



What has LIPITOR done for you lately?

LIPITOR® (atorvastatin calcium) tablets has a positive effect on all your cholesterol numbers. These include your total cholesterol number. Your LDL or "bad cholesterol" number. As well as your triglycerides, a type of fat in your blood. And your HDL or "good cholesterol" number. Here's an example of how hard LIPITOR works on all these numbers.



To see just how much LIPITOR can affect your numbers, see the Results Tool that came in this package of materials. It shows you what your total and LDL cholesterol levels might be after taking LIPITOR. It's a preview of the good results LIPITOR may give you. And that's a great reason to stick with it!

For more information on all the different types of cholesterol, see your LIPITOR Heart Health Guide that your health care provider may have given you. Or visit www.lipitor.com. You can also find out what healthy cholesterol numbers are. Or you can call 1-888-LIPITOR to speak to a Customer Care Rep if you have more questions. **These are great resources right at your fingertips!**

**Average effect depending on dose.*



Believe it or not, it may already be working!

LIPITOR starts working in as little as 2 weeks. Yes, it's true! That's all it takes to start lowering your cholesterol. LIPITOR works fast and keeps working. As long as you take it daily.

Even though you can't feel it, you'll see proof soon. Just as soon as you get your blood checked.

So keep at it — and keep knocking your numbers down!

Please see important additional information enclosed.



“I want proof that this stuff is working.”

Patient Dramatization

It's week 4 for our LIPITOR user. For other LIPITOR users' stories visit www.myheartwise.com

Yesterday I was talking with my brother. I realized I've been taking LIPITOR® (atorvastatin calcium) tablets for 4 WEEKS. I've never taken medicine for this long. Next visit, I want to know if it's doing me any good. And how long I need to take it. I did skip a few days by accident. Hope that isn't a big deal.

I don't feel any different. But then again, I didn't feel bad even though my cholesterol was pretty high (over 250 according to the doctor). Funny how something that doesn't make you feel sick can be so serious. But I guess when it comes to your heart, everything is serious.

Now I want to know if it's working. It's like being on a diet and not having a scale. I want to know how I'm doing.

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.



Want info? Guess what? It's at your fingertips.

MY HEARTWISE PROGRAM™

LIPITOR
atorvastatin calcium
10/20/05

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 3 NEWSLETTER**
LIP GEN 003224 — PE# LP268808B
OUTSIDE SPREAD — FLAT: 11" x 25.25" — FOLDED: 5.5" x 8.5"

THIS HAS BEEN REDUCED TO 65%

Getting results



Many patients don't understand how to know if and when LIPITOR® (atorvastatin calcium) tablets are working. Because they don't feel any differently. In this issue of the My HeartWise Program you'll find out how to get the results you want. You'll also see how LIPITOR, along with diet and exercise, lowers your bad cholesterol. And how fast it works.

Most of all, you'll find out how important it is to listen to your health care provider. And to keep your prescription filled. You won't get results if you stop taking LIPITOR. So take advantage of the enclosed Results Tool. See exactly why it's so important to stick with LIPITOR. Read on. You owe it to your heart.

Lisa Dieter

Lisa Dieter, Health Educator



High cholesterol. What's it really doing?

How does LIPITOR really do it? How is it working? Here's what you should know.

LIPITOR's job is to reduce the amount of cholesterol being made by your body. And to stop more from building up in your arteries. Clogged arteries make it hard for blood to get to your heart. (See the pictures on the right.)

And how does LIPITOR stop more cholesterol from being made? LIPITOR, like many medicines, works in your liver. Your liver is responsible for making a lot of the cholesterol in your body.

Just so you know — about 80% of your total cholesterol is made by your body. The other 20% comes from what you eat. That's why most people need to add LIPITOR to a healthy diet and exercise plan to lower their cholesterol.

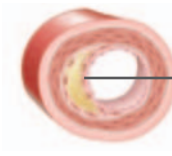
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helpful answers™ **Uninsured? Need help paying for medicine?**

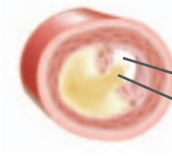
Pfizer has programs that can help, no matter your age or income. You may even qualify for free Pfizer medicines. **Call 1-866-706-2400.** Or visit www.pfizerhelpfulanswers.com.



Inside a healthy artery



Inside an unhealthy artery
plaque buildup



Inside an artery with ruptured plaque
reduces blood flow
ruptured plaque enters blood stream



Inside a blocked artery
blood clot forms around
rupture and blocks artery

To see an example of how LIPITOR works in your body, visit www.lipitor.com. Or, if you have more questions, feel free to talk to a Customer Care Rep. **The number is 1-888-LIPITOR.** (M-F, 8 AM - 8 PM, EST.)

Look for these handy symbols throughout this newsletter:



Useful heart health news, facts, and information.



New and unexpected ideas.



Additional support and other smart tools.



Ask the tough questions here.

How will I know if LIPITOR is working?

You won't really know until you get your cholesterol checked. Most doctors check your progress after 3 months. There are home cholesterol test kits you can buy. Just keep in mind that they don't take the place of a visit to your health care provider. The best thing to do is keep taking your medication every day. If you stop taking LIPITOR because you don't feel any different, your cholesterol may not stay down.

If I miss a weekend, do I have to start over?

Nope. Just take it when you remember. But don't take more than 1 dose in a given day. You won't be starting over if you forget to take it. Or lose the positive effects that LIPITOR is having on your heart. The important thing is to stick with it. Take it every day, as prescribed by your doctor. That's the way to get the results you're looking for.

Dark chocolate and the virtues of life's little vices.

A study published in the *American Journal of Clinical Nutrition* has news for chocoholics with high cholesterol. Dark chocolate, in moderation, may lower your "bad" LDL cholesterol.

Why dark chocolate? It has fewer additives than milk chocolate. Additives like trans fats. So now you can satisfy your sweet tooth without raising your cholesterol. **Now that's good news!**

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Vicki Maxwell

“ I'm 41 and always thought I was pretty healthy. But even eating healthy wasn't enough for me.

My cholesterol was at 220, and because heart disease runs in my family, I was worried about increased risk. I started taking LIPITOR and within 6 months my cholesterol number came down to 139.

LIPITOR and diet combined has been a great solution for me.”

— Vicki Maxwell, Kansas



Your heart: Facts vs Fiction

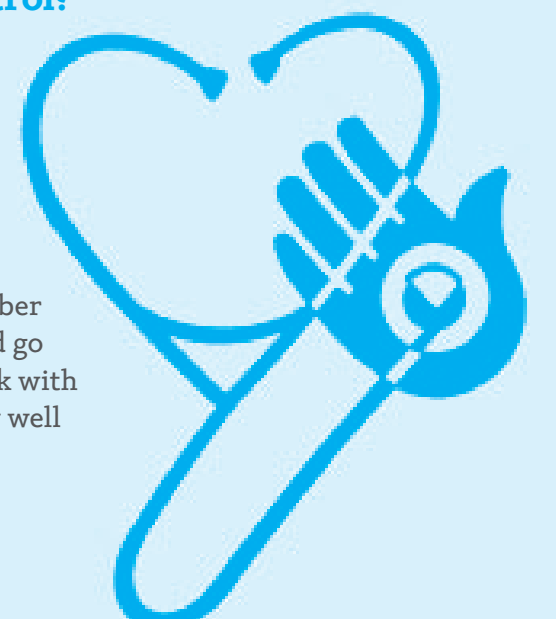
High cholesterol will take years to get under control? Not if you take your LIPITOR.

The cholesterol in your body has been building up for a while. As early as your teens. So you're probably thinking it will take just as long to bring it under control. The good news is, it doesn't. LIPITOR® (atorvastatin calcium) tablets work fast. Really fast.

It starts working within the first few weeks of taking it. But remember that LIPITOR only works as long as you take it. Your numbers could go back up just as fast as they came down, if you stop taking it. So stick with it! Be sure to visit your health care provider to find out exactly how well you're doing.

See how low your numbers could be with LIPITOR. Check out the Results Tool that came with this newsletter. 

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the truth

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