroke, and certain types of chest pain conditions (unstable angina) requiring hospitalization.
- along with diet, alone or together with other cholesterol-lowering medicines in adults with high blood cholesterol levels called primary hyperlipidemia (including a type of high cholesterol called heterozygous familial hypercholesterolemia), to reduce low-density lipoprotein cholesterol (LDL-C) or bad cholesterol.

It is not known if PRALUENT is safe and effective in children.

**Important Safety Information**

Do not use PRALUENT if you are allergic to alirocumab or to any of the ingredients in PRALUENT.

Please see full Important Safety Information on page 14.
Please see full Prescribing Information on PRALUENT.com.
You may not feel like a daredevil, but if you have heart disease, and your bad (LDL) cholesterol remains high, you’re at risk for a heart event, like heart attack, stroke, or certain types of chest pain conditions (unstable angina) requiring hospitalization.

Are you taking chances with your second chance?

Each year, on average, over 800,000 Americans will have a heart attack.

And if you’ve already had a heart attack or a stroke, your risk of another cardiovascular event is 1 in 3.*

*Based on a 4-year follow-up of over 20,000 people who had a prior heart attack or stroke; CV event is defined as CV death, heart attack, stroke, or CV rehospitalization.

The higher your bad (LDL) cholesterol levels are, the greater your risk for a heart attack or stroke.

Learn more about your LDL cholesterol and whether you are at risk.

Use the chart on the next page to see where you stand, then talk to your doctor about how PRALUENT can help you get closer to your LDL cholesterol goal and reduce your risk of a heart attack, stroke, or unstable angina requiring hospitalization.

Important Safety Information (cont’d)

Before you start using PRALUENT, tell your healthcare provider about all of your medical conditions, including allergies, and if you are pregnant or plan to become pregnant or if you are breastfeeding or plan to breastfeed.

Please see full Important Safety Information on page 14.
Please see full Prescribing Information on PRALUENT.com.
**Important Safety Information (cont'd)**

Tell your healthcare provider or pharmacist about any medicines you take, including prescription and over-the-counter medicines, vitamins or herbal supplements.

**Please see full Important Safety Information on page 14.**
**Please see full Prescribing Information on PRALUENT.com.**
PRALUENT IS NOT A STATIN

Statins are often an important part of treatment plans for people with high bad (LDL) cholesterol, and may be appropriate for you. **But PRALUENT works differently than a statin.** It lowers your bad (LDL) cholesterol even more than a statin alone by working to increase your liver’s ability to clear bad (LDL) cholesterol from your bloodstream.

After starting PRALUENT, it’s important to follow up with your doctor.

POSSIBLE SIDE EFFECTS

PRALUENT can cause serious side effects, including allergic reactions that can be severe and require treatment in a hospital. Stop using PRALUENT and call your healthcare provider or go to the nearest hospital emergency room right away if you have any symptoms of an allergic reaction including a severe rash, redness, hives, severe itching, trouble breathing or swelling of the face, lips, throat, or tongue.

The most common side effects of PRALUENT include: redness, itching, swelling, or pain/tenderness at the injection site, symptoms of the common cold, and flu or flu-like symptoms. Tell your healthcare provider if you have any side effect that bothers you or that does not go away.

These are not all of the possible side effects of PRALUENT. Ask your healthcare provider or pharmacist for more information.

Does high bad (LDL) cholesterol run in your family? You may have a genetic condition called heterozygous familial hypercholesterolemia (HeFH), which increases levels of bad (LDL) cholesterol. This is also known as inherited bad cholesterol. Ask your doctor about HeFH today, and find out if PRALUENT is an appropriate treatment for you.

**Your treatment can help reduce your risk of a heart attack, stroke, or unstable angina requiring hospitalization.** Ask your doctor about PRALUENT today.

Not an actual patient.
YOUR JOURNEY
TO GETTING
ON PRALUENT

WHAT TO EXPECT WHEN
PRESCRIBED PRALUENT

1 Your doctor will send your prescription to a pharmacy.
   - Follow up with your doctor and insurance provider within a few days to check on the status of your prescription.
   - If you are told your prescription needs a prior authorization, talk to your doctor about the information they’ll need in order to submit a prior authorization (PA) form. Your doctor will complete a PA form and submit it to your health plan for approval. It may take several days for approval, and additional time to receive PRALUENT once you’ve been approved.

2 Your pharmacy will contact you to schedule delivery or pickup.
   - Check if PRALUENT will be delivered directly to your home through a specialty pharmacy or if you will pick it up at your local retail pharmacy. Some health plans require that you use a specialty pharmacy to obtain your prescription.
   - Be on the lookout for a phone call from your pharmacy in case they need additional information to arrange your delivery or pickup.

3 Be sure your refills are processed regularly.
   - Ask your doctor whether your prescription should be filled monthly or every 60 to 90 days.
   - Arrange for phone or text refill reminders through your pharmacy, if available.

Important Safety Information (cont’d)
Talk to your doctor about the right way to prepare and give yourself a PRALUENT injection and follow the “Instructions For Use” that comes with PRALUENT.
You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see full Important Safety Information on page 14.
Please see full Prescribing Information on PRALUENT.com.
SAVE ON PRALUENT

Wondering how you may be able to lower your out-of-pocket costs?

Commercial insurance

If eligible for the MyPRALUENT Copay Card, you may qualify for as little as a $0 copay. An annual cap applies; learn more at PRALUENT.com. Terms and conditions apply.*

*Eligible patients with commercial insurance not funded through a government healthcare program, subject to an annual cap and other program terms and restrictions.

PRALUENT is available at a lower list price, covered by a majority of health plans, and covered by Medicare Part D insurance.†

Uninsured or Medicare

Some uninsured or Medicare patients may be able to get assistance to pay for medications and drug plan premiums.

You may qualify to receive PRALUENT at no cost through the PASS Program for up to 12 months. Eligible patients may submit for renewal.† To see if you qualify, call 1-844-855-PASS (1-844-855-7277) or visit PRALUENT.com for additional information.

†Formulary data are provided by Managed Markets Insight & Technology, LLC (MMIT) and are current as of January 14, 2020. Because formularies do change and many health plans offer more than one formulary, please check directly with the health plan to confirm coverage.

‡Eligible patients subject to program requirements.

Visit PRALUENT.com or call us at 1-844-PRALUENT (1-844-772-5836).

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PRALUENT is administered via an easy-to-use pre-filled pen and is taken every 2 weeks or every 4 weeks (monthly), depending on which dose your doctor prescribes for you. Most patients will reach their LDL cholesterol goal on 75 mg, the recommended starting dose.

**Every 2 weeks**

If you have been prescribed the:

- 75-mg pen
- OR
- 150-mg pen

Take PRALUENT every 2 weeks by 1 self-injection.

**Every 4 weeks (monthly)**

If you have been prescribed the:

- 75-mg pen
- OR
- 300-mg dose

Take PRALUENT every 4 weeks with 2 separate 150-mg injections in a row, at 2 different injection sites.

Do not try to inject PRALUENT until you have been shown the right way by your healthcare provider. See the detailed Instructions for Use that comes with PRALUENT for information about the right way to store and give injections at home, or visit the How to use PRALUENT section at PRALUENT.com.

**Creating Your Routine**

Remembering to do something—even something as important as taking your medication—every 2 weeks or every month can be a challenge with everything else going on in your daily life. That’s why it’s very important to set up a routine for yourself, something that helps remind you.

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Please see full Prescribing Information on PRALUENT.com.
IF ELIGIBLE FOR THE

MyPRALUENT
Copay Card, you may qualify for as little as a
$0 COPAY

per month for PRALUENT. An annual cap applies; learn more at PRALUENT.com. Terms and conditions apply.*

For more information, visit PRALUENT.com

*Eligible patients with commercial insurance not funded through a government healthcare program, subject to an annual cap and other program terms and restrictions. This offer is not valid for prescriptions covered by or submitted for reimbursement under Medicaid, Medicare, VA, DOD, TRICARE, or similar federal or state programs.