

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

IBRANCE 125 mg capsules and tablets are a prescription medicine used in adults 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, or
- fulvestrant in people with disease progression following hormonal therapy.



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## IBRANCE: The First FDA-Approved Medication In Its Class

Taken in combination with a hormonal therapy—either an aromatase inhibitor or fulvestrant—IBRANCE can put the brakes on cell growth in both healthy and cancer cells. IBRANCE is in a class of therapy called CDK 4/6 inhibitors, which is a scientific advancement for women with hormone receptor positive (HR+), HER2- metastatic breast cancer.

Whether you've previously received hormonal therapy for your metastatic disease or not, talk to your healthcare team to learn if IBRANCE is right for you.

**SELECTED SAFETY INFORMATION:** IBRANCE may cause serious side effects, including low white blood cell counts (neutropenia), which are very common when taking IBRANCE and may cause serious infections that can lead to death. Your healthcare provider should check your white blood cell counts before and during treatment.

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

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](#).

# What Is Metastatic Breast Cancer?

Metastatic breast cancer (mBC), 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.

Because mBC may impact different areas of the body, a healthcare team may use any of the following tests to confirm diagnosis of the disease:

- Blood tests that may detect any abnormalities,
- Imaging tests, such as an MRI, PET/CT scan, bone scan, and X-ray,
- A biopsy using tissue or fluid samples to confirm the presence of cancer,
- Additional cancer lab tests to help determine the subtype of the cancer.

Once a diagnosis of mBC is made, treatment is based on the specific test results and what your doctor determines is right for you. Although there is no known cure, there are therapies that are transforming the treatment of the disease.

## 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. Hormone receptor positive, HER2- is the most common subtype of metastatic breast cancer, representing approximately 60% of all cases.

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.

## 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.

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

**SELECTED SAFETY INFORMATION: Lung problems (pneumonitis).** IBRANCE may cause severe inflammation of the lungs during treatment that can lead to death. Tell your healthcare provider right away if you have any new or worsening symptoms, including chest pain, cough with or without mucus, and trouble breathing or shortness of breath. Your healthcare provider may interrupt or stop treatment with IBRANCE completely if your symptoms are severe.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](https://www.IBRANCE.com).

# A First-Of-Its-Kind Treatment

## Which Type Of Breast Cancer Does IBRANCE® (palbociclib) Target?

IBRANCE is an oral treatment taken with hormonal therapy to treat hormone receptor positive, HER2- metastatic breast cancer. In combination with any aromatase inhibitor, IBRANCE is for adult patients as their first hormonal based therapy. In combination with fulvestrant, IBRANCE is for adults with disease progression following hormonal therapy.

## How Does IBRANCE Work In Cells?

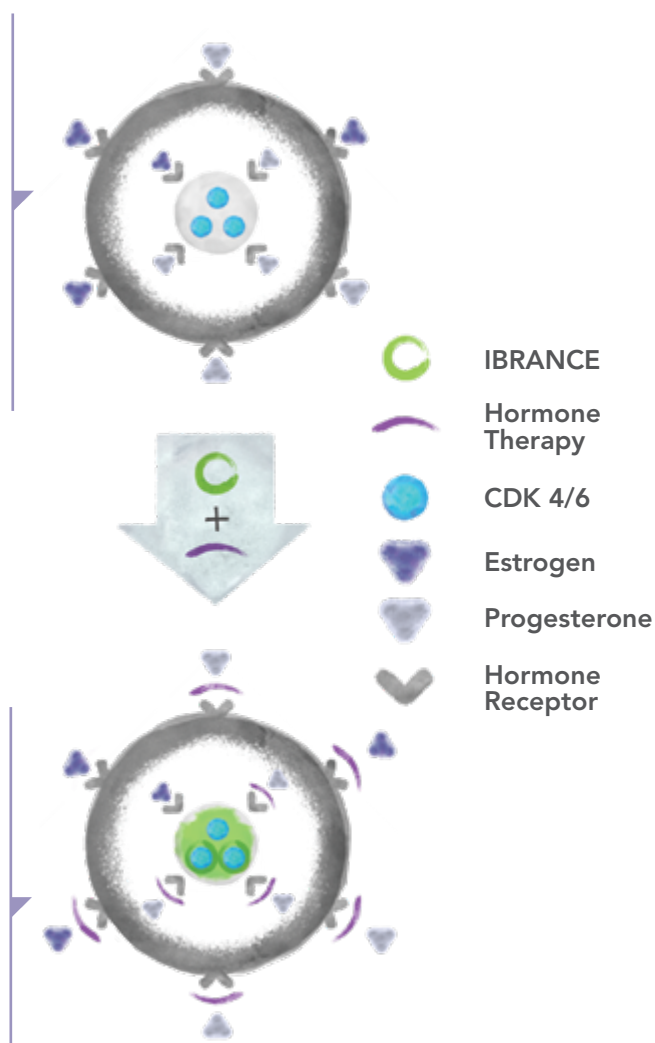
IBRANCE is in a class of drugs called CDK 4/6 inhibitors that work to put the brakes on cell growth and division in both healthy and cancer cells. This helps slow the progression of cancer, but it can also cause side effects, some of which are serious. Please see the Important Safety Information on page 7 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. IBRANCE and hormonal therapies bring the power of two therapies together to help delay the progression of a certain type of metastatic breast cancer by preventing cells from growing and dividing.

## How IBRANCE And Hormonal Therapy Work Together

In HR+/HER2- mBC, the presence of the hormones estrogen and/or progesterone as well as their hormone receptors can cause **overactive signaling of proteins including the proteins CDK 4 and CDK 6** within the nucleus (center) of the cell. Overactive signaling can cause cells to grow and divide too rapidly.



Hormonal therapies **block or reduce** the binding of hormones to their receptors to reduce signaling.

**IBRANCE works inside the cell nucleus** to disrupt the activity of CDK 4 and CDK 6 and to prevent cells from growing and dividing.

Watch a video on how IBRANCE works at [howIBRANCEworks.com](http://howIBRANCEworks.com).

**SELECTED SAFETY INFORMATION:** Before taking IBRANCE, tell your healthcare provider about all of your medical conditions, including if you: have fever, chills, or any other signs or symptoms of infection; have liver or kidney problems; are pregnant or plan to become pregnant—IBRANCE can harm your unborn baby; are breastfeeding or plan to breastfeed. It is not known if IBRANCE passes into your breast milk. Do not breastfeed during treatment with IBRANCE and for 3 weeks after the last dose.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](http://IBRANCE.com).

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

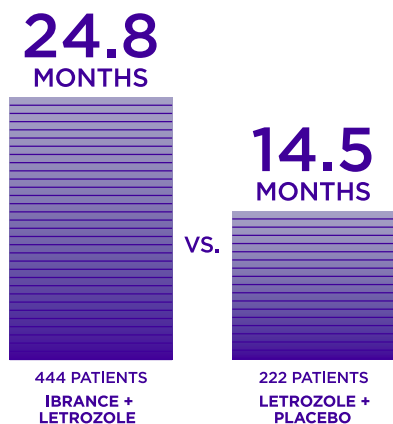
IBRANCE was studied in a clinical trial of 666 postmenopausal women with ER+/HER2- metastatic breast cancer who had not received prior hormone therapy for their metastatic disease.

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. Patients taking IBRANCE with letrozole reduced their risk of disease progression by 42% compared to those taking letrozole and placebo.

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

This clinical trial measured the total time patients lived from the start of treatment (overall survival). **No significant difference in overall survival was observed** between patients who had taken IBRANCE plus letrozole and those who had taken letrozole plus 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 as a **once-daily** dose. 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



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

**SELECTED SAFETY INFORMATION:** The most common side effects of IBRANCE include low red blood cell counts and low platelet counts. Call your healthcare provider right away if you develop any of these symptoms during treatment: dizziness, shortness of breath, weakness, bleeding or bruising more easily, or nosebleeds.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](https://www.ibrance.com).

# IBRANCE<sup>®</sup> (palbociclib) + Fulvestrant Delayed Disease Progression 2X Longer

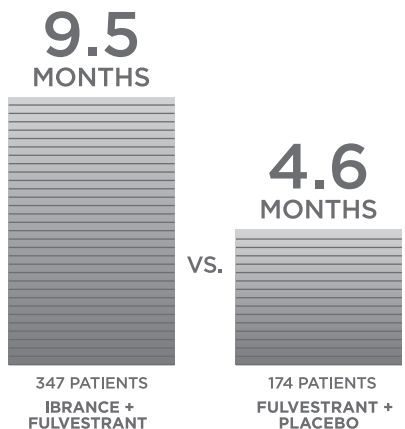
IBRANCE was studied in a clinical trial of 521 women with hormone receptor positive, HER2- metastatic breast cancer, regardless of their menopausal state, who had received prior hormone therapy either for early stage breast cancer or for metastatic disease.

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. Patients taking IBRANCE with fulvestrant reduced their risk of disease progression by 54% compared to those taking fulvestrant and placebo.

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

This clinical trial measured the total time patients lived from the start of treatment (overall survival). **No significant difference in overall survival was observed** between patients who had taken IBRANCE plus fulvestrant and those who had taken fulvestrant plus 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 as a **once-daily** dose. 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



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

**SELECTED SAFETY INFORMATION:** Other most common side effects of IBRANCE include: infections, tiredness, nausea, sore mouth, abnormalities in liver blood tests, diarrhea, hair thinning or hair loss, vomiting, rash, and loss of appetite.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](https://www.ibranceresources.com).

# How To Take IBRANCE<sup>®</sup> (palbociclib)

To help you better understand your IBRANCE treatment plan and how to take it, it's important to take note of the following:

- ✓ Always take your IBRANCE dosage exactly as your healthcare team prescribes.
- ✓ Remember to take IBRANCE capsules with food. IBRANCE tablets may be taken with or without food.
- ✓ Avoid grapefruit, grapefruit juice, and grapefruit products while on IBRANCE therapy. They may increase the amount of IBRANCE in your blood.
- ✓ Swallow your IBRANCE dose whole and intact. Do not chew, crush, open or split IBRANCE capsules or tablets before swallowing them. Do not take any IBRANCE capsules or tablets that are broken, cracked, or that look damaged.
- ✓ Try to take IBRANCE at approximately the same time each day.
- ✓ Do not change your dose or stop taking IBRANCE unless your healthcare team tells you. Know that if you miss a day's dose or vomit after taking a dose of IBRANCE, do not take an extra dose. Just take your next dose at your regular time.
- ✓ If you take too much IBRANCE, call your healthcare team right away or go to the nearest hospital emergency room.
- ✓ Before you start taking IBRANCE, read through the Important Safety Information on page 7.

# 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 healthcare provider should check your white blood cell counts before and during treatment.

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

**Lung problems (pneumonitis).** IBRANCE may cause severe inflammation of the lungs during treatment that can lead to death. Tell your healthcare provider right away if you have any new or worsening symptoms, including chest pain, cough with or without mucus, and trouble breathing or shortness of breath. Your healthcare provider may interrupt or stop treatment with IBRANCE completely if your symptoms are severe.

**What should I tell my healthcare provider before taking IBRANCE?**

Before taking IBRANCE, tell your healthcare provider about all of your medical conditions, including if you:

- have fever, chills, or any other signs or symptoms of infection.
- have liver or kidney problems.
- are pregnant or plan to become pregnant; IBRANCE can harm your unborn baby.
  - **Females** who are able to become pregnant should use effective birth control during treatment and for at least 3 weeks after the last dose of IBRANCE. Your healthcare provider may ask you to take a pregnancy test before you start treatment with IBRANCE.
  - **Males** with female partners who can become pregnant should use effective birth control during treatment with IBRANCE for at least 3 months after the last dose of IBRANCE.

- are breastfeeding or plan to breastfeed. It is not known if IBRANCE passes into your breast milk. Do not breastfeed during treatment with IBRANCE and for 3 weeks after the last dose.

**The most common side effects of IBRANCE include:**

- Low red blood cell counts and low platelet counts. Call your healthcare provider right away if you develop any of these symptoms during treatment:
  - dizziness
  - shortness of breath
  - weakness
  - bleeding or bruising more easily
  - nosebleeds
- 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 healthcare provider about family planning options before starting IBRANCE if this is a concern for you.

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 IBRANCE. Call your doctor for medical advice about side effects.

**Tell your healthcare provider 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.

Know the medicines you take. Keep a list of them to show your healthcare provider or pharmacist when you get a new medicine.

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 healthcare provider if you start a new medicine. Take IBRANCE exactly as your healthcare provider tells you.

If you take too much IBRANCE, call your healthcare provider right away or go to the nearest hospital emergency room.

# Monitoring Your Therapy And Side Effects

To monitor side effects, your healthcare team will perform a blood test to check your complete blood count before starting IBRANCE® (palbociclib) and at the beginning of each cycle (month). For the first 2 cycles, you'll need a complete blood cell count 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.

A complete blood cell count is the only monitoring requirement for IBRANCE. Patients taking IBRANCE do not require EKG heart monitoring. Your healthcare team will determine if any additional monitoring is needed.

If your blood test 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 and talk to your doctor if you have any questions about monitoring.

## 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.
- IBRANCE may cause severe inflammation of the lungs during treatment that can lead to death. Tell your doctor right away if you have any new or worsening symptoms, including chest pain, cough with or without mucus, and trouble breathing or shortness of breath. Your doctor may interrupt or stop treatment with IBRANCE completely if your symptoms are severe.

## Most 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 most 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.

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 IBRANCE. Call your doctor for medical advice about side effects.



# 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® (palbociclib). 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.
- 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.

## 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.

## 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.

## Treatment Considerations

Starting a new treatment can be overwhelming, and there are a lot of questions to ask about your available options. When making this decision with your healthcare team, it may be helpful to assess the following factors when selecting treatment.

Treating mBC may include therapy for the disease as well as supportive care. Additionally, you may want to learn how a potential treatment will affect your everyday life. Side effects, dosing (both frequency and administration), and monitoring are some of the factors that you may want to consider.

As you begin to weigh options, it's important to have your voice heard and share in the decision-making process with your healthcare team. Only you know your concerns and goals, and advocating for yourself can help your doctor assess treatment options based on how they work with the disease and impact you. By working together, you are more likely to get better quality of care and determine a treatment plan that works for you.

## What Are Some Questions To Ask Your Doctor?

If you're considering IBRANCE® (palbociclib), help get the most out of your next conversation with your healthcare team with these questions:

- ✓ What are my options for treating my metastatic breast cancer?
- ✓ If I were prescribed IBRANCE, are there any tests that would need to be done?
- ✓ What do I need to know about IBRANCE?
- ✓ What are the potential side effects of treatment?
- ✓ Will I have to make any lifestyle changes if I am prescribed IBRANCE?
- ✓ Do you know of any resources to help with financial support for IBRANCE?

For more questions to ask your doctor, download our guide at [IBRANCEResources.com](https://www.ibranceresources.com).

**SELECTED SAFETY INFORMATION:** IBRANCE may cause fertility problems in males. This may affect your ability to father a child. Talk to your healthcare provider about family planning options before starting IBRANCE if this is a concern for you.

Tell your healthcare provider about all 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.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](https://www.ibranceresources.com).



## How Do I Get IBRANCE® (palbociclib)?

At Pfizer Oncology Together, we treat your individual needs as a priority. If needed, we'll help you identify financial assistance options so you can get your prescribed IBRANCE. We can also connect you with a dedicated Care Champion who has social work experience and will offer resources that may help with some of your day-to-day challenges. Because when it comes to support, we're in this together.

Pfizer Oncology Together can help you understand your options for obtaining your prescribed IBRANCE. We can identify a specialty pharmacy that can fill your prescription, based on your insurance plan. Specialty pharmacies provide medicines that might not be available at typical neighborhood pharmacies. Usually, a specialty pharmacy will ship your medicine directly to your home.

Whether it's financial assistance or resources for your day-to-day, we'll help you find support. Just give us a call at **1-844-9-IBRANCE**.

Learn more about our full support services at [IBRANCEresources.com](https://www.IBRANCEresources.com).

### Commercially Insured?

Resources for eligible patients with commercial, private, employer, or state health insurance marketplace coverage:



#### Co-Pay Assistance

Eligible, commercially insured patients may pay as little as \$0 per month for IBRANCE. Limits, terms, and conditions apply. Patients may receive up to \$25,000 per product in savings annually.\* There are no income requirements, forms, or faxing to enroll.

To find out if you're eligible, visit [IBRANCEassistance.com](https://www.IBRANCEassistance.com) or text "IBRANCE" to 69599.†

\*Patients are not eligible to use this card if they are enrolled in a state or federally funded insurance program, including but not limited to Medicare, Medicaid, TRICARE, Veterans Affairs health care, a state prescription drug assistance program, or the Government Health Insurance Plan available in Puerto Rico. Patients may receive up to \$25,000 per product in savings annually. **The offer will be accepted only at participating pharmacies. This offer is not health insurance.** No membership fees apply. Pfizer reserves the right to rescind, revoke, or amend this offer without notice. For full terms and conditions, please see [PfizerOncologyTogether.com/terms](https://www.PfizerOncologyTogether.com/terms). For any questions, please call 1-844-9-IBRANCE, visit [PfizerOncologyTogether.com/terms](https://www.PfizerOncologyTogether.com/terms) or write: Pfizer Oncology Together Co-Pay Savings Program, 2250 Perimeter Park Drive, Suite 300, Morrisville, NC 27560.

†By texting "IBRANCE" to 69599, you consent to receive autodialed marketing and other texts from Pfizer and its service providers regarding the Pfizer Oncology Together Co-Pay Savings Card, and agree to Pfizer's Terms available at [www.tr-cd.com/ib0](https://www.tr-cd.com/ib0). Privacy Policy also at this address. You will receive a text asking you to confirm your agreement. You understand that providing this consent is not required or a condition of purchasing any products and services. Message frequency varies; approx. 3 messages/month. Message and data rates may apply. To opt out, text STOP to 69599. For questions contact 1-844-942-7262.

Please see the Important Safety Information on page 7. Click for the [Full Prescribing Information](#) and [Patient Information](#) or visit [IBRANCE.com](https://www.IBRANCE.com).



## On Medicare Or Government Insured?

Help identifying resources for patients with Medicare/Medicare Part D, Medicaid, and other government insurance plans who express a financial need and may be eligible:

- We can assist patients with searching for financial support from alternate funding resources, which may include financial assistance through Extra Help, a Medicare Part D Low-Income Subsidy (LIS) program
- If support from alternate funding resources or Medicare Extra Help is not available, Pfizer Oncology Together will see if your patient is eligible for the Pfizer Patient Assistance Program,\* which can provide prescribed Pfizer Oncology medications for free

\*The Pfizer Patient Assistance Program is a joint program of Pfizer Inc. and the Pfizer Patient Assistance Foundation™. The Pfizer Patient Assistance Foundation is a separate legal entity from Pfizer Inc. with distinct legal restrictions.



## Uninsured?

Help identifying resources for patients without any form of healthcare coverage who may be eligible:

- We can check patient eligibility for Medicaid and help them understand how to apply
- Patients who do not qualify for Medicaid may receive free medication through the Pfizer Patient Assistance Program\* or at a savings through the Pfizer Savings Program.† Patients must be eligible and reapply as needed

† **The Pfizer Savings Program is not health insurance. For more information, call the toll-free number 1-844-9-IBRANCE.** There are no membership fees to participate in this program. Estimated savings are 50% and depend on such factors as the particular drug purchased, amount purchased, and the pharmacy where purchased.

## To Get Started:

Call **1-844-9-IBRANCE** (Mon – Fri, 8 AM – 8 PM ET)  
or visit [IBRANCEassistance.com](https://www.IBRANCEassistance.com).

## Additional Support Resources

A diagnosis of metastatic breast cancer (mBC) often takes support. Our programs offer patients and caregivers a variety of services and resources for helping you manage treatment, as well as tips for emotional well-being.

Whether you're new to IBRANCE® (palbociclib) or not, our programs provide information and tools designed to support you now and throughout your therapy.

## Facing Cancer Isn't Easy, But LivingWith® May Help

**LivingWith®** is a free app for people living with cancer and those who love them. Designed to help you connect with loved ones, ask for the support you need, remember important information from doctors' visits and stay organized, all in one place.

Visit [ThisIsLivingWithCancer.com](https://www.thisslivingwithcancer.com) to learn more. Available in English and Spanish. Download **LivingWith** for free.



The **LivingWith** app is available to anyone living with cancer and their loved ones, and is not specific to IBRANCE.

App Store is a service mark of Apple Inc., registered in the U.S. and other countries. Google Play and the Google Play logo are trademarks of Google LLC.

For more information, visit [IBRANCE.com](https://www.IBRANCE.com).

## Gain Insight From Our Ambassadors

Starting a treatment takes support. Whether you're a patient on IBRANCE or a caregiver, the **IBRANCE Ambassador Stories & Mentor Program** may be a useful source for inspiration and straight talk about living with mBC. For encouragement along the way, you can also connect with an IBRANCE Ambassador 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.

See their stories at [MBCstories.com](https://www.MBCstories.com).



Ambassadors were asked to share their personal stories about IBRANCE. All content was accurate at the time of publication and may have since changed.

## Get Answers And Information

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 Guide, Caregiver Guide, Carrying Case, and Personal Journal.

Sign up on [IBRANCEanswers.com](https://www.IBRANCEanswers.com).



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