

MY HEARTWISE PROGRAM™



Sample A. Sample
123 Main Sreet
Apt. 1234
Anytown, US 12345-6789

Dear Sample A. Sample:

Welcome to the My HeartWise Program from LIPITOR® (atorvastatin calcium) tablets. It's designed just for LIPITOR users and their families. And it's the first information program of it's kind. We hope you'll find it valuable.

The My HeartWise Program has been created to help you manage your heart health.

My name is Lisa Dieter and I've been a health educator for 25 years. My mission is to provide health information that helps patients better manage their health. I'm not a heart health expert. However, I'm here to help you *understand* the experts. I lead a team of health care professionals working to bring you information on heart health.

The My HeartWise Program is your source for important heart news and useful health information so you can:

- Separate fact from fiction. And learn how to develop good heart health habits with the My HeartWise Program Newsletter.
- Find out your risk for heart disease with the Heart Health Risk Assessor.
- Hear from other people taking LIPITOR.

Plus, soon you'll be receiving an interactive tool with tips and tactics to help improve communication with your health care providers.

(Please turn over for more important information.)

See why LIPITOR
is prescribed
more than any other
cholesterol-lowering drug.

Find out how LIPITOR
can lower your
cholesterol in as little
as 2 weeks.

Know how to build
healthy heart habits.



Find out more by visiting us online at www.myheartwise.com. Or call **1-888-LIPITOR** and speak with a Customer Care Rep. You'll see. The MyHeartWise Program is just one more way LIPITOR works to help you manage your heart health.

Warm regards,



Lisa Dieter
Health Educator

P.S. And don't forget to fill your prescription. Want us to remind you with free emails?
See how to enroll at www.myheartwise.com.

LIPITOR is a prescription drug. It is used in patients with multiple risk factors for heart disease such as family history, high blood pressure, age, low HDL or smoking, to reduce the risk of heart attack and stroke and, along with a low-fat diet, to lower cholesterol.

It is also used in patients with type 2 diabetes and at least one other risk factor for heart disease such as high blood pressure, smoking or complications of diabetes, including eye disease and protein in urine, to reduce the risk of heart attack and stroke.

LIPITOR is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant, or may become pregnant. If you take LIPITOR, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of serious muscle side effects. Tell your doctor about all the medicines you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before and during treatment and may adjust your dose. The most common side effects are gas, constipation, stomach pain, and heartburn. They tend to be mild and often go away.

Please see important additional information enclosed.



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LIPITOR ADHERENCE PROGRAM — **CONTACT 2** — LIP GEN 003224 — PE# LP268785A
WELCOME LETTER BACK — FLAT: 8.5" x 11" — FOLDED: 5.5" x 8.5"

THIS HAS BEEN PRINTED AT 100%