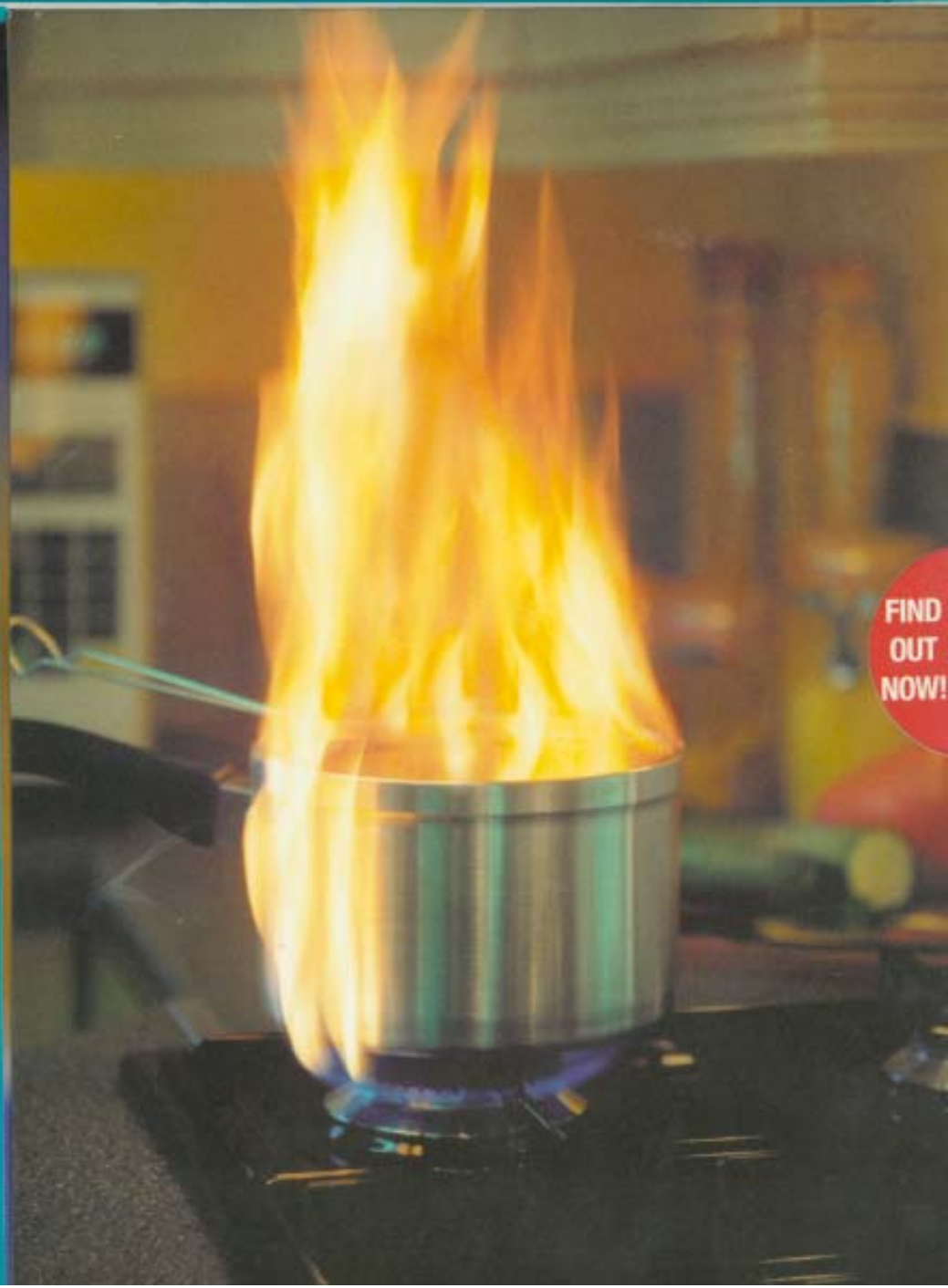
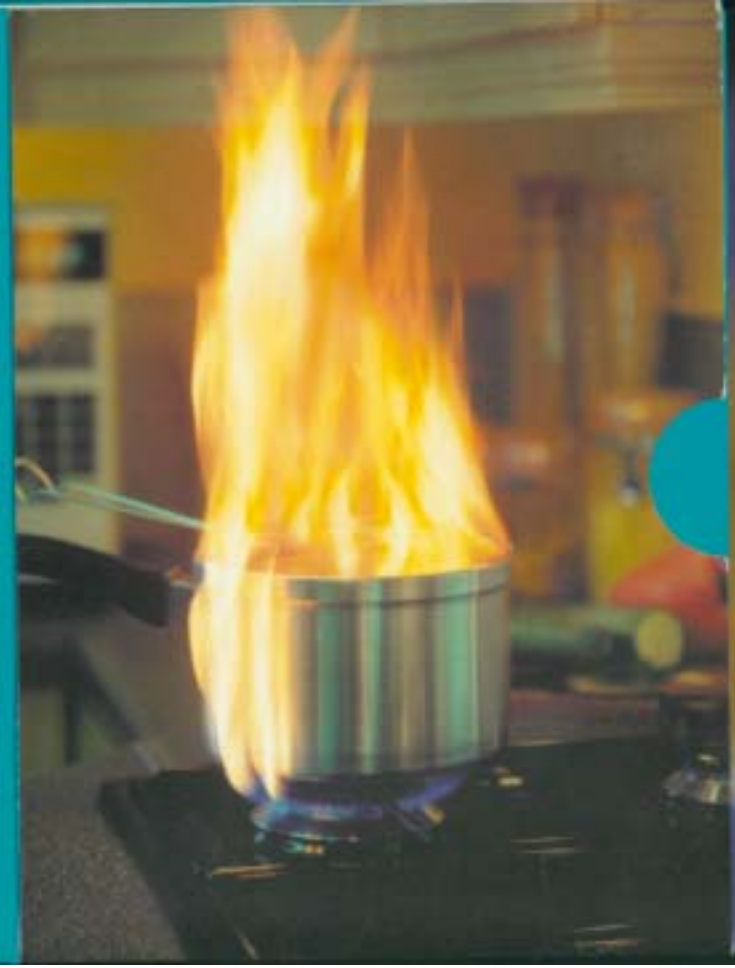
WHAT would you reach for first?



GO FOR WHAT WORKS



WHEN IT COMES TO THE NEUROPATHIC PAIN OF POSTHERPETIC NEURALGIA (PHN)

REACH for the

Results from a large, 4-week, open-label study of PHN patients (N=332)[1]*

66% **of patients (n=310) reported improvement in pain intensity at week 1**

78% **of patients (n=310) reported improvement in quality of life at week 1**

Most commonly reported adverse event in this study was localized rash, which was considered to be related to study treatment in majority of cases (12%).

PAIN HAS MET ITS **PATCH**™

During or immediately after treatment with the LIDODERM® patch, the skin at the site of treatment may develop erythema or edema or may be the locus of abnormal sensation. These reactions are generally mild and transient, resolving spontaneously within a few minutes to hours.

The LIDODERM® patch is contraindicated in patients with a known history of sensitivity to local anesthetics of the amide type, or to any other component of the product.

[illegible] open-label, 4-week, non-randomized, multicenter study of PHN patients (N=332) designed to assess the effectiveness of the LIDODERM® patch and its impact on patient quality of life (QOL). Pain intensity was measured on a 0 (no pain) to 10 (pain as bad as you can imagine) point scale to describe the worst and least pain during the prior 24 hours, pain on average and pain at time of evaluation. Patients were asked to report how much pain interfered with QOL parameters using a 0- to 10-point scale in which 0=no interference and 10=complete interference. QOL was measured by evaluating pain interference with general activity, mood, work, walking ability, relationships with other people, sleep, and enjoyment of life. Mean scores for pain intensity and interference with QOL parameters were examined individually at each time point and were summed across all items to provide composite indices at each time point.

Before prescribing the LIDODERM® patch, please read the enclosed full Prescribing Information.

LIDODERM® is a registered trademark of Hind Health, Inc.

Reference: 1. Katz MF, Gammaitoni AR, Davis MW, Overstein HR and the Lidoderm Patch Study Group. Lidocaine patch 5% reduces pain intensity and interference with quality of life in patients with postherpetic neuralgia: an effectiveness trial. Clin Ther. 2002;24(5):824-332.

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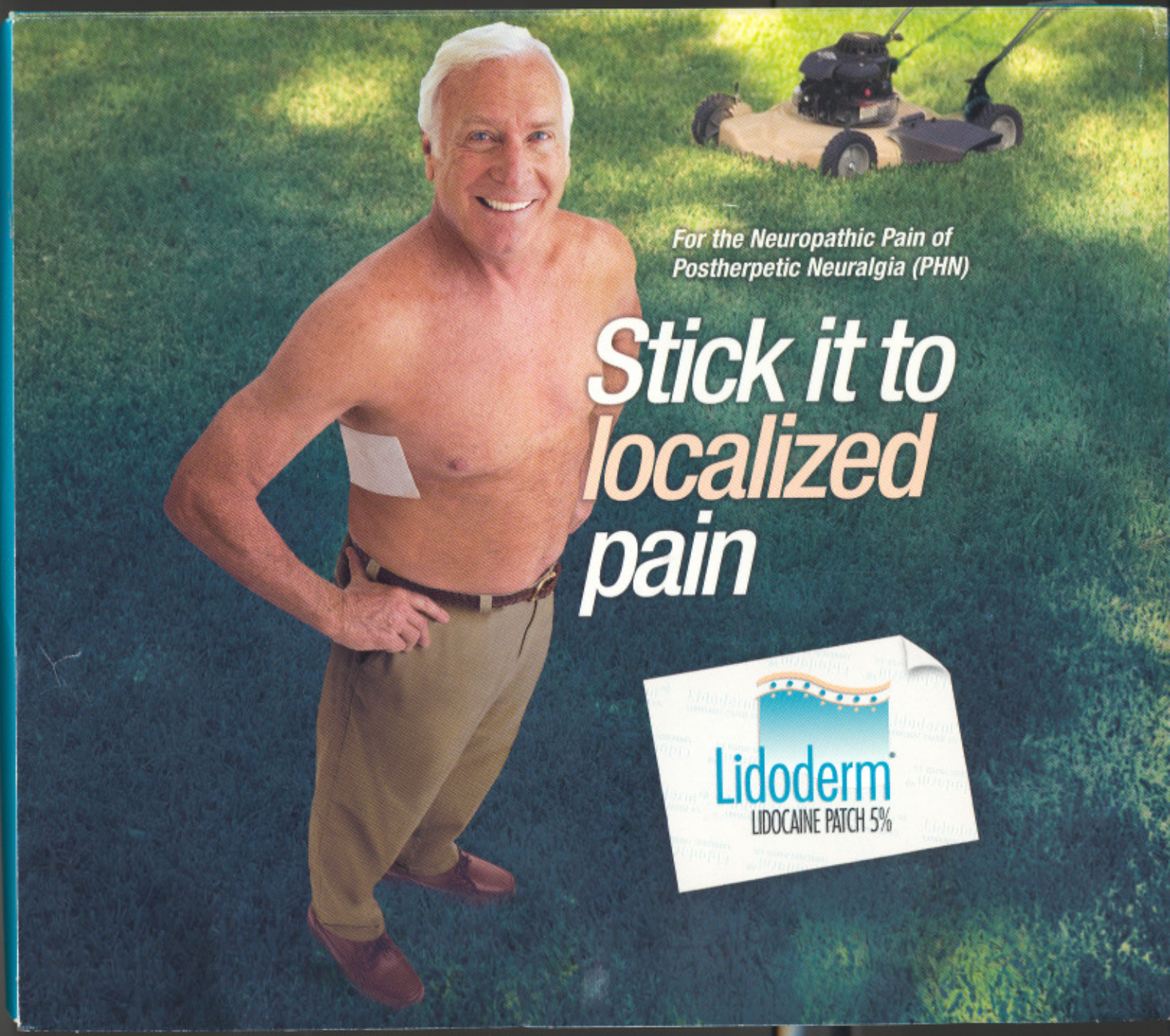
Lidoderm®
LIDOCAINE PATCH 5%

PAIN HAS MET ITS **PATCH™**

Apply for relief of the neuropathic pain of PHN

ENDO
PHARMACEUTICALS
CHADDS FORD, PENNSYLVANIA 19317

Pain relief is within reach! Important sample offer inside.


For the Neuropathic Pain of
Postherpetic Neuralgia (PHN)
Stick it to localized pain
Lidoderm®
LIDOCAINE PATCH 5%

For the Neuropathic Pain of PHN

Start with it

Intervene early with LIDODERM® for localized pain relief [1]

In a 4-week, open-label trial

2 out of **3** patients (n=310) achieved reduction in pain intensity at ***week 1****

- No serious systemic adverse events were seen in this predominantly elderly population (mean age 71 years)
- Patients were 20 to 99 years of age
- Systemic analgesics were used concomitantly

Stick with it

Stick with it

Continue with LIDODERM® and more of your patients may respond [1]

In a 4-week, open-label trial

4 out of **5** patients (n=310) achieved reduction in pain intensity at ***week 2***, with efficacy sustained for the duration of the trial

Most commonly reported adverse event was localized rash (12%)

Up to 3 patches – Once a day – For 12 hours

*An open-label, 4-week, nonrandomized, multicenter study of PHN patients (N=332) designed to assess the effectiveness of the LIDODERM® patch and its impact on patient quality of life. Pain intensity was measured on a 0 (no pain) to 10 (pain as bad as you can imagine) point scale to describe the worst and least pain during the prior 24 hours, pain on average and pain at time of evaluation. Mean scores for pain intensity were examined individually at each time point and were summed across all items to provide composite indices of pain intensity at each time point.

With LIDODERM®... it all adds up to relief!

Lidoderm®
LIDOCAINE PATCH 5%

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Please see enclosed full Prescribing Information.

ENDO PHARMACEUTICALS
Chadds Ford, Pennsylvania 19317

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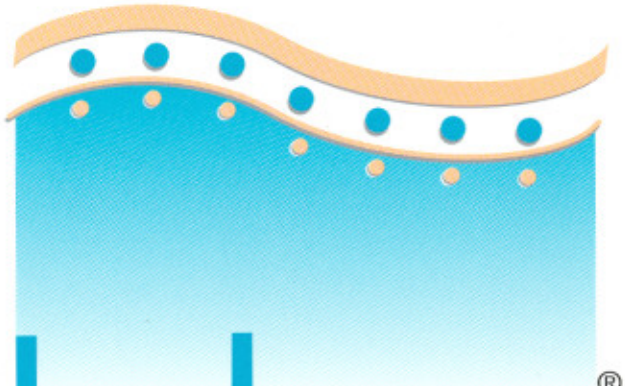

Lidoderm®

LIDOCAINE PATCH 5%

PAIN has met its **PATCH™**

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For the neuropathic pain of postherpetic neuralgia (PHN)

Stick it to localized pain

Calculator / Mailer

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