



**WHEN
HOT
FLASHES
FLARE...**



Diminish the heat with cooling relief

*You are your own woman. You work hard, play often,
think seriously, and love wholeheartedly.*

*While you accept menopause as a natural transition
in your life, you do not have time for symptoms
such as hot flashes.*

*When it comes to considering therapy for your symptoms,
you choose to make informed decisions. After all,
you live life on your own terms.*

Providing the lowest-dose estrogen gel

Divigel® is a new, once-daily topical gel that offers the lowest approved dose of estradiol (0.25 mg), compared to any other available gel or lotion estrogen product, to treat the most common bothersome symptom of menopause—hot flashes.¹⁻⁴

- ◆ With three dosing options, treatment can be tailored for you¹
- ◆ A refreshingly cool, smooth gel that is quick drying¹
- ◆ Smart packaging is easy to use, even while traveling, and provides a consistent amount of gel in each application¹
- ◆ FDA approved, safe, and effective¹

Please see enclosed Patient Information.



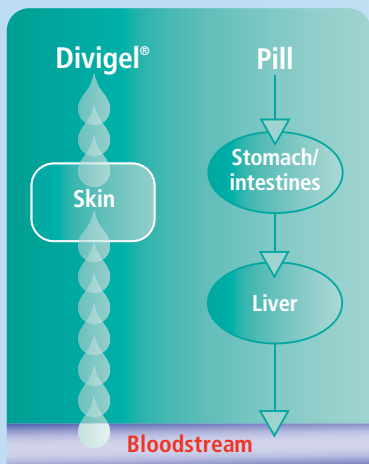
New 
Divigel[®]
(estradiol gel) **0.1%**

0.25 mg 0.5 mg 1 mg

Relief to the right degree

Designed to help you live more comfortably

- ◆ Proven to reduce the severity and frequency of hot flashes¹
- ◆ Contains estradiol—a synthetic estrogen derived from a plant source that is identical to the same hormone produced by women’s ovaries¹
- ◆ Divigel® is absorbed through your skin and goes directly into your bloodstream, so it can be delivered at lower doses than hormone pills¹



Divigel® offers the lowest approved estradiol dose, compared to any other available gel or lotion product, now available to treat your hot flashes¹⁻⁴

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Treatment tailored for your symptoms

Estrogen therapy should only be used at the lowest dose that will help, for the shortest time needed.^{1,5}

- ◆ Flexible dosing because one dose does not fit all women's needs
- ◆ Divigel® should be used once daily¹
- ◆ Divigel® offers three dosing options¹
 - 0.25 g/day (0.25 mg estradiol)
 - 0.5 g/day (0.5 mg estradiol)
 - 1.0 g/day (1.0 mg estradiol)
- ◆ You and your healthcare provider should talk regularly (every 3 to 6 months) about the dose you are taking and whether you still need treatment with Divigel®

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Appealing gel delivers a cool experience


- ◆ Divigel® is invisible and odorless when dry, for maximum discretion¹
- ◆ Very skin friendly—less than 1% of all the patients in a clinical trial experienced some form of irritation at the application site¹
- ◆ It's quick drying, so there is little waiting time before getting dressed!
 - Little risk of transfer to others¹
 - No sticky residue

*Divigel® travel compact
conveniently stores up to
14 foil packets*



*Perforated packets for
convenient, easy opening*

Please see enclosed Patient Information.



Simple to use, ready to go

Divigel® is supplied in individual-use foil packets.¹

- ◆ Single day's dosing ensures consistent levels of Divigel® over time¹
- ◆ No need to worry about measuring out a correct dose
- ◆ Packets are perforated for easy cutting or tearing
- ◆ Foil packets are discreet and easy to use while traveling
- ◆ Compared with all other gel and lotion estrogen therapy products, Divigel® requires a smaller amount of gel applied to a smaller area of skin¹⁻⁴



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Conveniently fits into your daily routine

Once-daily application tips

Preparation

- ◆ Wash and dry hands before use
- ◆ Cut or tear the foil packet
- ◆ Application area should be clean and dry



Application

- ◆ Apply Divigel® at about the same time each day
- ◆ Squeeze the entire contents of the packet onto the skin of the upper thigh (Alternate between your left and right thigh each day)
- ◆ Spread the gel on the upper thigh over an area about the size of a **5 x 7 photograph**



Please see enclosed Patient Information.



After use

- ◆ Dispose of the empty packet
- ◆ Wash hands immediately after use to remove any remaining gel
- ◆ Allow the gel to dry completely before dressing

In case you missed a dose

When is your next dose?	Instructions
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Less than 12 hours away	Wait and apply your normal dose the next day
More than 12 hours away	Apply the dose you missed and resume normal dosing the next day



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Sources for additional information

This list includes several organizations that provide information about women's health issues including menopause. The content provided by these organizations is meant for informational purposes only and should not replace a physician's medical advice.

💧 The American College of Obstetricians and Gynecologists
www.acog.com

💧 Food and Drug Administration
US Department of Health and Human Services
www.fda.gov


💧 National Institute on Aging
National Institutes of Health
www.nia.nih.gov

💧 National Women's Health Resource Center
www.healthywomen.org

💧 North American Menopause Society
www.menopause.org

💧 Office on Women's Health
US Department of Health and Human Services
www.4women.gov/owh

Please see enclosed Patient Information.



Health and menopause resources

Questions to ask your doctor

- ◆ What treatment options are available to treat my symptoms?
- ◆ If I choose estrogen therapy, what are the risks?
- ◆ What side effects might I experience?
- ◆ How long will I have to use estrogen therapy?
- ◆ What lifestyle changes can I make to reduce my symptoms?



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Important Safety Information for Patients

The following are not all the possible risks for Divigel®. Please read the full Patient Information leaflet and talk to your healthcare provider.

- Estrogens increase the chance of getting cancer of the uterus. Report any unusual vaginal bleeding right away while you are taking estrogens. Vaginal bleeding after menopause may be a warning sign of cancer of the uterus (womb). Your healthcare provider should check any unusual vaginal bleeding to find out the cause. In general, the addition of a progestin is recommended for women with a uterus to reduce the chance of getting cancer of the uterus.
- Do not use estrogens, with or without progestins, to prevent heart disease, heart attacks, or strokes. Using estrogens, with or without progestins, may increase your chance of getting heart attacks, strokes, breast cancer, and blood clots.
- Do not use estrogens, with or without progestins, to prevent dementia. Using estrogens, with or without progestins, may increase your risk of dementia.
- Do not use estrogen products, including Divigel®, if you have unusual vaginal bleeding, currently have or have had certain cancers, had a stroke or heart attack in the past year, currently have or have had blood clots, currently have or have had liver problems, are allergic to any Divigel® ingredients, or think you may be pregnant.
- The most common side effects for all estrogen products are headache, breast pain, irregular vaginal bleeding or spotting, stomach/abdominal cramps and bloating, nausea and vomiting, and hair loss. The less common but serious side effects include breast cancer, cancer of the uterus, stroke, heart attack, blood clots, dementia, gallbladder disease, and ovarian cancer.
- In Divigel® clinical trials, the most common side effects were inflammation of the nasal passages and pharynx, upper respiratory tract infection, vaginal yeast infection, breast tenderness and vaginal bleeding. Call your healthcare provider right away if you have any symptoms that concern you.
- Estrogen products should be used at the lowest dose possible for your treatment and only as long as needed. You and your healthcare provider should talk regularly about whether you still need treatment with Divigel®.
- For more information, call **1-800-654-2299** or visit **www.divigelus.com**.




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*For more information visit
www.divigelus.com*

References:

1. Divigel [package insert]. Minneapolis, MN: Upsher-Smith Laboratories, Inc; 2007.
2. Estrasorb [package insert]. East Brunswick, NJ: Esprit Pharma, Inc; 2007.
3. EstroGel [package insert]. Herndon, VA: Ascend Therapeutics, Inc; 2006.
4. Elestrin [package insert]. Lincolnshire, IL: BioSante Pharmaceuticals, Inc; 2007.
5. The North American Menopause Society. *Menopause Guidebook*. 6th ed. Cleveland, OH: The North American Menopause Society; 2006. <http://www.menopause.org/edumaterials/guidebook>. Accessed February 23, 2007.

Please see enclosed Patient Information.



1-800-654-2299 www.upsher-smith.com

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