

PATIENT GUIDE

**#1 Prescribed, FDA-Approved
Oral Combination
Treatment for HR+/HER2-
Metastatic Breast Cancer**

IBRANCE (palbociclib) 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.

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

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

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).

Real Patient

Patients were compensated for their time.

Thousands of Women With HR+/HER2- Metastatic Breast Cancer (mBC) Are Taking IBRANCE.

IBRANCE in combination with a hormonal therapy lengthened the time before patients saw their cancer grow or spread, compared to hormonal therapy alone.

IBRANCE is the **#1 prescribed** oral combination treatment for HR+/HER2-mBC. It was the first medication the FDA approved in a class of therapy called CDK4/6* inhibitors.

IBRANCE has been studied in several clinical trials. One trial's results showed that in the 666 postmenopausal women with estrogen receptor-positive (ER+), HER2- mBC who had not received previous treatment for their metastatic disease, IBRANCE in combination with letrozole (an aromatase inhibitor) delayed disease progression for a median of 24.8 months versus 14.5 months for those who received 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.

Another trial of 521 women with HR+/HER2-mBC who had progressed on previous hormonal therapy showed that IBRANCE in combination with fulvestrant delayed disease progression for a median of 9.5 months versus 4.6 months for those who received 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.

*CDK4/6 = cyclin-dependent kinases 4 and 6



Real Patient

SELECTED IMPORTANT SAFETY INFORMATION

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 additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.IBRANCE.com).



Real Patient

IBRANCE (palbociclib): The First FDA-Approved Medication in Its Class

IBRANCE is a targeted therapy known as a CDK4/6 inhibitor. It is not a traditional chemotherapy. Taken in combination with certain hormonal therapies, either an aromatase inhibitor or fulvestrant, IBRANCE works to put the brakes on cell growth 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 Important Safety Information throughout and on [pages 26-27](#).**

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 IMPORTANT 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
- trouble breathing or shortness of breath

Your healthcare provider may interrupt or stop treatment with IBRANCE completely if your symptoms are severe.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information and Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).

What Is Metastatic Breast Cancer?

Breast cancer is described in different stages. The stages are determined by the size of the tumor and if it has spread to a certain number of lymph nodes or other areas of the body.

Metastatic breast cancer, also known as Stage IV breast cancer, can be any size and occurs when cancer has spread outside the breast and nearby lymph nodes to other parts of the body, such as 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 may help the treatment of the disease.

SELECTED IMPORTANT SAFETY INFORMATION

What should I tell my healthcare provider before taking IBRANCE (palbociclib)?

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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).





What Does Hormone Receptor-Positive Mean?

Hormone receptor-positive (HR+) is a subtype of breast cancer that includes both ER+ and/or PR+ subtypes and grows in response to two different hormones—estrogen and/or progesterone.

If your cancer grows in response to the hormone estrogen, your cancer could also be called estrogen receptor-positive (ER+). If your cancer grows in response to the hormone progesterone, it could be called progesterone receptor-positive (PR+).

What Drives Cell Growth and Division in HR+/HER2- mBC?

Estrogen and hormone receptors contribute to the growth of certain breast cancers. In HR+/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 CDK4 and CDK6. 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.

SELECTED IMPORTANT SAFETY INFORMATION

What should I tell my healthcare provider before taking IBRANCE (palbociclib)? (cont'd)

- 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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit IBRANCE.com.

A First-of-Its-Kind Treatment

Which Type of Breast Cancer Does IBRANCE Target?

IBRANCE is an oral treatment taken with hormonal therapy to treat HR+/HER2- metastatic breast cancer. In combination with an 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 a targeted therapy known as a CDK4/6 inhibitor. It is not a traditional chemotherapy. IBRANCE works to put the brakes on cell growth in both healthy and cancer cells.

SELECTED IMPORTANT SAFETY INFORMATION

What should I tell my healthcare provider before taking IBRANCE (palbociclib)? (cont'd)

- 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 additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).

This helps slow the progression of cancer, but it can also cause side effects, some of which are serious. **Please see Important Safety Information on pages 26-27 to learn more.**

How IBRANCE and Hormonal Therapy Work Together

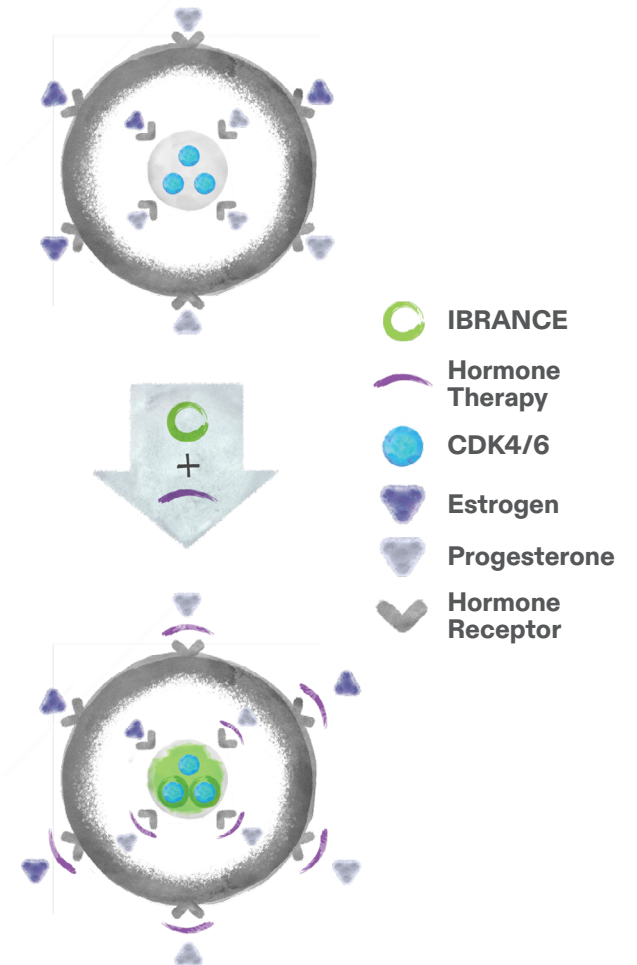
IBRANCE works inside the nucleus of the cell to inhibit CDK4 and CDK6. Hormonal therapies work outside the nucleus of the cell to block or reduce effects of hormone receptors and hormones, like estrogen, in the body. IBRANCE and hormonal therapies bring the power of two therapies together to help delay 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 CDK4 and CDK6**, 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 CDK4 and CDK6 and prevent cells from growing and dividing.



Watch a video on how IBRANCE works at [howIBRANCEworks.com](#).

Treatment Considerations

What to Consider

When choosing a treatment, you may have questions about its effectiveness, potential side effects, and even changes that it may have on your lifestyle. All are good starting points for a discussion with your doctor—one that can lead to the treatment that's right for you.

Know Your Subtype

Knowing your subtype is important because there are different types of mBC. Your doctor can tell you which type of metastatic breast cancer you have.

Partner With Your Doctor

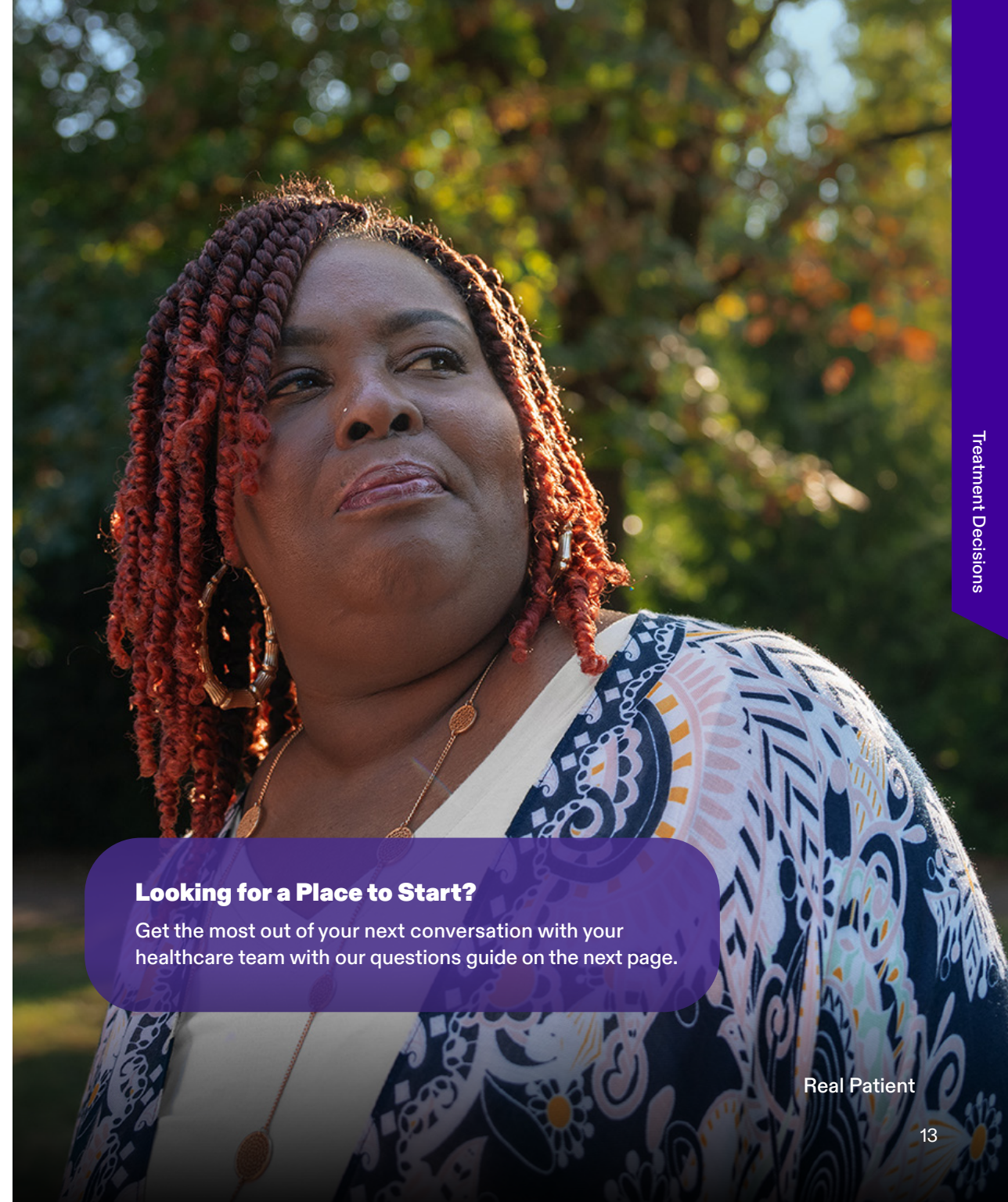
As you begin to weigh options, be sure that your voice is heard and your questions are answered. You play a central role in your treatment decisions, so it's vital that your doctor knows what's important to you and understands your goals. The decision-making process is one shared between you and your healthcare team. Working together can help you make informed choices.

SELECTED IMPORTANT SAFETY INFORMATION

The most common side effects of IBRANCE (palbociclib) 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 • increased blood creatinine

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).



Looking for a Place to Start?

Get the most out of your next conversation with your healthcare team with our questions guide on the next page.

Real Patient



Real Patient

Questions to Ask Your Doctor

Asking your doctor questions is vital to getting the information you need to make informed decisions. 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?
- ✓ What are the potential side effects of treatment?
- ✓ If I were prescribed IBRANCE, are there any tests that would need to be done?
- ✓ What lifestyle changes should I make if I am prescribed IBRANCE?
- ✓ What do I need to know about 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 [IBRANCEsupportresources.com](https://www.ibrance.com/supportresources).

SELECTED IMPORTANT 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.

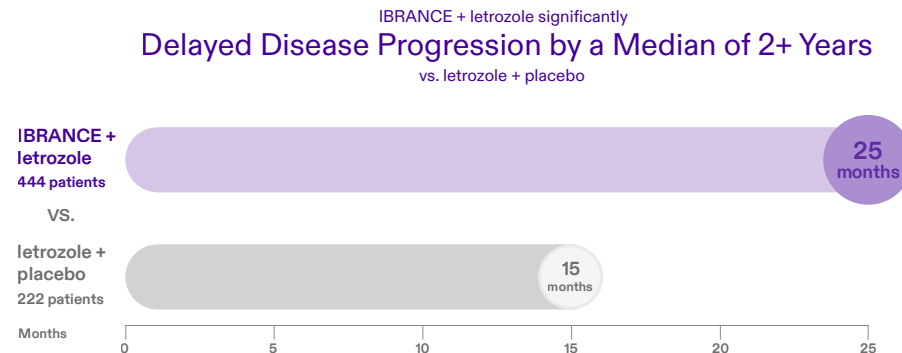
Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).

IBRANCE (palbociclib) + Letrozole Delayed Disease Progression by a Median of 2+ Years

In combination with any aromatase inhibitor, IBRANCE is for adult patients with HR+/HER2- mBC as their first hormonal-based therapy.

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 25 months versus 15 months for those who 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.

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.

SELECTED IMPORTANT SAFETY INFORMATION

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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).



Real Patient

SELECTED IMPORTANT SAFETY INFORMATION

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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).

Dosing for IBRANCE (palbociclib) + 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, once a day**. Then for the last week (7 days), you'll take only one pill, once a day—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

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
IBRANCE DAILY	✓	✓	✓	1 WEEK OFF
	3 WEEKS ON			
AROMATASE INHIBITOR DAILY	✓	✓	✓	✓
	ALL 4 WEEKS			

Keep track of the days you need to take IBRANCE and an aromatase inhibitor by downloading the Dosing Tracker at [IBRANCEsupportresources.com](#).

IBRANCE + FULVESTRANT

IBRANCE (palbociclib) + Fulvestrant Delayed Disease Progression 2x Longer

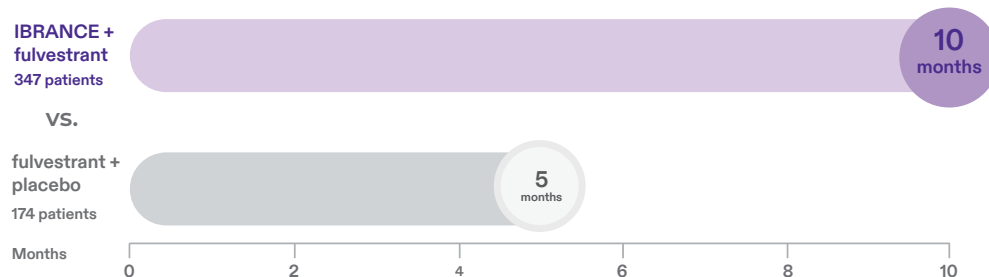
In combination with fulvestrant, IBRANCE is for adult patients with HR+/HER2- mBC who have previously received hormonal therapy for their disease.

IBRANCE was studied in a clinical trial of 521 women with HR+/HER2- metastatic breast cancer, regardless of their menopausal state, who had received hormone therapy either for early-stage breast cancer or for metastatic disease. Patients were split into 2 groups. The first group took IBRANCE and fulvestrant together, while the second took fulvestrant and placebo.

Together, the combination of IBRANCE and fulvestrant delayed disease progression for a median time of 10 months versus 5 months for those who received fulvestrant and placebo. Patients taking IBRANCE with fulvestrant reduced their risk of disease progression by 54% compared to those taking fulvestrant and placebo.

Delayed Disease Progression

Median time to disease progression



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.

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.

SELECTED IMPORTANT SAFETY INFORMATION

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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).

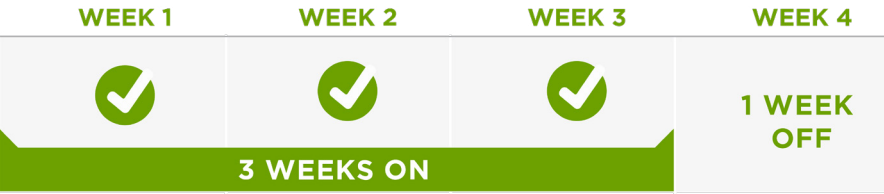
Dosing for IBRANCE (palbociclib) + Fulvestrant

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, once a 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.

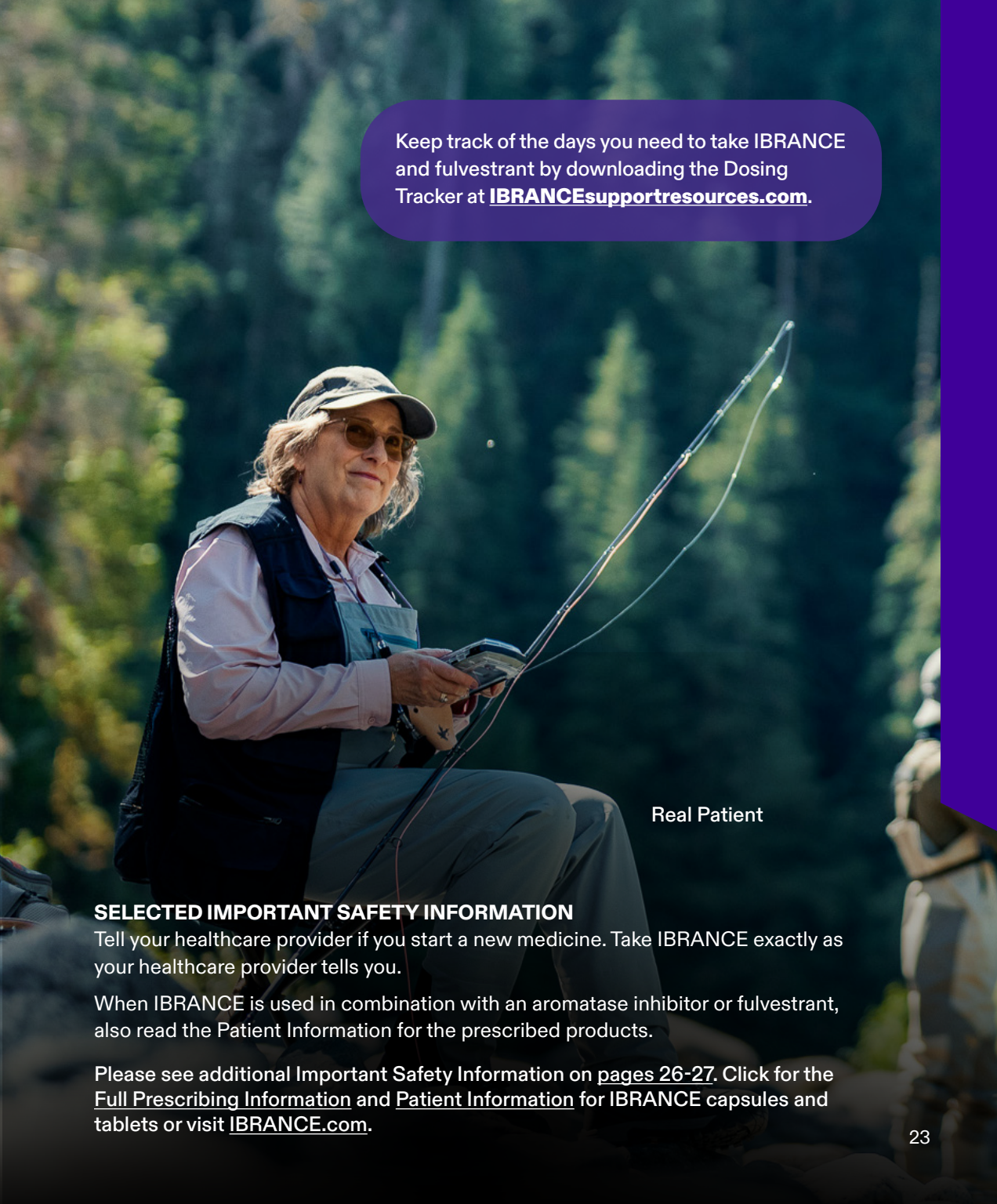
IBRANCE



+ FULVESTRANT



Keep track of the days you need to take IBRANCE and fulvestrant by downloading the Dosing Tracker at [IBRANCEsupportresources.com](https://www.ibrance.com/supportresources).



Real Patient

SELECTED IMPORTANT SAFETY INFORMATION

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

When IBRANCE is used in combination with an aromatase inhibitor or fulvestrant, also read the Patient Information for the prescribed products.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.ibrance.com).

How to Take IBRANCE (palbociclib)

- 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. Grapefruit 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 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, you should not take an extra dose. You should just take your next dose at your regular time.
- Before you start taking IBRANCE, read through the Important Safety Information on [pages 26-27](#).
- You should also read the Patient Information for the prescribed products taken in combination with IBRANCE.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).



Real Patient

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
- 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
- increased blood creatinine

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.

When IBRANCE is used in combination with an aromatase inhibitor or fulvestrant, also read the Patient Information for the prescribed products.

Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).

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. 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.
- 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

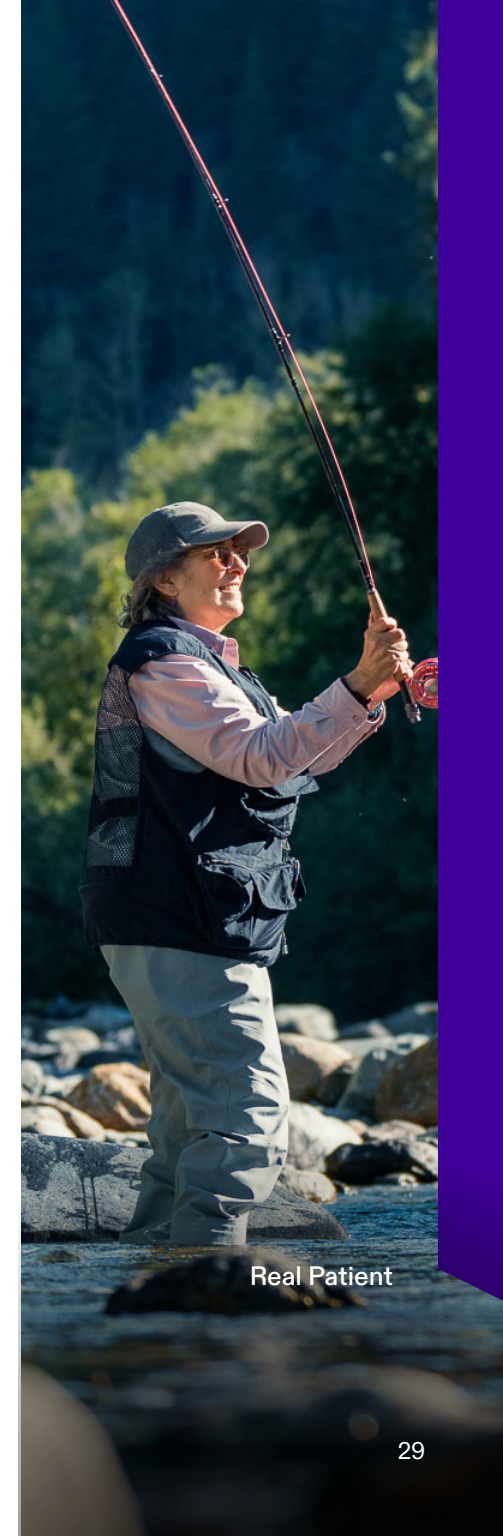
- In addition to low white blood cell counts, low red blood cell counts and low platelet counts are common with IBRANCE. Call your healthcare team right away if you feel dizzy or weak, notice that you bleed or bruise more easily, or experience shortness of breath or nosebleeds while on treatment.
- Some of the other most common side effects of IBRANCE when used in combination with an aromatase inhibitor or fulvestrant include infections, tiredness, nausea, sore mouth, abnormalities in liver blood tests, diarrhea, hair thinning or hair loss, and increased blood creatinine.

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.

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 additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit IBRANCE.com.



Real Patient



Real Patient

Tips to Help Manage Side Effects

Your doctor or nurse will want to know how you're feeling and how well you're tolerating your medication. Speak up if you have any side effects, as some can be serious—your doctor may adjust your dose or ask you to make adjustments to your lifestyle. Talking with your healthcare team can help you get better quality of care.

Before you make any changes to your diet or exercise routine, consult with your healthcare team. Also note that these tips are not specific to IBRANCE (palbociclib) and that if you do experience any side effects, share them with your healthcare team early so that they can help you manage them.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](#).

Infection

It's important to take steps to protect yourself against infection throughout your treatment. In addition to your healthcare team's instructions, these tips may help:

- 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



SAVINGS & SUPPORT

Are support resources available for IBRANCE (palbociclib)?

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

Real Patient

Pfizer Oncology *together*™

Pfizer Oncology Together is a program that offers personalized support and a range of free services to you and your loved ones throughout treatment with IBRANCE. If you are looking for financial assistance for your treatment, we can help you identify assistance options. Or if you and your caregivers need help with some of the day-to-day challenges you may be facing, we can connect you to resources and organizations that may provide assistance. Because when it comes to support, we're in this together.

We 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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit [IBRANCE.com](https://www.pfizer.com/ibrancessupport).

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 their Pfizer Oncology treatment. Limits, terms, and conditions apply.* Patients may receive up to \$4,000-\$10,000 in savings annually.

*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.

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Medicare/Government Insured?

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

- 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 patients are eligible for the Pfizer Patient Assistance Program,* which can provide prescribed Pfizer Oncology medications for free

Uninsured?

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

- 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.* Patients must be eligible and reapply as needed

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To Get Started:

Call 1-844-9-IBRANCE

(Mon–Fri, 8 AM–8 PM ET)

or visit

[IBRANCEassistance.com](#).

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

IBRANCE[®]
palbociclib



Real Patient

Additional Pfizer Support Resources

There's no easy way to adjust to an HR+/HER2- metastatic breast cancer (mBC) diagnosis. But there are things you can do to help you—and others—take care of your health.

Give yourself time to adjust to a new normal. Even with all the changes, there's still room for fulfillment and the things you love in life.

There are programs available for patients and caregivers that offer a variety of services and resources that may help with managing treatment, as well as tips on navigating your emotional well-being.

A free app designed to help manage life with cancer



Whether you're living with cancer or want to support someone who is, **LivingWith®**, a free app developed by Pfizer Oncology, may help you stay connected and organized, all in one place.

Visit [ThisIsLivingWithCancer.com](https://thisislivingwithcancer.com) to learn more.

Available in English and Spanish.

The free resources offered through **This is Living With Cancer™** and **LivingWith®** are available to anyone living with cancer and their loved ones and are not specific to IBRANCE® (palbociclib).

SELECTED 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.

Please see additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information](#) and [Patient Information](#) for IBRANCE capsules and tablets or visit IBRANCE.com.

Get to Know People Taking IBRANCE (palbociclib)

Starting a treatment takes support. Whether you are a patient on IBRANCE or a caregiver, the **IBRANCE Ambassador Stories & Mentor Program** may be a useful source of inspiration and straight talk about mBC. Discover what IBRANCE Ambassadors are sharing about what they've learned, how they're coping, and ways they're managing life after diagnosis. See their stories at mBCStories.com.

Gain Support From Those Who've Been There

The **IBRANCE Ambassador Mentor Program** offers you and your loved ones the opportunity to have a private, one-on-one phone call with an IBRANCE Ambassador or a Caregiver Ambassador—a team of real IBRANCE patients and those who care about them.

They share their stories about being diagnosed, their treatment experiences, and living with mBC day-to-day. Helpful insights and advice are here for you, all in their own words.

To get set up with a mentor, call **1-844-390-8696** or register online and learn how to connect with someone who knows what you're going through.



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, Carrying Case, and Personal Journal.

Sign up on IBRANCEanswers.com.



SELECTED IMPORTANT SAFETY INFORMATION

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 additional Important Safety Information on [pages 26-27](#). Click for the [Full Prescribing Information and Patient Information for IBRANCE capsules and tablets](#) or visit IBRANCE.com.



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



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