

**VTAMA**<sup>®</sup>  
(tapinarof) cream 1%

**STRONG  
ENOUGH  
FOR MOM**

**SAFE  
ENOUGH  
FOR HER  
SON TOO**



**For eczema\* in adults and  
children as young as 2  
years old.**

\*atopic dermatitis

Not actual patients/caregiver.

The most common adverse reactions (incidence  $\geq 1\%$ ) in patients with atopic dermatitis treated with VTAMA cream were upper respiratory tract infection, red raised bumps around the hair pores (folliculitis), lower respiratory tract infection, headache, asthma, vomiting, ear infection, pain in extremity, and stomach-area (abdominal) pain.

Please see last page for full safety information.



# VTAMA CREAM PROVIDES THE STRENGTH YOU NEED WITH THE SAFETY YOU DESERVE.

Not actual patients/caregiver.

## DISCOVER VTAMA CREAM

- ▶ What is eczema?
- ▶ What should I expect if I use VTAMA cream?
- ▶ How do I apply VTAMA cream?
- ▶ What is VTAMA cream?

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[www.VTAMA.com](http://www.VTAMA.com)

### What is Eczema?

Eczema, or atopic dermatitis, is inflammation of the skin characterized by dry, itchy, inflamed skin and unpredictable flares.

**85% of children with eczema show their first symptoms before 5 years of age.**

Over 26 million Americans have eczema—9.6 million are children. It most commonly appears as dry, itchy patches on the face or neck and in the folds of elbows or knees.

# WHY VTAMA CREAM

**VTAMA cream may help you or your child with eczema achieve clearer skin, with itch relief as early as Day 2 reported in the pivotal studies by some patients.**



**VTAMA cream is a prescription topical treatment approved for eczema in patients as young as 2 years old.**

## Powerful skin clearance

In clinical studies, up to 46% of patients using VTAMA cream achieved clear or almost clear skin compared to 18% of patients using cream with no active ingredient in 8 weeks.

## Rapid itch relief

Itch relief as early as Day 2 was reported in the pivotal studies by some patients.

## Safe and well tolerated

VTAMA cream is safe to use on all affected sensitive skin areas\* and is **safe for patients as young as 2 years old.**

\*Do not use VTAMA cream in your eyes, mouth, or vagina.

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Ask your doctor if VTAMA cream may be right for you.

**The active ingredient in VTAMA cream, tapinarof, helps strengthen and repair your skin's natural barrier and decreases inflammation.**

Here's how tapinarof (the active ingredient in VTAMA cream) supports healthy skin function:

There are receptors in your skin called aryl hydrocarbon receptors (AhR for short), and they play an important role in regulating your skin. But when you have eczema, your skin's natural barrier is weakened and there is increased inflammation in your skin. Tapinarof helps fix the weak areas by supporting AhR. The specific way in which VTAMA cream works in eczema is unknown.

▶ **Skin barrier restoration:** Tapinarof acts to boost skin barrier proteins and works to keep them at normal levels, as seen in studies of skin outside of the body.

Skin barrier proteins are essential proteins for the correct formation and function of the skin barrier. They're very important to the function of healthy skin, but are found to not work as well in eczema.

▶ **Decreases inflammation:** Tapinarof reduces the activity of cells in the skin that cause inflammation, as seen in studies of mice and skin outside of the body.

▶ **Boosts antioxidants:** Tapinarof increases your antioxidant activity, which decreases oxidative stress in your skin, as demonstrated in skin studies outside of the body.

## BEFORE AND AFTER

See the skin-clearing results from real patients with eczema who used once-daily, steroid-free VTAMA cream in clinical studies. The photos represent one area of individual patients treated with VTAMA cream during the clinical trials. Individual results may vary.

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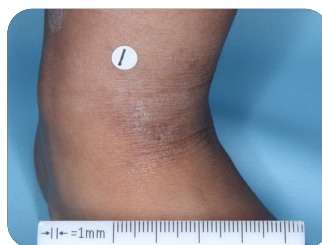
### Patient: 1032-009, Age 3, Ankle



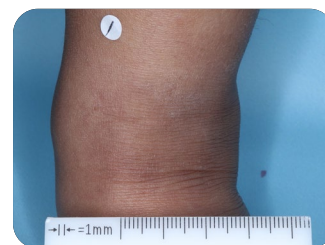
Baseline



Week 2



Week 4

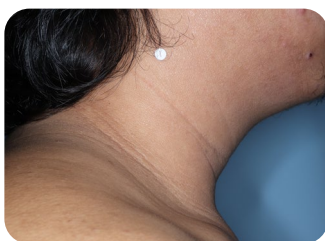


Week 8

### Patient: 2005-016, Age 17, Face & Neck



Baseline



Week 2



Week 4



Week 8

### Patient: 2005-007, Age 4, Back



Baseline



Week 2



Week 4



Week 8



# HOW TO USE VTAMA CREAM

- ▶ Use VTAMA cream exactly as your doctor tells you to use it.
- ▶ Apply a thin layer of VTAMA cream only to your eczema **once daily**. Hold the tube upright when dispensing cream.
- ▶ Avoid applying to unaffected areas of your skin.
- ▶ Wash your hands after applying, unless you are using it to treat your hands.
- ▶ If someone else applies VTAMA cream for you, they should wash their hands after application.
- ▶ Talk with your healthcare provider if you have questions about how to use VTAMA cream with moisturizers or cosmetic products.

**Once you get to clear, you have the option to stop using VTAMA cream. Patients treated with VTAMA cream from the clinical trials who achieved clear skin saw an average of approximately 80 consecutive treatment-free days during their first treatment-free interval and began using treatment again when their skin was no longer clear or almost clear.**

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Not actual patients/caregiver.



## Where can I apply VTAMA cream?

VTAMA cream is for use on affected skin (topical use) only. VTAMA cream can be used **on affected sensitive skin**, like your face and neck, armpits, chest/breast, groin, and genitals.\*

\*Do not use VTAMA cream in your eyes, mouth, or vagina.

**Ask your healthcare provider if  
VTAMA cream is right for you.**

Not actual patients/caregiver

# SAFE AND WELL TOLERATED, EVEN ON SENSITIVE SKIN AREAS

**VTAMA cream is a water-based cream!** In a patient satisfaction survey, from a pivotal study, 98% of patients and caregivers felt it was easy to apply, 90% felt it absorbed quickly, and 90% said that it wasn't greasy.

**Ask your healthcare provider if  
VTAMA cream is right for you.**

## **VTAMA cream is safe:**

- Works locally in the skin, with almost none getting through to other parts of the body
- No restrictions on location of use on affected skin areas\*

## **And well tolerated:**

- No-to-minimal stinging and burning
- It can even be used on affected sensitive skin areas like the face, neck, and skin folds\*

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## BECOME A VIP FOR CLEARER SKIN. SIGN UP TODAY.

Gain access to a wealth of resources tailored to help you manage your eczema effectively and confidently.

Visit [VTAMA.com](https://vtama.com) or text "VIP" to 32504 to get started

## HOW SHOULD I STORE VTAMA CREAM?

- Store VTAMA cream at room temperature, between 68°F to 77°F (20°C to 25°C).
- Do not freeze VTAMA cream.
- Protect VTAMA cream from exposure to excessive heat.
- Keep VTAMA cream and all medicines out of the reach of children.



## IMPORTANT INFORMATION ABOUT

### VTAMA® (Vee-TAM-uh) (tapinarof) cream, 1%



#### BRIEF SUMMARY

This summary contains important information about VTAMA cream. It is not meant to take the place of your doctor's instructions. Read this information carefully before you start using VTAMA cream. Ask your doctor or pharmacist if you do not understand any of this information or if you want to know more about VTAMA cream. For full Prescribing Information and Patient Information, please see the package insert.

#### WHAT IS VTAMA CREAM?

VTAMA cream is a prescription medicine used on the skin (topical) to treat:

- Plaque psoriasis in adults.
- Atopic dermatitis in adults and children 2 years of age and older.

It is not known if VTAMA cream is safe and effective for the topical treatment of plaque psoriasis in children.

It is not known if VTAMA cream is safe and effective for the topical treatment of atopic dermatitis in children under 2 years of age.

**Do not use VTAMA cream** for a condition for which it was not prescribed. Do not give VTAMA cream to other people, even if they have the same symptoms you have. It may harm them.

**Important: VTAMA cream is for use on the skin (topical use) only.** Do not use VTAMA cream in your eyes, mouth, or vagina.

#### WHAT SHOULD I TELL MY DOCTOR BEFORE USING VTAMA CREAM?

Before you use VTAMA cream tell your doctor about all of your medical conditions, including if you:

- Are pregnant or plan to become pregnant. It is not known if VTAMA cream will harm your unborn baby; and/or
- Are breastfeeding or plan to breastfeed. It is not known if VTAMA cream passes into your breast milk. Talk to your doctor about the best way to feed your baby during treatment with VTAMA cream.

**Tell your doctor about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

#### HOW SHOULD I USE VTAMA CREAM?

- Use VTAMA cream exactly as your doctor tells you to use it.
- Apply a thin layer of VTAMA cream only to the affected skin areas **one (1) time a day**. Avoid applying VTAMA cream to unaffected areas of your skin.
- Wash your hands after application, unless VTAMA cream is for treatment of your hands.
- If someone else applies VTAMA cream for you, they should wash their hands after application.

#### WHAT ARE THE POSSIBLE SIDE EFFECTS OF VTAMA CREAM?

The most common side effects in people treated for plaque psoriasis include red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

The most common side effects in people treated for atopic dermatitis include upper and lower respiratory tract infections, red raised bumps around the hair pores (folliculitis), headache, asthma, vomiting, ear infection, pain in extremity, and stomach-area (abdominal) pain.

VTAMA cream can also cause skin reactions at the treatment site. Tell your healthcare provider if you have itching, irritation, pain, redness, burning, or changes in skin color at the treatment site.

These are not all the possible side effects of VTAMA cream. Call your doctor for medical advice about side effects.

You are encouraged to report negative side effects of prescription drugs to the FDA at [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call **1-800-FDA-1088**.

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#### WHAT ARE THE INGREDIENTS IN VTAMA CREAM?

**Active ingredient:** tapinarof

**Inactive ingredients:** benzoic acid, butylated hydroxytoluene, citric acid monohydrate, diethylene glycol monoethyl ether, edetate disodium, emulsifying wax, medium-chain triglycerides, polyoxyl 2 stearyl ether, polyoxyl 20 stearyl ether, polysorbate 80, propylene glycol, purified water, and sodium citrate dihydrate.





## SUPPORT AND SAVINGS

The cost of VTAMA cream will vary depending on several factors, including the type or level of insurance you have. **Eligible commercially insured patients may pay as little as \$0.\***



\*Eligibility required. This offer is invalid for patients whose prescription claims are eligible to be reimbursed, in whole or in part, by any governmental program.

### IMPORTANT SAFETY INFORMATION

**Indications:** VTAMA® (tapinarof) cream, 1% is an aryl hydrocarbon receptor agonist indicated for:

- the topical treatment of plaque psoriasis in adults.
- the topical treatment of atopic dermatitis in adults and pediatric patients 2 years of age and older.

**Adverse Events:** In plaque psoriasis, the most common adverse reactions (incidence  $\geq 1\%$ ) were: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation, including itching and redness, peeling, burning, or stinging (contact dermatitis), headache, itching (pruritus), and flu (influenza).

**Adverse Events:** In atopic dermatitis, the most common adverse reactions (incidence  $\geq 1\%$ ) were: upper respiratory tract infection, red raised bumps around the hair pores (folliculitis), lower respiratory tract infection, headache, asthma, vomiting, ear infection, pain in extremity, and stomach-area (abdominal) pain.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

Please read the [Prescribing and Patient Information](#) for VTAMA cream and discuss it with your doctor.