



Think positive, stay strong.

Have you ever noticed that some adults seem to age more gracefully than others?

It may be due to positive thinking. That's what a recent study from the American Psychological Association says. The study reports that yes, genetics and health do impact how you age. But positive thinking also plays a big role. The results show that positive thinking may help you feel young and stay active well into your senior years. It may also help you age less rapidly and have fewer health problems.

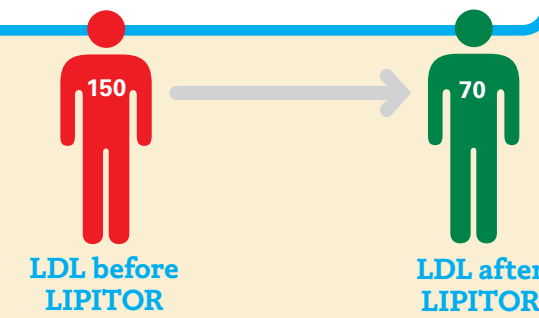
What's the key to thinking positive? Here are some tips to help you out:

- Focus on a thought that makes you feel good. Don't get stuck thinking about something that makes you feel bad.
- Look for reasons to be hopeful every day. Is it sunny out? Is there a fresh coat of snow on the ground? Did something good happen to someone in your family?
- Find ways to enjoy life. Plan to do something fun once in a while. It will give you something to look forward to.



You want results? Numbers don't lie.

To lower your cholesterol, take LIPITOR® (atorvastatin calcium) tablets along with diet and exercise. It's the leading medication to lower cholesterol¹ — a risk factor for heart disease. When it comes to LDL or "bad" cholesterol, LIPITOR can help. It can bring down LDL cholesterol by 39% to 60%.² That's a lot!



Whatever your cholesterol goal, LIPITOR can help.

LIPITOR can bring down total cholesterol by 29% to 45%.³ LIPITOR can lower triglycerides (a type of fat in the blood) 19% to 37%.⁴ And LIPITOR can raise HDL or "good" cholesterol by 9%.⁵ For more information on all the types of cholesterol, visit www.lipitor.com. Or check your LIPITOR Heart Health Guide, which you received from your doctor. It's a great way to find answers.

**Average effect depending on dose.*



Do's & Don'ts

Want to help your heart? LIPITOR can help. But only if you take it as prescribed by your health care provider. Here are some things to keep in mind:

- LIPITOR will stop working if you stop taking it. So think ahead. Fill your prescription ahead of time if you're going on vacation. Don't miss a day.
- You can take LIPITOR at any time of the day, with or without food. With breakfast. At dinner. During your favorite show. Just remember to take it at the same time every day.
- Don't crush or split LIPITOR.
- You can take LIPITOR with any type of food. Do try to stick to a low-fat diet and try to stay active. It all helps!

LIPITOR® (atorvastatin calcium) tablets 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.

MY HEARTWISE PROGRAM™



Here's how to get started to learn about heart health.

LIPITOR
atorvastatin calcium
EaL-1010

If at any time you wish to stop getting information from LIPITOR® (atorvastatin calcium) tablets, please let us know by calling us toll free at 1-888-460-9076.

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LIPITOR ADHERENCE PROGRAM — **CONTACT 2 NEWSLETTER**
LIP GEN 003224 — PE# LP268785C
OUTSIDE SPREAD — FLAT: 11" x 25.25" — FOLDED: 5.5" x 8.5"

THIS HAS BEEN PRINTED AT 65%

Getting started



In talking with patients over the years, I know that getting started is always the toughest part. That's where the My HeartWise Program comes in. In this issue, you'll find lots of useful tips and advice on how to make heart health a part of your everyday life. The first step is filling your LIPITOR® (atorvastatin calcium) tablets prescription — and remembering to take it every day. For instance, make it a morning ritual like brushing your teeth.

Good heart health is more than just taking a pill every day. You need the right balance of exercise, diet, and medicine. That's why we've included some helpful tips about developing good habits. Plus, handy reminder stickers so you don't forget your next doctor's appointment. You'll also find a great tool that will help you understand your risk for heart disease. And how LIPITOR can be part of a heart health program.

Lisa Dieter

Lisa Dieter, Health Educator

LIPITOR's My HeartWise Program™

The My HeartWise Program has great tools, resources, and services for LIPITOR users.

- **Health Info:** Visit www.lipitor.com to get more information about cholesterol and heart health.
- **Email Reminders:** Sign up at www.myheartwise.com for free online reminders. Great for doctors' appointments and prescription refills.
- **Live Operator Hotline:** Got questions? Speak to a Customer Care Rep. at 1-888-LIPITOR (1-888-547-4867) M-F, 8 AM - 8 PM, EST.
- **Pfizer Helpful Answers:** Uninsured? Need help paying for medicine? Pfizer has programs that can help, no matter your age or income. Call 1-866-706-2400. Or visit www.pfizerhelpfulanswers.com.

Look for these handy symbols:

- Useful heart health news, facts, and information.
- New and unexpected ideas.
- Additional support and other smart tools.



Why LIPITOR?

Doctors prescribe LIPITOR more than the next most prescribed cholesterol-lowering drug. In fact, it's prescribed more than any other cholesterol-lowering medication worldwide.¹

LIPITOR can reduce the risk of heart attack or stroke in people who don't have heart disease yet; but have risk factors for heart disease such as:

- age • smoking • high blood pressure
- low HDL or "good" cholesterol • heart disease in the family

It also has a proven safety profile. Over 400 ongoing and completed clinical trials support LIPITOR's safety and effectiveness.

LIPITOR offers plenty of support. Such as the My HeartWise Program. Just stick with it.

Reference. 1. National Prescription Audit Plus 7™ data, IMS Health; 2003.



Cardiologists surveyed were 3 times more likely to prescribe LIPITOR to a family member than the next leading cholesterol-lowering medication.*

*Results are based on subjects of 2 national, random surveys of 597 and 598 physicians representative of the AMA master file, conducted by Harris Interactive Inc from Nov. 17, 2003, through Jan. 9, 2004, and from Apr. 25, 2005 through June 17, 2005.

Please see important additional information enclosed.



“High cholesterol. Me? I didn't believe my doctor.”



Patient Dramatization

This is the story of a new LIPITOR user. To read more from other people taking LIPITOR, visit www.myheartwise.com.

When my doctor said I needed LIPITOR for my heart, I couldn't believe it. I'm only 55. I'm not old yet. I'm pretty active. I own a hardware store. I'm always climbing ladders. Lifting boxes. Yes, I do love a good burger with fries, but I'm not really overweight. But then my doctor reminded me about my family history. My dad had a stroke at 62.

But still, I didn't fill the prescription. At my next doctor's visit, my doc laid it out for me. I need to take it for my heart. So for the past 10 mornings, I've taken LIPITOR with my daily glass of orange juice. It's not so hard. And I don't feel any different. My wife says "In no time, you won't even think about having to take it."



Make it a hard habit to break.

LIPITOR will only work as long as you take it. Every day. At the same time each day. To help remember, here are a few tips:

- Keep your LIPITOR next to your toothbrush. When you're done brushing, take your LIPITOR.



- Eat breakfast every morning? Take your LIPITOR then. Keep it next to your cereal bowl.
- If you sit down each evening to watch the news, take your LIPITOR then. Keep it next to your TV remote.
- If you forget to take a dose, take it as soon as you can. But if it's almost time for your next dose, skip the missed dose and go back to your regular schedule. Do not take a double dose.

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Please see important additional information enclosed.



Your heart: Fact vs Fiction

People assume heart disease comes with warning signs.

Fact: Most people who have heart disease don't have symptoms.

Here's the fact that you should remember:

LIPITOR® (atorvastatin calcium) tablets is proven to help reduce your risk of heart attack by 36% if you have multiple risk factors for heart disease.

That is if you don't have heart disease yet but have other risk factors such as:

- age • smoking • high blood pressure
- low HDL or "good" cholesterol • heart disease in the family

Of course, high cholesterol is a big risk factor, too. The more risk factors you have, the greater your chances of having a heart-related issue.

To find out your risk, check the Risk Assessor enclosed. You can also take it with you the next time you visit your health care provider.

If you find you are at risk for heart attack, LIPITOR can help. To find out more, visit www.lipitor.com. Or call 1-888-LIPITOR (1-888-547-4867) M-F, 8 AM - 8 PM, EST. And speak to a Customer Care Representative.



The Human Heart

be in control

Ask the tough questions here.

Why do I have to take LIPITOR every day?

That's just the way LIPITOR is designed to work. You need to take a certain dose of LIPITOR each day. That's what makes your cholesterol come down. Don't miss a dose. If you do, LIPITOR won't work the way you need it to.

What about side effects?

In a large study, most people tolerated LIPITOR. More than 98% did not have side effects that stopped them from taking their medication.

Some people notice mild side effects in the first few weeks of starting a new prescription. That's because sometimes your body needs to adjust to a new medication. Mild side effects most common to LIPITOR are gas, constipation, stomach pain, and heartburn. These usually go away within a few weeks. If you notice anything more serious, like muscle pain or weakness, make sure to call your doctor right away.

Please see important additional information enclosed.

