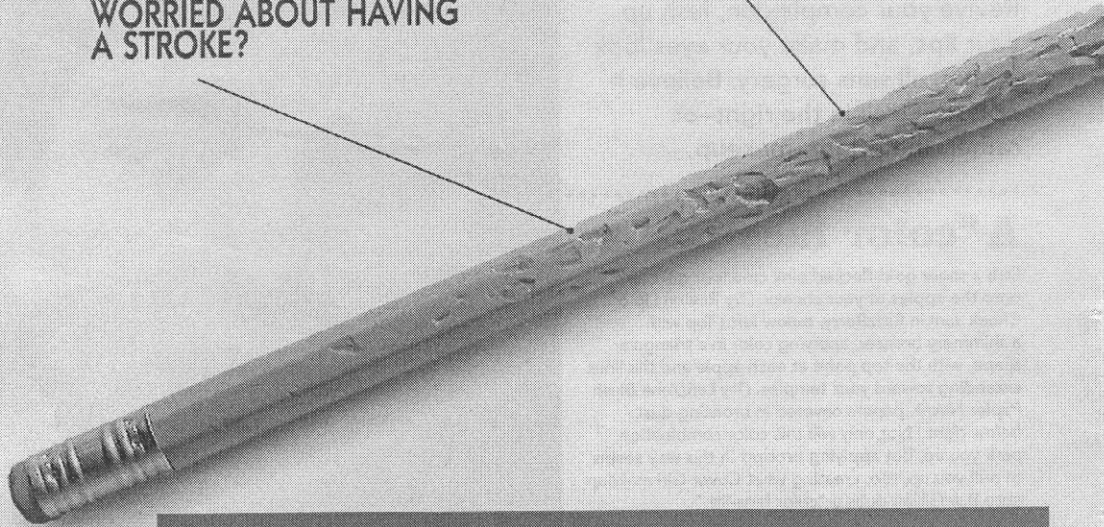


WORRIED ABOUT HAVING  
A HEART ATTACK?

WORRIED ABOUT HAVING  
A STROKE?



**PRAVACHOL IS THE ONLY CHOLESTEROL LOWERING DRUG  
PROVEN TO HELP PROTECT AGAINST  
1<sup>st</sup> AND 2<sup>nd</sup> HEART ATTACK AND STROKE.**


**IMPORTANT CONSIDERATIONS:**

Pravachol® (pravastatin sodium), a prescription drug, is not for everyone, including women who are pregnant or nursing or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.

Ask your doctor if Pravachol is right for you.

Please see product information following this advertisement.

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

# WORRIED ABOUT LOWERING YOUR CHOLESTEROL NUMBERS?

## CHECK THE FACTS.

If you've tried diet and exercise for 3 months or more, and your cholesterol numbers haven't come down enough, you're not alone.

In a study of patients with high cholesterol, fewer than 35% of those treated with diet and exercise were able to meet their cholesterol goals.\*

### **1** How do I know when I should ask my doctor about a cholesterol lowering drug?

The National Cholesterol Education Program states your doctor should consider adding a cholesterol lowering drug if your total cholesterol is still over 200 mg/dL and any of the following apply to you:

- you smoke
- are overweight
- have heart disease
- have diabetes
- are a man over 45 or a woman over 55
- have a family history of early heart disease

Pravachol® (pravastatin sodium) doesn't just lower your cholesterol numbers, it lowers your risk of having a heart attack or stroke to help you live a longer, healthier life.

### **2** If I need a cholesterol lowering drug, why Pravachol?

High cholesterol puts you at risk for heart disease. Landmark clinical studies, involving 19,592 people, show that Pravachol (pravastatin sodium) along with a healthy diet is the only cholesterol lowering drug proven to help prevent both 1st and 2nd heart attack and stroke in people with high cholesterol or heart disease. And you should know, doctors have prescribed Pravachol more than 72 million times in the past 11 years.

### **3** Don't all cholesterol lowering drugs claim they have proof?

Not all cholesterol lowering drugs are proven to help prevent heart attacks and strokes. In fact, while the leading brand<sup>†</sup> effectively lowers cholesterol, its ads admit that it has not been proven to help prevent heart disease or heart attacks.

### **4** Now I've got the facts. What's my next step?

If you've tried diet and exercise and your cholesterol is still too high, call your doctor today and ask if Pravachol is right for you. For more information about Pravachol, log onto [www.pravachol.com](http://www.pravachol.com).

PRIVACHOL®  
pravastatin sodium 40 mg tablets

\*Pearson, *Arch Intern Med.* 2000; 160:459-467.

†Leading brand is the number one prescribed brand of cholesterol lowering medication in the U.S., according to IMS National Prescription Audit, week of 8/19/02.

D3-K0118

# PRAVACHOL<sup>®</sup>

## (pravastatin sodium) Tablets

Rx only

*Read Summary of Prescribing Information for complete prescribing information.*  
*Preserve recent prescribing information.*

**CONTRAINDICATIONS:** Hypersensitivity to any component of this medication. Active liver disease or unexplained persistent elevations in liver function tests. **WARNINGS:** Pregnancy and lactation precautions for this drug are discussed under PRECAUTIONS. Pravastatin sodium may have a direct effect on the fetus. The fetus may be exposed to pravastatin sodium during pregnancy. The effect of pravastatin sodium on the fetus is unknown. Other products of cholesterol biosynthesis and/or essential components for fetal development (including sterols, hormones, and cell membrane components) are synthesized from cholesterol. Pravastatin sodium may decrease the synthesis of these products. Pravastatin sodium may also decrease the synthesis of other biologically active substances derived from cholesterol. They are contraindicated in women of childbearing age only when used patients are highly likely to conceive and have been informed of the potential hazards. If the patient becomes pregnant while taking this medication, the patient should be discontinued immediately and the patient apprised of the potential hazard to the fetus. See **PRECAUTIONS: Pregnancy.**

**WARNINGS: Liver Enzymes.** HMG-CoA reductase inhibitors, like some other lipid-lowering therapies, have been associated with uncommon but serious elevations of liver function in three long-term (4.5-5.9 years), placebo-controlled clinical trials (WOSC, LIPID, CARE; see **CLINICAL PHARMACOLOGY: Clinical Studies**, 19, 29, and 30). In the WOSC study, patients were exposed to pravastatin or placebo. In an analysis of serum transaminase values (ALT, AST), incidences of marked abnormalities were compared between the pravastatin and placebo treatment groups; a marked abnormality was defined as a post-treatment test value greater than or equal to the upper limit of normal. In both treatment groups, overall clinical experience showed that liver function test abnormalities observed during clinical therapy were usually asymptomatic, not associated with cholestasis, and did not appear to be related to treatment duration. It is recommended that liver function tests be performed prior to the initiation of therapy, prior to the elevation of the test to a value above the upper limit of normal, and at periodic intervals. In patients with abnormal baseline laboratory values, active liver disease or alcoholism (see **CONTRAINDICATIONS**), caution should be exercised when pravastatin is administered to patients who have a recent history of liver disease, have symptoms that may suggest liver disease (e.g., fatigue, anorexia, abdominal discomfort, jaundice), or if heavy usage of alcohol (see **CLINICAL PHARMACOLOGY: Pharmacokinetics/Metabolism**). Such patients should be closely monitored. Abnormalities of the liver and of the coagulation system should be reported to the physician and attention should be given to the possibility of a causal relationship. Pravastatin sodium should be discontinued if a patient develops symptoms of liver dysfunction or if laboratory values indicate liver dysfunction. In patients with normal liver test values, hepatotoxicity should be considered in any patient with unexplained persistent elevations of liver function tests and/or symptoms. In patients with normal liver test values, hepatotoxicity should be considered in any patient with unexplained persistent elevations of liver function tests and/or symptoms. In patients with normal liver test values, hepatotoxicity should be considered in any patient with unexplained persistent elevations of liver function tests and/or symptoms.

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Worried about something?

HEART ATTACK

HIGH CHOLESTEROL

STROKE

HIGH CHOLESTEROL

CHOLESTEROL  
CHOLESTEROL

HEART ATTACK

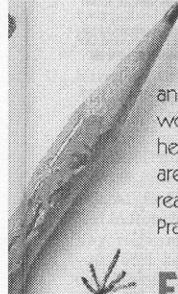
S  
STROKE  
R  
STROKE  
K  
E

TOTAL 230  
LDL - 150



# MAYBE IT'S TIME TO LEARN THE FACTS.

## PRAVACHOL IS THE ONLY CHOLESTEROL LOWERING DRUG PROVEN TO HELP PROTECT AGAINST 1<sup>st</sup> AND 2<sup>nd</sup> HEART ATTACK AND STROKE.



If you have high cholesterol or heart disease, and diet and exercise are not enough, it's no wonder you're worried. High cholesterol and heart disease often go hand-in-hand, but there are steps you can take to reduce your risk. So read on and ask your doctor about adding Pravachol to help protect your heart.



### FACT 1:

#### Salads and sit-ups don't always help.

In fact, 2 out of 3 people with high cholesterol are unable to reach their goals with diet and exercise alone.

### FACT 2:

#### Pravachol lowers more than just cholesterol.

Pravachol not only lowers cholesterol, it also helps protect your heart. In fact, Pravachol is the only cholesterol lowering drug proven to help prevent both 1st and 2nd heart attack and stroke in people with high cholesterol or heart disease.

### FACT 3:

#### Not all cholesterol lowering drugs are proven to reduce risk.

The leading brand<sup>1</sup> even admits in its advertising that while it effectively lowers cholesterol, it has not been shown to prevent heart disease or heart attacks.

### FACT 4:

#### The numbers add up.

Pravachol is the most widely studied drug of its kind. In 4 large clinical studies, involving over 25,000 people, Pravachol was proven to significantly reduce the risk of heart attack and stroke. And doctors have prescribed Pravachol over 73 million times in the past 11 years.

#### IMPORTANT CONSIDERATIONS:

Pravachol® (pravastatin sodium), a prescription drug, is not for everyone, including women who are pregnant or nursing or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.


Ask your doctor if Pravachol is right for you.  
Please see product information following this advertisement.



**PRAVACHOL**<sup>®</sup>  
pravastatin sodium 10 mg  
tablets

<sup>1</sup>The leading brand is the number one prescribed brand of cholesterol lowering medication in the U.S., according to IMS National Prescription Audit, Feb. 2003.

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D3-K0127

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



# IMPORTANT NEWS FOR LOUISIANA MEDICAID

PRAVACHOL® (pravastatin sodium) NOW AVAILABLE ON PREFERRED DRUG LIST-PDL.

## PRAVACHOL 40 mg—THE ONLY RECOMMENDED STARTING DOSE<sup>1\*</sup>

**Meet NCEP<sup>†</sup> Goal<sup>1,2‡</sup>**  
**Borderline-high Cholesterol**  
(LDL-C 130-159 mg/dL<sup>§</sup>)

Proven efficacy to lower  
LDL-C by 34%<sup>||</sup>

**>90%**  
of these patients only  
require  $\leq 30\%$  LDL-C  
reduction for goal<sup>3</sup>

**Deliver Powerful CV Protection**  
**Patients With Diabetes**  
and borderline-high LDL-C

Proven efficacy to:

reduce the relative  
risk of CV events  
in CARE by  
**25%**<sup>4</sup>

PRAVACHOL, n = 81/282; placebo, n = 112/304

In addition to diet, when diet and exercise are not enough, in patients with elevated cholesterol or CHD

## PRAVACHOL 40 mg—THE ONLY STATIN PROVEN TO:

Help prevent both first/recurrent MI and stroke and<sup>1,5-7;</sup>

- Lower LDL-C and triglycerides; raise HDL-C<sup>1||</sup>
- Slow progression of atherosclerosis<sup>1</sup>
- Reduce need for angioplasty and bypass surgery<sup>5,6</sup>

## PRAVACHOL 40 mg—REDUCED RISK FOR DDIs

- Not metabolized by CYP450 system to a clinically significant extent<sup>1</sup>
- CYP450 3A4 metabolizes more than 50% of drugs prescribed<sup>8</sup>
- The risk of myopathy during treatment with another HMG-CoA reductase inhibitor is increased with concurrent therapy with erythromycin, cyclosporine, niacin, or fibrates. The combined use of PRAVACHOL and fibrates should be avoided unless the benefit of further alterations in lipid levels is likely to outweigh the increased risk of this drug combination.

\*A starting dose of PRAVACHOL 10 mg daily is recommended for patients with a history of significant renal or hepatic dysfunction.

<sup>†</sup>National Cholesterol Education Program.

<sup>‡</sup>159 mg/dL x 34% = 54.1 mg/dL; 159 mg/dL - 54.1 mg/dL = 104.9 mg/dL; 104.9 mg/dL < 130 mg/dL (NCEP goal for borderline-high patients).

<sup>§</sup>Plus  $\geq 2$  risk factors and a 10% to 20% ten-year risk for major CHD events.

<sup>||</sup>Mean lipid change with PRAVACHOL 40 mg. >90% of these patients only require an LDL-C reduction of  $\leq 30\%$  to reach goal.<sup>1,3</sup>

<sup>||</sup>The independent effect of raising HDL-C on the risk of coronary and cardiovascular morbidity and mortality has not been determined.

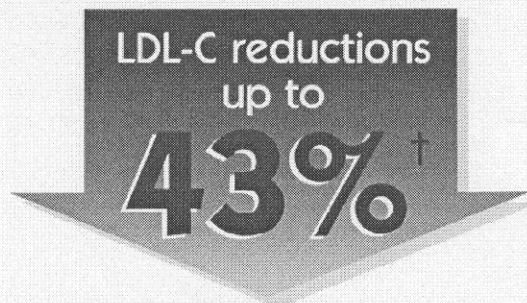
Please see Important safety information and accompanying full prescribing information. For Study Design and Definition of CV Events, see Inside pocket.

# IMPORTANT NEWS FOR LOUISIANA MEDICAID

PRAVACHOL NOW AVAILABLE ON PREFERRED DRUG LIST-PDL.

## PRAVACHOL 80-mg TITRATION OPTION<sup>1</sup>

- Enhanced efficacy to meet NCEP\* goal<sup>1</sup>



Mean reduction of 37%

- Same LFT recommendation as PRAVACHOL lower doses—ONLY at baseline/titrating/clinically indicated
- Confidence to start patients on PRAVACHOL 40 mg—the ONLY recommended starting dose<sup>‡</sup>

## ADDITIONAL IMPORTANT SAFETY INFORMATION

- PRAVACHOL is contraindicated for patients who are pregnant or nursing and in the presence of active liver disease or unexplained persistent transaminase elevations.
- Myopathy should be considered in any patient with diffuse myalgias, muscle tenderness or weakness, and/or marked elevation of creatine phosphokinase (CPK). Patients should be advised to promptly report unexplained muscle pain, tenderness, or weakness, particularly if accompanied by malaise or fever.
- It is recommended that liver function tests be performed prior to initiating therapy, prior to increasing the dose, and when otherwise clinically indicated. If a patient develops increased transaminase levels, or signs and symptoms of liver disease, more frequent monitoring may be required. Withdrawal of PRAVACHOL is recommended if an increase in AST or ALT of  $\geq 3x$  ULN persists.
- PRAVACHOL is well tolerated. The most common adverse events are rash, fatigue, headache, and dizziness.

\* National Cholesterol Education Program.


<sup>1</sup> Median percentage decrease at 25<sup>th</sup> percentile in pooled analysis of 2 double-blind, placebo-controlled studies after 6 weeks. Mean LDL-C reduction of 34% with PRAVACHOL 40 mg.<sup>1</sup>

<sup>‡</sup> A starting dose of PRAVACHOL 10 mg daily is recommended for patients with a history of significant renal or hepatic dysfunction.



**PRAVACHOL**<sup>®</sup>  
pravastatin sodium 40 mg  
tablets

Please see accompanying full prescribing information.

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D3-X0062 7/02 Printed in the USA



APR 3 2003  
Attachment 1

## DIABETES MEANS GREATER WORRIES ABOUT CHOLESTEROL.

Worried that having diabetes puts  
you at greater risk of a heart attack?  
Worried that having diabetes  
puts you at greater risk of stroke?

Plain and simple, when you have diabetes, it's not enough to keep an eye on your blood sugar. You've got to watch your cholesterol too. Levels that may be acceptable for others can be too high for you. Fortunately, landmark clinical studies involving people with diabetes show: If you have high cholesterol or heart disease, and a healthy diet and exercise aren't enough, adding Pravachol can make a difference. Pravachol doesn't just lower your cholesterol numbers — it's the only cholesterol lowering drug proven to reduce your risk of 1st or 2nd heart attack or stroke, to help you live a longer, healthier life.

### IMPORTANT CONSIDERATIONS:

Pravachol® (pravastatin sodium), a prescription drug, is not for everyone, including women who are pregnant or nursing or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.


Please see important product information on following pages.

Ask your doctor if Pravachol is right for you.

**PRAVACHOL IS THE ONLY CHOLESTEROL LOWERING DRUG  
PROVEN TO HELP PROTECT AGAINST  
1st OR 2nd HEART ATTACK AND STROKE.**

**PRAVACHOL®**  
pravastatin sodium 40 mg  
tablets

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D9-K0122



# PRAVACHOL<sup>®</sup>

pravastatin sodium 40 mg tablets

If you or someone in your household has diabetes, you already know some of the important steps to staying healthy. These include eating right, getting plenty of exercise, and talking to your doctor. But what you may not know is that the latest information reveals that people with diabetes are at an increased risk for cardiovascular disease.

#### **Current National Cholesterol Education Program (NCEP) Guidelines**

NCEP guidelines show that people with diabetes are considered to be at the same risk of having a heart attack as someone who has already had one or people with existing coronary heart disease. What does this mean? If you have diabetes, your chance of having a heart attack is far greater than someone without diabetes.

While this can be disturbing news, there are important steps you can take to reduce your risk.

First and foremost, talk to your doctor and get your cholesterol checked. If your LDL (bad) cholesterol is over 100 mg/dL, the NCEP guidelines recommend that your doctor prescribe a cholesterol lowering drug.

#### **But is there a cholesterol lowering medication that's PROVEN to reduce the risk of heart attacks and strokes?**

Yes! The cholesterol lowering drug Pravachol<sup>®</sup> (pravastatin sodium) is the only drug of its kind proven to help protect not only against 1st and 2nd heart attack, but also against stroke. And landmark clinical studies prove that Pravachol reduces the risk of cardiovascular events (heart attacks and strokes) in people with diabetes.

#### **Don't all cholesterol lowering medications claim they have proof?**

No. Not all cholesterol lowering medications have been proven to prevent both 1st and 2nd heart attacks and strokes. In fact, while the leading brand\* effectively lowers cholesterol, its ads admit that it has not been proven to prevent heart disease or heart attacks.

#### **If I need a cholesterol lowering drug, why should I ask my doctor about Pravachol?**

When diet and exercise aren't enough, adding Pravachol can really make a difference. Pravachol has been prescribed more than 72 million times in the past 11 years. So call your doctor today and ask if Pravachol is right for you. And, if you would like to receive additional information about Pravachol and special free offers, just mail in the attached business reply card or give us a call at 1-877-PRAVA-CALL. You can also visit us on the web at [www.pravachol.com](http://www.pravachol.com). Please see the important considerations below.

Sincerely,



Dennis R. Cryer, MD

Vice President, Advocacy and External Affairs

PS: Remember, only your doctor can determine which cholesterol lowering drug is right for you.

\*Leading brand is the number one prescribed brand of cholesterol lowering medication in the U.S., according to IMS National Prescription Audit, week of 3/19/02.

**IMPORTANT CONSIDERATIONS:** Pravachol<sup>®</sup> (pravastatin sodium), a prescription drug, is not for everyone, including women who are pregnant or nursing or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.

# Yes, I want more information about Pravachol and FREE OFFERS!

**PRAVACHOL**  
pravastatin sodium 40 mg tablets

Fill out and mail this card to receive more information about Pravachol and free offers, such as a cookbook or recipe cards with heart-smart, diabetes-friendly meal ideas.

Do you have any of the following conditions?

(check all that apply)

- High cholesterol       Type 2 diabetes  
 High blood pressure     Family history of heart attack

Do you plan on contacting or visiting your doctor to discuss your risk for heart disease?       yes     no

Do you currently take Pravachol?       yes     no

If not, do you plan on talking to your doctor about Pravachol?       yes     no

Do you take daily aspirin therapy?       yes     no

Do you have insurance to pay for your medications?       yes     no

Name \_\_\_\_\_ (Please print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP code \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

I understand that the information I've given on this card will not be provided to other companies outside of Bristol-Myers Squibb, except to fulfillment companies for processing and mailing purposes only. Bristol-Myers Squibb, or parties acting on its behalf, may contact me in the future for market research, clinical trials, and other information and offers that it believes to be of interest to me. I can request that my name and other information be removed from future contacts at any time by calling 1-888-223-0703.

Bristol-Myers Squibb Company

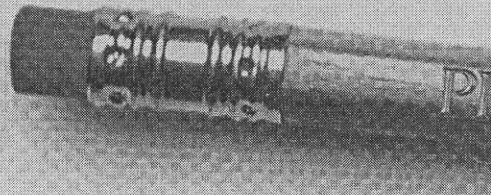
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30361

10/02

**IF YOU HAVE HIGH**

**MAKE ASKING  
ABOUT PRAVACHOL  
NEW YEAR'S**

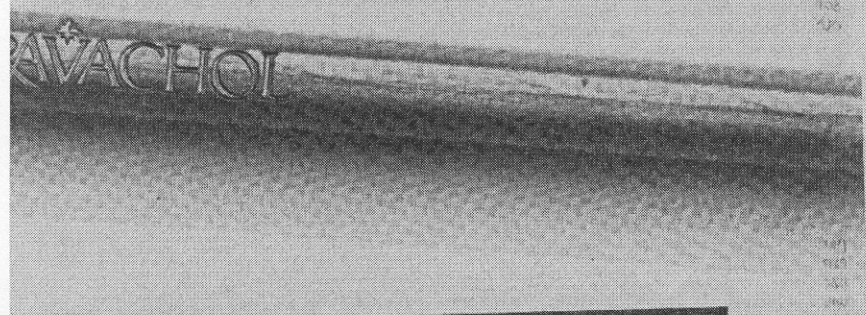


**PRAVACHOL IS THE ONLY CHOLESTEROL LOWERING DRUG  
PROVEN TO HELP  
1<sup>st</sup> AND 2<sup>nd</sup> HEART**

If you've tried diet and exercise for 3 months

**H CHOLESTEROL:**

# YOUR DOCTOR AVACHOL YOUR SOLUTION.



**CHOLESTEROL LOWERING DRUG  
PROTECT AGAINST  
HEART ATTACK AND STROKE.**

**?** If I need a cholesterol lowering drug,

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If you've tried diet and exercise for 3 months or more, and your cholesterol numbers haven't come down enough, you're not alone.

In a study of patients with high cholesterol, fewer than 35% of those treated with diet and exercise were able to meet their cholesterol goals.\*

## **1** How do I know when I should ask my doctor about a cholesterol lowering drug?

The National Cholesterol Education Program states your doctor should consider adding a cholesterol lowering drug if your total cholesterol is still over 200 mg/dL and any of the following apply to you:

- you smoke
- are overweight
- have heart disease
- have diabetes
- are a man over 45 or a woman over 55
- have a family history of early heart disease


Pravachol® (pravastatin sodium) doesn't just lower your cholesterol numbers, it lowers your risk of having a heart attack or stroke to help you live a longer, healthier life.

**IMPORTANT CONSIDERATIONS:** Pravachol® (pravastatin sodium), a prescription drug, is not for everyone, including women who are pregnant or nursing, or may become pregnant, or people with liver problems. And because serious side effects can result, tell your doctor about any unexplained muscle pain or weakness you experience while on Pravachol, and about any other medications you are taking. Your doctor may do blood tests to check for liver problems. Some mild side effects, such as slight rash or stomach upset, occur in 2-4% of patients.

\*Pearson, *Arch Intern Med* 2000;160:459-467

†Leading brand is the number one prescribed brand of cholesterol lowering medication in the U.S., according to IMS National Prescription Audit, week of 12/9/02.

**1-877-PRAVA-CALL**

 Bristol-Myers Sq  
Princeton, NJ 08

## 2 If I need a cholesterol lowering drug, why Pravachol?

High cholesterol puts you at risk for heart disease. Landmark clinical studies, involving 19,592 people, show that Pravachol (pravastatin sodium) along with a healthy diet is the only cholesterol lowering drug proven to help prevent both 1st and 2nd heart attack and stroke in people with high cholesterol or heart disease. And you should know, doctors have prescribed Pravachol more than 72 million times in the past 11 years.

## 3 Don't all cholesterol lowering drugs claim they have proof?

Not all cholesterol lowering drugs are proven to help prevent heart attacks and strokes. In fact, while the leading brand\* effectively lowers cholesterol, its ads admit that it has not been proven to help prevent heart disease or heart attacks.

## 4 Now I've got the facts. What's my next step?

If you've tried diet and exercise and your cholesterol is still too high, call your doctor today and ask if Pravachol is right for you. For more information about Pravachol, log onto [www.pravachol.com](http://www.pravachol.com).

Ask your doctor if Pravachol is right for you.  
Please see product information following this advertisement.

**PRAVACHOL<sup>®</sup>**  
pravastatin sodium 40 mg tablets

Myers Squibb Company  
Princeton, NJ 08543 U.S.A.

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

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