Guess who's more at risk?

Odds of a skydiving accident:
1 in 1,537



Odds of another cardiovascular event:
1 in 3*



In adults with heart disease, 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:

- to reduce the risk of major adverse cardiovascular (CV) events, such as death from coronary heart disease, heart attack, stroke, or certain types of chest pain conditions (unstable angina) requiring hospitalization, in adults at increased risk for these events.
- along with diet and exercise, to reduce low-density lipoprotein cholesterol (LDL-C) or bad cholesterol in:
  - adults with high blood cholesterol levels called hypercholesterolemia.
  - adults and children aged 8 years and older with a type of high cholesterol called heterozygous familial hypercholesterolemia (HeFH).
  - adults with a type of high cholesterol called homozygous familial hypercholesterolemia (HoFH).

It is not known if PRALUENT is safe and effective in children who are younger than 8 years of age or in children with other types of high cholesterol (hypercholesterolemia).

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.

Praluent®
(alirocumab) Injection 75mg/mL 150mg/mL

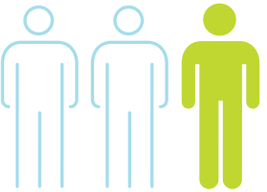
Are you taking chances with your second chance?

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 cardiovascular event, like heart attack, stroke, or certain types of chest pain conditions (unstable angina) requiring hospitalization.



Not an actual patient.

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.

Knowing your bad (LDL) cholesterol levels can help you assess your risk. Talk to your doctor today.

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.

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Are your bad (LDL) cholesterol levels putting you at risk?

Working with your doctor to monitor your high bad (LDL) cholesterol is especially important if you've had heart problems.

LDL cholesterol numbers and CV risks for adults

LDL-Cholesterol Level	Risk Level
Less than 70 mg/dL	Ideal for patients at very high risk, or with existing heart disease
Less than 100 mg/dL	Ideal for patients at high risk, without heart disease
100-129 mg/dL	Near ideal if there is no heart disease; high if there is heart disease
130-159 mg/dL	Borderline high if there is no heart disease; high if there is heart disease
160-189 mg/dL	High if there is no heart disease; very high if there is heart disease
190 mg/dL and above	Very high

PRALUENT is proven to powerfully reduce bad (LDL) cholesterol in two inherited conditions

Adults with high bad cholesterol, including **heterozygous familial hypercholesterolemia (HeFH), experienced average reductions of**

43%-58% from baseline in clinical studies ranging 12-24 weeks when used alone or in combination with other cholesterol-lowering medications and a healthy diet.

In a separate clinical study of **pediatric patients aged 8-17 years with HeFH,** adding PRALUENT reduced bad cholesterol levels from baseline by an average of

~31% compared to placebo when taken with cholesterol-lowering medications and a healthy diet at 24 weeks.

In another clinical study of adults with **homozygous familial hypercholesterolemia (HoFH),** PRALUENT lowered bad cholesterol by an average of

36% compared to placebo when used with other cholesterol-lowering medications at 12 weeks.

In adults with heart disease,

PRALUENT is proven to reduce the risk of:

- **Death from coronary heart disease**
- **Heart attack**
- **Stroke**
- **Unstable angina**
  (a certain chest pain condition) requiring hospitalization



Not an actual patient.

Important Safety Information (cont'd)

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

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PRALUENT is a prescription medicine for:

Adults with **heart disease** who are at risk for death from coronary heart disease, heart attack, stroke, or unstable angina requiring hospitalization.

LDL

Adults who need help **managing high bad (LDL) cholesterol (hypercholesterolemia)** along with diet and exercise.

Adults or children ages 8 years and older with **heterozygous familial hypercholesterolemia (HeFH)** or adults with **homozygous familial hypercholesterolemia (HoFH)**, along with diet and exercise.

Does high bad (LDL) cholesterol run in your family? You are not alone. You may be part of a family with a genetic condition called familial hypercholesterolemia (FH), which increases levels of bad (LDL) cholesterol. When inheriting abnormal mutations affecting cholesterol levels from one parent, this condition is called HeFH, while HoFH occurs when mutations are inherited from both parents. Ask your doctor about FH today, and find out if PRALUENT is an appropriate treatment for you.

Powerful cholesterol-lowering treatment to help manage your bad (LDL) cholesterol.

Speak to your doctor about PRALUENT today.

PRALUENT works differently than 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.



Not an actual patient.

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, pain, or tenderness at the injection site; flu; and muscle pain. Tell your healthcare provider if you have any side effect that bothers you or that does not go away.

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What to expect when prescribed PRALUENT

1 Your doctor will send your prescription to a pharmacy.

- ☐ Follow up with your doctor or pharmacy 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.



Not an actual patient.

Go to PRALUENT.com for more information.

Important Safety Information (cont'd)

Talk to your healthcare provider about the right way to prepare and give yourself a PRALUENT injection and follow the "Instructions For Use" that comes with PRALUENT. In children aged 12 to 17 years, it is recommended that PRALUENT be given by or under the supervision of an adult. In children aged 8 to 11 years, PRALUENT should be given by a caregiver.

You may report side effects to the FDA at 1-800-FDA-1088.

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Save on PRALUENT

There may be an option to help you with the cost of PRALUENT*

*Because formularies do change and many health plans offer more than one formulary, please check directly with the health plan to confirm coverage.

Commercial insurance

Copay Card
pay as little as a
$50 copay per month

If eligible for the MyPRALUENT® Copay Card, you may pay as little as a $50 copay each month. An annual $3,500 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.

Uninsured patients and insured patients with no pharmacy coverage (limited to current enrollees)

MyPraluent®
Patient Assistance Program

Eligible patients without insurance and those with insurance lacking pharmacy coverage can re-enroll to receive PRALUENT at no cost for up to 12 months through the MyPRALUENT Patient Assistance Program. Unfortunately, Medicare Part D patients and new enrollees are no longer accepted. Learn more at PRALUENT.com.



Not an actual patient or doctor.

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

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Starting and staying on PRALUENT

PRALUENT is administered via an easy-to-use pre-filled pen and is injected under the skin (subcutaneously) every 2 weeks or every 4 weeks (monthly), depending on which dose your doctor prescribes for you.

If you have been prescribed the:



75-mg pen
OR



150-mg pen

Take PRALUENT every 2-4 weeks by 1 self-injection.

If you have been prescribed the:



300-mg dose

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

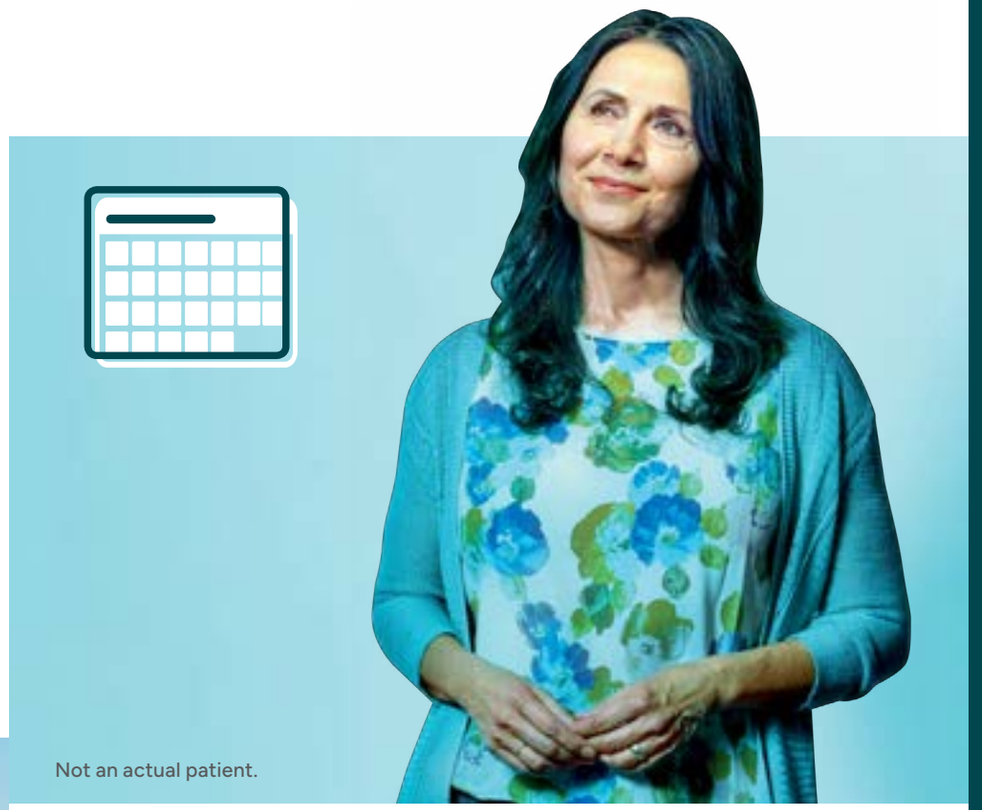
Do not try to inject PRALUENT until you have been shown the right way by your healthcare provider. See the detailed Instructions for Use that comes with PRALUENT for information about the right way to store and give injections at home, or visit the **How to use PRALUENT** section at PRALUENT.com.



Not actual patients.

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.



Not an actual patient.

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PLEASE SEE FULL PRESCRIBING INFORMATION ON PRALUENT.COM.

FOR ADULTS WITH HEART DISEASE,

PRALUENT IS PROVEN TO REDUCE THE RISK OF:

- ✓ DEATH FROM CORONARY HEART DISEASE
- ✓ HEART ATTACK
- ✓ STROKE
- ✓ UNSTABLE ANGINA REQUIRING HOSPITALIZATION

Ask your doctor today about helping to reduce your risk.



Not actual patients.

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If eligible for the

MyPRALUENT
Copay Card, you may pay as little as a

$50 COPAY

each month for PRALUENT. An annual $3,500 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.

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