

Sales Support Playbook

*Smart moves to stay on strategy
with consistent messaging*



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Sales Support Playbook



Sales Support Playbook

Summary of Key Marketing Messages For Success With:

- » Pharmacists
- » Health Care Professionals
- » Retailers



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Introduction



Introduction

PLAYBOOK. THE PURPOSE.

It's important for our marketing messages to be consistent. The SLO-NIACIN® PLAYBOOK was created as a simple reference to ensure that the entire sales force is on the same page regarding key SLO-NIACIN® messages.

Compact and tabbed, the SLO-NIACIN® PLAYBOOK was designed for optimal convenience. It's easy to carry as a reference for you, and easy to use. The PLAYBOOK is divided into sections, starting with SLO-NIACIN® background, then strategic marketing messages.

Key topics include:

- » **SLO-NIACIN® Background:** a brief history of the brand, including sales milestones and packaging evolution.
- » **Cholesterol & Niacin Basics:** a reference for cholesterol and a background on niacin.
- » **Clinically Proven:** covers the use of SLO-NIACIN® (alone and as a complement to statins) to aid in cholesterol management and support heart health, highlighting the SLIM study and HATS trial.
- » **Unique Formula:** the patented formulation of SLO-NIACIN® and its associated benefits.
- » **Flexibility:** describes the dosing options available for SLO-NIACIN® Tablets, as well as the ability to titrate to meet individual needs.
- » **Side effects:** discusses the common side effects that may be associated with SLO-NIACIN®.
- » **Economical:** covers the affordability of SLO-NIACIN® alone and as a complement to statins.
- » **The Niacin Market:** provides a brief overview of some alternative niacin products.
- » **Competition:** covers SLO-NIACIN's® current competitive landscape.
- » **Current Promotions:** this section includes an overview of current promotional materials being used to support sales initiatives.
- » **Core Messages:** a brief overview of SLO-NIACIN® benefits
- » **APPENDIX:** SLO-NIACIN® Product Information

It's an exciting time to be involved with the SLO-NIACIN® brand, and we are confident that this PLAYBOOK will provide another tool for continued success.

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A historic run: 20 years of SLO-NIACIN® success

Numbers tell our story of success

- » 1988: First available in pharmacies in 1988, SLO-NIACIN® has more than 20 years of success
- » #1 preferred niacin supplement with nicotinic acid, according to A.C. Nielsen Data (Drug only and Food/Drug/Mass excluding Walmart and club stores*)
- » 11M: SLO-NIACIN® has a proud and impressive sales record, with over 11 million bottles sold (includes all strengths and counts)
- » \$85M: Extremely profitable to date, SLO-NIACIN® will generate over \$85 million in factory sales by end of 2010!



*Nielsen Strategic Planner. FDMxWM. 52 weeks ending 7/10/10 (consumer data).

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Slo-Niacin® Background

Slo-Niacin®
Background



Slo-Niacin® Background

Smart moves: How packaging has changed over the years

A look at where we were and where we're headed

- » Since launching in 1988, packaging has evolved to meet consumer trends. The earliest packaging reflects our medical heritage, the recent past packaging employs the heart logo, and the newest packaging employs the heart logo with bolder use of color and style to improve shelf presence, along with consumer messaging on the side panel.

DISTANT
PAST



PAST



PRESENT



COSTCO:
PAST



PRESENT



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Cholesterol & Niacin Basics



Cholesterol & Niacin Basics

Cholesterol Basics

Cholesterol is a waxy, fat-like substance in all cells of the body. It is needed to help the body function normally.¹ Cholesterol comes from two sources: the body and diet.²

- » 75% of cholesterol is made from the liver and other cells
- » 25% of cholesterol comes from the foods a person eats (most excess cholesterol comes from the diet)

References: **1.** What is cholesterol? American Heart Association Web site. <http://www.americanheart.org/presenter.jhtml?identifier=3046103>. Accessed April 12, 2010. **2.** The two sources of cholesterol. American Heart Association Web site. <http://www.americanheart.org/presenter.jhtml?identifier=3046105>. Accessed April 12, 2010.

Cholesterol Terminology

Total cholesterol

- » A total measure of the fats found in the blood, which include: high-density lipoprotein (HDL) cholesterol, low-density lipoprotein (LDL) cholesterol, and triglycerides¹
- » A desirable level of total cholesterol is <200 mg/dL²

Lipoproteins

- » Particles in the body that are made up of cholesterol and protein¹
- » Help move cholesterol through the bloodstream¹

High-density lipoprotein (HDL) cholesterol (good cholesterol)

- » Helps move cholesterol out of the arteries and into the liver so the body can get rid of it¹
- » High levels of HDL promote a healthy heart¹
- » A desirable level of HDL cholesterol is ≥ 60 mg/dL²

Low-density lipoprotein (LDL) cholesterol (bad cholesterol)

- » Accumulates and forms a plaque-like substance that clings to artery walls and decreases blood flow; this can lead to a heart attack or other health problems¹
- » An optimal level of LDL cholesterol is <100 mg/dL²

Triglycerides

- » The chemical form in which most fat exists in food as well as in the body³
- » A normal level of triglycerides is <150 mg/dL²

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References: 1. LDL and HDL cholesterol: what's bad and what's good? American Heart Association Web site. <http://www.americanheart.org/presenter.jhtml?identifier=180>. Accessed April 12, 2010. 2. Third Report of the Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III). National Heart, Lung, and Blood Institute Web site. www.nhlbi.nih.gov/guidelines/cholesterol/index.htm. Accessed April 12, 2010. 3. Triglycerides. American Heart Association Web site. <http://www.americanheart.org/presenter.jhtml?identifier=4778>. Accessed April 12, 2010.

Know the goals: Healthy cholesterol levels

Cholesterol is all about the numbers. Here are guidelines for recommended blood lipid levels from the National Cholesterol Education Program (NCEP).¹

Total cholesterol (mg/dL)

<200	Desirable
200-239	Borderline high
≥240	High

High-density lipoprotein (HDL) cholesterol (mg/dL)

<40	Low
≥60	High

Low-density lipoprotein (LDL) cholesterol (mg/dL)

<100	Optimal
100-129	Near optimal/above optimal
130-159	Borderline high
160-189	High
≥190	Very high

Triglycerides (mg/dL)

<150	Normal
150-199	Borderline high
200-499	High
≥500	Very high

Reference: 1. Third Report of the Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III). National Heart, Lung, and Blood Institute Web site. www.nhlbi.nih.gov/guidelines/cholesterol/index.htm. Accessed April 12, 2010.

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The importance of niacin for heart health

Niacin is a type of B vitamin that occurs naturally and aids in the function of the digestive system, skin, and nerves. It has also been used to help manage cholesterol since the 1950s.¹

- » When used under the care and monitoring of a healthcare provider, niacin is the most effective agent available for increasing HDL²
- » Niacin also decreases LDL and triglyceride levels, which helps maintain total cholesterol within a healthy range for overall heart health

References: **1.** Niacin into the void: failure of HDL cholesterol drug may be this B vitamin's big chance. Harvard Health Lett. 2007;32(6):6. <https://health.harvard.edu>. Accessed April 12, 2010. **2.** Niacin to boost your HDL, 'good,' cholesterol. MayoClinic.com. <http://www.mayoclinic.com/health/niacin/CL00036>. Accessed November 2, 2010.

Understand the different types of niacin

- » **Immediate-release niacin** often needs to be taken several times a day and flushing can be a problem¹
- » **Controlled-release niacin** assures the gradual and measured release of niacin and is designed to reduce the incidence of flushing and itching commonly associated with niacin use¹
- » **“Flush-free” niacins** may not cause flushing, but these types of niacin have not been shown to have any significant effect in cholesterol management¹

Important point:

The term “niacin” is sometimes used to refer to both nicotinic acid and closely related molecules (inositol hexaniacinate, inositol hexanicotinate, and nicotinamide). However, only nicotinic acid—the main ingredient in SLO-NIACIN® Tablets—has been shown to have a significant effect in cholesterol management.¹

Reference: 1. Niacin into the void: failure of HDL cholesterol drug may be this B vitamin's big chance. Harvard Health Lett. 2007;32(6):6. <https://health.harvard.edu>. Accessed April 12, 2010.

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**Clinically
Proven**

**Clinically
Proven**



Clinically Proven

Many advantages: Clinically proven to support heart health and good cholesterol

6 published trials have been conducted with Slo-Niacin^{®1-6}

- » 3 trials of Slo-Niacin[®] alone: Lavie 1992, Squires 1992, and Gray 1994
 - Measured changes in HDL, LDL, Triglycerides, and Total Cholesterol
- » 3 trials of Slo-Niacin[®] in combination with another agent:
 - Measured changes in HDL, LDL, Triglycerides, and Total Cholesterol and changes in coronary stenosis along with the occurrence of a first cardiovascular event
 - Brown 1997: Niacin (Slo-Niacin[®] or immediate-release niacin), Lovastatin (Mevacor[®]), and Colestipol
 - Brown 2001/HATS: Niacin (Slo-Niacin[®] or immediate-release niacin) and simvastatin (Zocor[®])
 - Knopp 2009/SLIM: Slo-Niacin[®] and atorvastatin (Lipitor[®])

All are published in peer-reviewed journals and aid in the understanding of the benefits of Slo-Niacin[®]

References: 1. Lavie CJ, Mailander L, Milani. "Marked benefit with sustained-release niacin therapy in patients with "isolated" very low levels of high-density lipoprotein cholesterol and coronary artery disease." *Am J Cardiol.* 1992;69:1083-1085. 2. Squires RW, Allison TG, Gau GT, et al. "Low-Dose, Time-Release Nicotinic Acid: Effects in Selected Patients With Low Concentrations of High-Density Lipoprotein Cholesterol." *Mayo Clin Proc.* 67:855-860, 1992. 3. Gray DR, Morgan T, Chretien SD, Kashyap ML. "Efficacy and Safety of Controlled-Release Niacin in Dyslipoproteinemic Veterans." *Ann Intern Med.* 1994;121:252-258. 4. Brown, B. "Moderate Dose, Three-Drug Therapy With Niacin, Lovastatin, and Colestipol to Reduce Low-Density Lipoprotein Cholesterol <100 mg/dL in Patients With Hyperlipidemia and Coronary Artery Disease." *The American Journal of Cardiology.* 80(2):111-115, 1997. 5. Brown BG, Zhao XQ, Chait A, Fisher LD, Cheung MC, et al. "Simvastatin and Niacin, Antioxidant Vitamins, or the Combination for the Prevention of Coronary Disease." *N Engl J Med.* 345(22):1583-1592, 2001. 6. Knopp RF, Retzlaff BM, Fish B et al. "The SLIM study: Slo-Niacin[®] and Atorvastatin Treatment of Lipoproteins and Inflammatory Markers in Combined Hyperlipidemia." *Journal of Clinical Lipidology*, Volume 3, Issue 3, Pages 167-178.

Zocor[®], Lipitor[®], and Mevacor[®] are registered trademarks of their respective owners.

Focus on mono-therapy

When used alone, SLO-NIACIN® Tablets have been shown to raise HDL levels and improve cholesterol markers.

	Increased HDL	Decreased LDL	Decreased triglycerides	Decreased total cholesterol
Squires 1992*	18% [†]	13% [†]	20% [†]	9% [†]
Knopp 2009‡	8%	12% [†]	15% [†]	-

*A retrospective analysis of 63 patients with HDL (mean 34 mg/dL) and total cholesterol (223 mg/dL) who were treated with 1300 mg/day (mean dose) time-release nicotinic acid (SLO-NIACIN® Tablets or generic equivalent) for 7.4 months.

[†]Statistically significant P value compared to baseline.

‡A 6-month randomized, open-label trial of 42 patients with LDL >130 mg/dL and HDL <45 mg/dL for men (<55 mg/dL for women) who received 3 months of atorvastatin 10 mg/day or incremental doses of SLO-NIACIN® Tablets to 1500 mg/day followed by 3 months of combined treatment. Results in the table above reflect results of SLO-NIACIN® Tablets alone.

Focus on combination therapy

SLIM Study

In the SLIM study, SLO-NIACIN® Tablets plus atorvastatin were shown to improve HDL and cholesterol markers.

SLIM study*	Increased HDL	Decreased LDL	Decreased triglycerides
Atorvastatin	6% [†]	36% [†]	26%
SLO-NIACIN® Tablets	8%	12% [†]	15% [†]
SLO-NIACIN® Tablets + atorvastatin	10% [†]	43% [†]	33% [†]

*A 6-month randomized, open-label trial of 42 patients with LDL >130 mg/dL and HDL <45 mg/dL for men (<55 mg/dL for women), who received 3 months of atorvastatin 10 mg/day or incremental doses of SLO-NIACIN® to 1500 mg/day followed by 3 months of combined treatment.¹

[†]Statistically significant P value compared to baseline.

Important point

Case reports of myopathy have been documented with the use of HMG-CoA Reductase Inhibitors in combination with lipid-altering doses of niacin therapy (≥ 1 gram of niacin per day).

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HATS Trial

In the HATS trial, niacin (SLO-NIACIN® Tablets or immediate-release niacin) plus simvastatin were shown to improve cholesterol markers vs. baseline.

HATS trial*	Increased HDL	Decreased LDL	Decreased triglycerides	Decreased total cholesterol
SLO-NIACIN® Tablets (or immediate-release niacin) + simvastatin	26% [†]	42% [†]	36% [†]	31% [†]

*A 3-year, double-blind, randomized trial of 160 patients with coronary disease, low HDL, and normal LDL, were assigned to one of four regimens: simvastatin (13 mg +/- 6 mg) plus niacin (2400 mg +/- 2000 mg), antioxidants, simvastatin-niacin plus antioxidants, or placebo.

[†]Statistically significant P value compared to baseline.

In the HATS trial, niacin (SLO-NIACIN® Tablets or immediate-release niacin) plus simvastatin were shown to reduce the risk of cardiovascular events (composite endpoint of death from coronary causes, nonfatal heart attack (infarction) or revascularization procedure) by 90% vs. placebo.

90% reduction in risk of cardiovascular events

Number of patients with at least one event among various categories of major clinical events during the 38-month follow-up period*

Type of therapy	Cardiovascular event
Niacin + simvastatin (n=38)	1 [†]
Niacin + simvastatin + antioxidants (n=42)	6
Antioxidant vitamins (n=42)	9
Placebo (n=38)	9

*All enrolled patients were included in this intention-to-treat analysis.

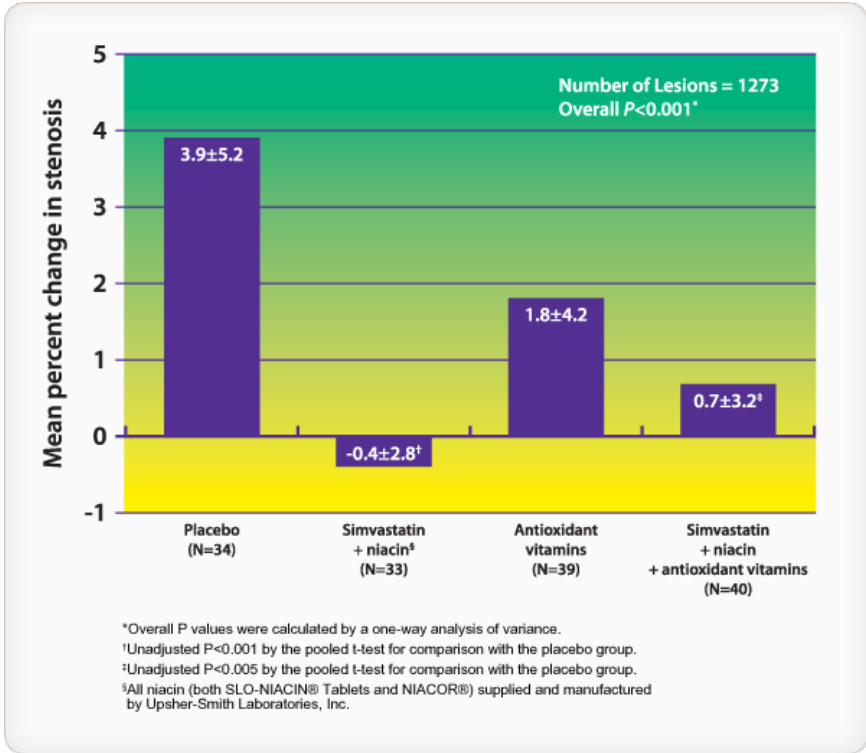
[†]P=0.04 by Fisher's exact test for the comparison with the placebo group (adjusted for multiple comparisons).

Important point

Case reports of myopathy have been documented with the use of HMG-CoA Reductase Inhibitors in combination with lipid-altering doses of niacin therapy (≥1 gram of niacin per day).

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In the HATS trial, niacin (SLO-NIACIN® Tablets or immediate-release niacin) plus simvastatin were shown to halt the progression of stenosis in proximal arteries vs. placebo: -0.4% vs. 3.9%.



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Unique Formula

**Unique
Formula**

Unique
Formula



Unique Formula

Controlled-release niacin makes a difference

SLO-NIACIN® Tablets utilize a patented polygel® controlled-release delivery system

- » It ensures the gradual and measured release of nicotinic acid
 - » It is designed to minimize flushing and itching that may be associated with niacin use
 - » This delivery system is not available in other dietary supplement niacin products
-

“Flush-free” niacin formulas do not significantly improve HDL

- » Niacin compounds called “flush-free” usually do not contain nicotinic acid
- » Inositol hexaniacinate, inositol hexanicotinate, and nicotinamide are often found in products referred to as “flush-free” niacin
- » These compounds have not been shown to have any significant effect in cholesterol management¹

Reference: 1. Niacin into the void: failure of HDL cholesterol drug may be this B vitamin's big chance. Harvard Health Lett. 2007;32(6):6. <https://health.harvard.edu>. Accessed April 12, 2010.

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Flexibility

Flexibility



Flexibility

The benefits of flexibility

SLO-NIACIN® Tablets come in 3 dosage strengths

- » SLO-NIACIN® Tablets are available in 250-mg, 500-mg, and 750-mg strengths
- » Patients should be started at a low dose then titrated up as necessary to minimize potential side effects (e.g. flushing)
- » SLO-NIACIN® Tablets are designed with a controlled-release niacin formulation that gradually releases niacin into the body to help reduce the risk of flushing and itching

SLO-NIACIN® Tablets are conveniently available at pharmacies and other retailers nationwide without a prescription.

Important point

Before using more than 500 mg of niacin daily, patients should consult a healthcare provider.

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Side Effects

Possible side effects

There are side effects associated with nicotinic acid, especially when it is used in larger doses (more than 500 mg/day). Possible side effects may include:

- » Temporary flushing, itching and tingling, feelings of warmth and headache, particularly when beginning or increasing the dose
- » Skin rash
- » Upset stomach
- » Low blood pressure when standing

Important safety information

- » Do not use SLO-NIACIN® Tablets if you have a known sensitivity or allergy to niacin
- » Do not take niacin unless under your healthcare provider's supervision if you have heart disease (particularly, recurrent chest pain or recent heart attack), gallbladder disease, gout, arterial bleeding, glaucoma, diabetes, impaired liver function, stomach ulcers, or are pregnant or lactating
- » Before taking more than 500 mg/day, call your healthcare provider
- » If you are taking high blood pressure or cholesterol-lowering drugs, call your healthcare provider before taking niacin due to possible interactions
- » Case reports of unexplained muscle-related complaints, including discomfort, weakness, or tenderness, have been documented with HMG-CoA Reductase Inhibitors in combination with niacin
- » Increased uric acid, glucose, and abnormal liver function tests have been reported in persons taking 500 mg/day or more
- » Discontinue use and call your healthcare provider immediately if you experience persistent flu-like symptoms (nausea, vomiting, not feeling well), loss of appetite, decreased and dark-colored urine, muscle discomfort or weakness, irregular heartbeat or vision problems
- » Niacin may cause temporary flushing, itching and tingling, feelings of warmth and headache, particularly when beginning, increasing dosage, or changing brands
- » This safety information is not all-inclusive
- » For more information, contact your healthcare provider, or call 1-800-654-2299

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Steps That Healthcare Professionals Recommend to Minimize Flushing

- » SLO-NIACIN® Tablets utilize a patented polygel® controlled-release formula—not available in other dietary supplement niacin products—that ensures the gradual and measured release of nicotinic acid and is designed to minimize flushing and itching
- » Flushing caused by the nicotinic acid in SLO-NIACIN® Tablets has been shown to be generally tolerable and typically decreases with time¹
- » Tips to help with flushing²:
 - » Take 1 aspirin or ibuprofen 30 minutes before taking SLO-NIACIN® Tablets
 - » Take SLO-NIACIN® Tablets with a low-fat snack and cold water
 - » Take SLO-NIACIN® Tablets before going to bed
 - » Do not take SLO-NIACIN® Tablets with spicy foods, alcohol, coffee, tea, or other hot drinks

References: 1. Knopp RH, Retzlaff BM, Fish B, et al. The SLIM study: Slo-Niacin and atorvastatin treatment of lipoproteins and inflammatory markers in combined hyperlipidemia. *J Clin Lipidol.* 2009;3(3):167-178.
2. Slo-Niacin [product information]. Minneapolis, MN: Upsher-Smith Laboratories, Inc; 2010.

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Economical



Highlight the affordability of SLO-NIACIN®

At approximately \$16 for one hundred 500-mg tablets, SLO-NIACIN® Tablets often cost less than an insurance co-payment.¹

Product (Quantity)	250 mg	500 mg	750 mg
SLO-NIACIN® Tablets (100 tabs)	\$10.99	\$15.99	\$22.99

Persons using more than 500 mg of niacin daily should be under the care of a healthcare provider.

Emphasize the affordability of combination therapy

Adding SLO-NIACIN® Tablets as a complement to ZOCOR® (simvastatin) still offers an affordable treatment regimen.¹

Product (daily dosage)*	Cost per day	Total daily cost of combination therapy
SLO-NIACIN® Tablets (1500 mg)	\$0.48	\$3.25
ZOCOR® (10 mg)	\$2.77	

*Dosing regimens are provided as examples only. Persons using more than 500 mg of niacin daily, or who are taking niacin with other cholesterol-lowering medications, should be under the care of a healthcare provider.

Stress affordable combination therapy

Adding SLO-NIACIN® Tablets as a complement to LIPITOR® (atorvastatin) is still an affordable treatment regimen.¹

Product (daily dosage)*	Cost per day	Total daily cost of combination therapy
SLO-NIACIN® Tablets (1500 mg)	\$0.48	\$3.43
LIPITOR® (10 mg)	\$2.95	

*Dosing regimens are provided as examples only. Persons using more than 500 mg of niacin daily, or who are taking niacin with other cholesterol-lowering medications, should be under the care of a healthcare provider.

Reference: 1. Drugstore.com website. <http://www.drugstore.com>. Accessed November 5, 2010.

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The Niacin Market

The Niacin Market



The Niacin Market

Slo-Niacin® Tablets are a dietary supplement niacin product. Slo-Niacin® is not indicated or FDA-approved for the treatment of high cholesterol. There are prescription niacin products, which are FDA-approved for cholesterol lowering, including Niaspan®. A brief description of Niaspan® Tablets is included below.

**NIASPAN® Tablets (niacin extended-release tablets)²
– Rx Product**

Description: Prescription extended-release form of niacin (nicotinic acid)

Strengths: 500-mg, 750-mg, 1000-mg extended-release tablets

Manufacturer: Abbott Laboratories

Price:¹

- » 500-mg extended-release tablets, 30 quantity costs \$79.49
- » 750-mg extended-release tablets, 30 quantity costs \$107.44
- » 1000-mg extended-release tablets, 30 quantity costs \$134.53

Messages: Tagline on professional website is “Fight back. Fight plaque.”

Reference: 1. Drugstore.com Web site. <http://www.drugstore.com>. Accessed May 18, 2010. 2. Niaspan Product Information, <http://www.rxabbott.com/pdf/niaspan.pdf>. Accessed 10/28/10.

**Niacor® (niacin tablets, USP)¹
- RX product**

Description: Prescription immediate-release niacin (nicotinic acid)

Strengths: 500 mg

Manufacturer: Upsher-Smith Laboratories, Inc.

Price:

- » 500-mg immediate-release caplets, 100 quantity costs \$20.00

Messages: Not professionally promoted

Reference: 1. Niacor Product Information, http://www.upsher-smith.com/PDFs/Niacor_PI.pdf. Accessed November 5, 2010.

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Competition

Competition

Competition



Nature's Bounty® Flush Free Niacin – Dietary Supplement

Description: Niacin (Inositol Hexanicotinate)

Strengths: 500 mg

Manufacturer: Nature's Bounty

Price: Nature's Bounty Flush Free Niacin 500 mg (50 capsules) costs \$11.49



Messages:

- » Promotes energy metabolism and nervous system health
- » Niacin helps maintain healthy functions of the nervous system, digestive system, and skin

Reference: 1. Drugstore.com Web site. <http://www.drugstore.com>. Accessed May 18, 2010. 2. www.natures-bounty.com/VF/LABELS/001976NB.PDF. Accessed 10/25/10.

Other brands similar to this type of product include:

Spring Valley

Store Brands (CVS, Walmart, Walgreens)

Natrol



Endur-acin® sustained release niacin (nicotinic acid) – Dietary Supplement

Description: Wax matrix niacin (nicotinic acid)

Strengths: (SR): 250 mg, 500 mg

Manufacturer: Endurance Products Company

Price: Endur-acin 250 mg (200 tablets) \$14; 500 mg (200 tablets) \$21



Messages:

- » Eliminates skin flushing for most individuals
- » Clinically proven to have a favorable effect upon cholesterol by promoting healthy cholesterol within normal limits

References: 1. Drugstore.com. Web site. <http://www.drugstore.com>. Accessed May 18, 2010. 2. <http://www.endur.com/index.cfm?fuseaction=shopping.detail&prodid=10&pageid=1&parentid=1&parentpage=0&suppresslayout=true>. Accessed 10/25/10.

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Current Promotions

Current Promotions

Current Promotions



Current Promotions

Put your best foot forward: SLO-NIACIN® 2010 Promotional Materials

2010 New SLO-NIACIN® Website

- » Provides an improved online experience for consumers and healthcare professionals to learn about SLO-NIACIN®
- » A robust patient education section offers important information about cholesterol and heart health
- » Helpful tips to overcome flushing associated with niacin are included on both the patient and healthcare professional sections of the site
- » Comprehensive store locator is an effective tool to help consumers locate SLO-NIACIN® at a retailer or independent pharmacy near them, or at an online e-tailer like drugstore.com.

Samples

- » Patient titration kits are now available for healthcare professionals to provide samples to their patients or for pharmacies to provide at heart health events.
- » This is an important, effective way to support selling efforts

Direct Mail

- » 3-wave Mailers
 - Contains key messages for SLO-NIACIN®
- » 3-wave direct mail to high prescribers of statins
 - Contains key messages for complementary SLO-NIACIN®

e-Blast program

- » Continue to engage our loyal healthcare professionals with samples and educational materials

Coupon program

- » Encourage consumer trial by offering a \$2-off coupon which can be easily printed at home with the click of a button
- » Coupon pads available for healthcare providers or for pharmacy events

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Core Messages



Core Messages

Hit the high points

The #1 preferred niacin supplement with nicotinic acid

Overview of SLO-NIACIN® benefits:

- » SLO-NIACIN® is a niacin supplement with nicotinic acid trusted by healthcare professionals for more than 20 years
- » SLO-NIACIN® is effective alone or as a complement to statins when used under the care and monitoring of a healthcare provider
- » With a unique, patented polygel® system, SLO-NIACIN® gradually delivers niacin into the body
- » SLO-NIACIN® is flexible and convenient with three different dosage strengths to meet heart health needs
- » An affordable option to help support heart health, SLO-NIACIN® is available for purchase without a prescription
- » SLO-NIACIN® Tablets are manufactured by Upsher-Smith Laboratories, Inc.—a trusted manufacturer of high-quality prescription products and dietary supplements since 1919

NOTE: approved sales presentation is located on the L drive: salesmktg/presentations folder.

Important point

Before using more than 500 mg of niacin daily, patients should consult a healthcare provider.

Important point

Case reports of myopathy have been documented with the use of HMG-CoA Reductase Inhibitors in combination with lipid-altering doses of niacin therapy (≥ 1 gram of niacin per day).

APPENDIX: SLO-NIACIN® PRODUCT INFORMATION



SLO-NIACIN®
Tablets
(polygel® controlled-
release niacin)
Dietary Supplement
250, 500, and 750 mg

DESCRIPTION

Slo-Niacin® Tablets are manufactured utilizing a unique, patented polygel® controlled-release delivery system. This exclusive technology assures the gradual and measured release of niacin (nicotinic acid) and is designed to reduce the incidence of flushing and itching commonly associated with niacin use. Slo-Niacin® Tablets are available in 250 mg, 500 mg, and 750 mg strengths.

SUGGESTED USE

Slo-Niacin® is a member of the vitamin B-complex group (nicotinic acid, vitamin B₃) and is suggested as a dietary supplement. This product has the advantage of a slower release of niacin than conventional dosage forms. This may permit its use by those who do not tolerate immediate-release tablets.

DIRECTIONS

250 mg: Adults — one Slo-Niacin® Tablet morning or evening, or as directed by a physician.

500 mg: Adults — one Slo-Niacin® Tablet morning or evening, or as directed by a physician.

750 mg: Adults — one Slo-Niacin® Tablet morning or evening, or as directed by a physician.

Before using more than 500 mg daily, consult a physician.

Note: Slo-Niacin® Tablets may be broken on the score line, but should not be crushed or chewed.

Store at controlled room temperature, 15-30° C (59-86° F).

INFO & TIPS ON FLUSHING

What is flushing?

Flushing is a common side effect of niacin therapy, including Slo-Niacin®.

Flushing is associated with temporary itching and tingling, feelings of warmth and headache, particularly when beginning or increasing the dose. These effects seldom require discontinuation of niacin.

Tips to avoid flushing

- Talk to your healthcare professional about taking 1 aspirin or ibuprofen 30 minutes **before** taking Slo-Niacin® Tablets
- Take Slo-Niacin® Tablets with a low-fat snack and cold water
- Take Slo-Niacin® Tablets **before** going to bed
- **Do not** take Slo-Niacin® Tablets with spicy foods, alcohol, coffee, tea, or other hot drinks

CAUTION

Niacin may cause temporary flushing, itching and tingling, feelings of warmth and headache, particularly when beginning, increasing amount or changing brand of niacin. These effects seldom require discontinuing niacin use. Skin rash, upset stomach, and low blood pressure when standing are less common symptoms; if they persist, contact a physician.

WARNINGS

Slo-Niacin® Tablets should not be used by persons with a known sensitivity or allergy to niacin. Persons with heart disease, particularly those who have recurrent chest pain (angina) or who recently suffered a heart attack, should take niacin only under the supervision of a physician. Persons taking high blood pressure or cholesterol-lowering drugs should contact a physician before taking niacin because of possible interactions. Case reports of myopathy (unexplained muscle related complaints, including discomfort, weakness, or tenderness) have been documented with the use of HMG-CoA Reductase Inhibitors in combination with lipid-altering doses of niacin therapy (≥1 gram of niacin per day). Do not take niacin unless recommended by and taken under the supervision of a physician if you have any of the following conditions: gallbladder disease, gout, arterial bleeding, glaucoma, diabetes, impaired liver function, peptic ulcer, pregnancy or lactating women. Increased uric acid and glucose levels and abnormal liver function tests have been reported in persons taking daily doses of 500 mg or more of niacin.

Discontinue use and consult a physician immediately if any of the following symptoms occur: persistent flu-like symptoms (nausea, vomiting, a general "not well" feeling); loss of appetite; a decrease in urine output associated with dark-colored urine; muscle discomfort such as tender, swollen muscles or muscle weakness; irregular heartbeat; or cloudy or blurry vision.

Keep out of reach of children.

INGREDIENTS

250 mg niacin (nicotinic acid), supplying 1,250% of the Daily Value (DV) for niacin.

500 mg niacin (nicotinic acid), supplying 2,500% of the Daily Value (DV) for niacin.

750 mg niacin (nicotinic acid), supplying 3,750% of the Daily Value (DV) for niacin.

Each tablet also contains: hypromellose, hydrogenated vegetable oil, silicon dioxide, magnesium stearate, glyceryl behenate, Red 40.

UPSHER-SMITH

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