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**WH**

Hello, I'm Dr. Wendy Hawke, Director of Pain and Palliative Services at Georgia Cancer Specialists. You know, nothing in this world is as valuable as quality of life. That goes for all of us, including cancer patients.

And bone pain from the spread of cancer is experienced by many patients with advanced disease.

Fortunately, there are more cancer therapies and treatments available today than ever before.

**VO**

It's time to get more from your cancer care.

Cytogen and your physicians are working together to get more information to cancer patients with bone pain.

Quadramet® is a non-narcotic alternative for relieving bone pain from the spread of certain cancers, including prostate and breast.

For more information on Quadramet®, visit Cytogen-dot-com, ask your doctor, or contact a cancer professional at Georgia Cancer Specialists or Atlanta Oncology Associates.

It's time to get more from your cancer care.

**FB**

Individual results with Quadramet may vary. Like all medicines, there are side effects and risks associated with Quadramet. Talk to you doctor to see if Quadramet is right for you.



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### Quadramet® Relieves Bone Pain from Cancer

If you or a loved one is suffering from bone pain from cancer, this website can be an important resource for you. Quadramet is a targeted therapy developed specifically for relieving bone pain from cancer. Quadramet targets the sites of bone pain, and can provide long-lasting relief. A single Quadramet treatment takes just 1 minute and can provide pain relief for an average of 16 weeks in responding patients.<sup>1</sup>

When pain is predominant, quality of life is often diminished. Narcotic pain killers may relieve pain, but they usually cause side effects like drowsiness, nausea, and constipation. Quadramet can give you around-the-clock pain relief for up to 16 weeks without the known side effects of opioids.

Talk to your doctor about Quadramet now.

Quadramet can be prescribed by your physician to relieve pain caused by the spread of cancer to the bone. In clinical studies, Quadramet has provided pain relief for up to 72% of patients with bone pain from cancer (28% did not respond).<sup>1,2</sup> Quadramet causes a decrease in bone marrow production of certain types of blood cells, which tends to return to pre-treatment levels within 8 weeks.<sup>3</sup> If you are receiving other treatments that affect your ability to make these cells, your physician will determine if the clinical benefits of receiving Quadramet outweigh the risks.

Please see [full prescribing information](#) about Quadramet

Serafini AN, Houston SJ, Resche I, et al. Palliation of pain associated with metastatic bone cancer using samarium-153 lexidronam: A double-blind placebo-controlled clinical trial. *J Clin Oncol*. 1998; 16:1574-1581.

Sartor O, Reid RH, Hoskin PJ et al. Samarium-153-Lexidronam complex for treatment of painful bone metastases in hormone-refractory prostate cancer. *Urology*. 2004; 63:940-945.

1. Prescribing Information for Quadramet (Samarium Sm 153 Lexidronam Injection)

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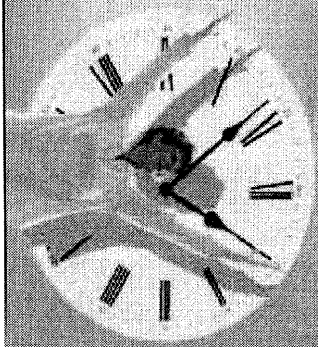
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“Now I have time to enjoy life.”  
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### Is Quadramet® right for you?

Quadramet can help many patients with cancer. Answer these brief questions to find out if Quadramet can be an important part of your cancer treatment.

#### 1. Have you been diagnosed with cancer?

- Yes
- No

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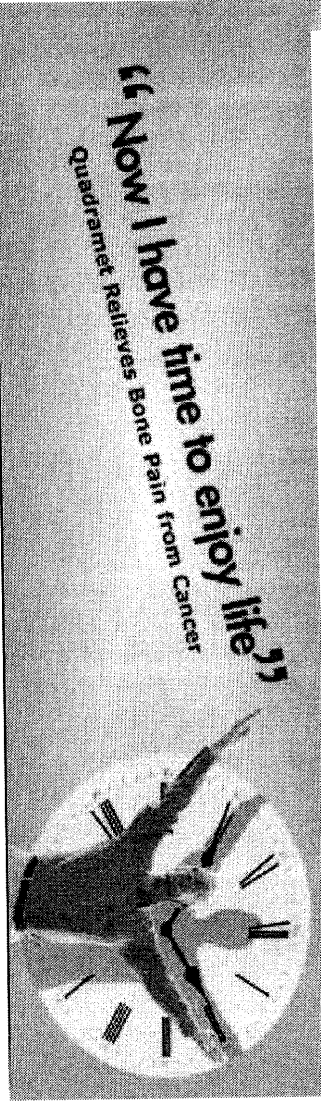
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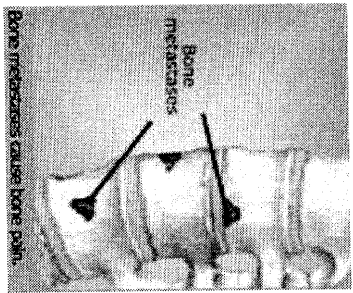
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### How Quadramet® Works

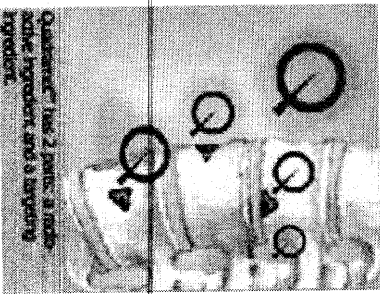
#### Targeting Bone Pain

Throughout life, our bones undergo continuous change through a process called "remodeling." Minerals, primarily calcium and phosphorus, are added and reabsorbed over and over. However, the parts of your bones where cancer is active undergo abnormally rapid remodeling, and Quadramet targets those active sites where cancer has spread (metastasized) to the bone.



#### Quadramet Contains a Radioactive Substance

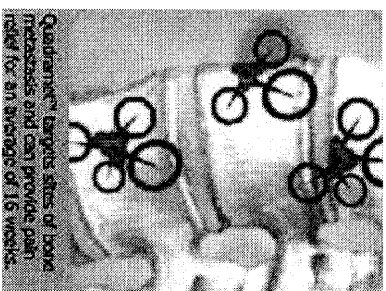
Quadramet is a non-narcotic pain reliever that contains a radioactive substance called samarium-153. When Quadramet goes to a site of bone metastasis, the radiation it emits relieves pain.



### Long-lasting Relief with a Single Injection

Quadramet usually begins to work within a week.<sup>1</sup> Unlike opioids or other short-acting pain medications, a single Quadramet treatment provides continuous pain relief for an average of 16 weeks in responders.<sup>2</sup>

If you or a loved one is suffering from bone pain from cancer, ask your doctor about Quadramet now.



Quadramet can be prescribed by your physician to relieve pain caused by the spread of cancer to the bone. In clinical studies, Quadramet has provided pain relief for up to 72% of patients with bone pain from cancer (28% did not respond).<sup>2,3</sup> Quadramet causes a decrease in bone marrow production of certain types of blood cells, which tends to return to pre-treatment levels within 8 weeks.<sup>1</sup> If you are receiving other treatments that affect your ability to make these cells, your physician will determine if the clinical benefits of receiving Quadramet outweigh the risks.

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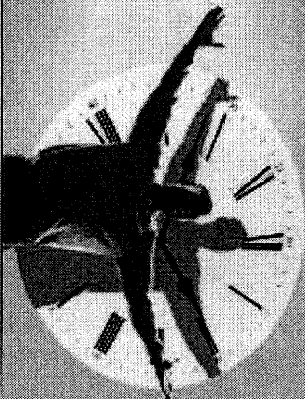
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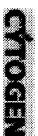
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#### Q: What is Quadramet?

A: Quadramet is a non-narcotic pain reliever that targets sites of bone pain from cancer. It contains a radioactive substance called samarium-153.

#### Q: How do I learn if Quadramet is right for me?

A: Quadramet is approved by the FDA for patients who have bone pain from cancer.<sup>1</sup> Your doctor can prescribe Quadramet for you, if appropriate.

#### Q: Will Quadramet work for me?

A: In clinical studies, Quadramet relieved bone pain from cancer in up to 72% of patients.<sup>2,3</sup> If you have this kind of pain, Quadramet is an important treatment option for you.

#### Q: How is Quadramet administered?

A: Quadramet is given by injection. An administration takes one minute, and provides an average of 16 weeks of pain relief among responders.<sup>2</sup>

#### Q: Where do I go for Quadramet treatments?

A: Quadramet is typically administered as an outpatient procedure by a physician at an appropriately licensed facility.

#### Q: What if I still have pain after the injection?

A: Quadramet provides pain relief for most patients who use it, but you may still experience some pain.<sup>2,3</sup> Your doctor can prescribe appropriate treatments based on the severity of the pain and other medical considerations.

**Q: What if my pain returns in a few months?**

A: Consult with your physician regarding re-administration of Quadramet.

**Q: Do I need to take any precautions after receiving Quadramet?**

A: There are a few simple precautions you will need to take in the first 12 hours after receiving a Quadramet injection. Talk to your doctor or read the full prescribing information to learn more about Quadramet safety precautions.<sup>1</sup>

**Q: What are the side effects of Quadramet?**

A: Compared to opioids, Quadramet has relatively few side effects. Quadramet causes a temporary decrease in the number of white cells, but blood counts tend to recover to pre-treatment levels within 8 weeks on average.<sup>1</sup> Quadramet does not cause the drowsiness, constipation, nausea, addiction or other known side effects of opioids.

**Q: Does Quadramet limit my activities or restrict my diet?**

A: You will need to take some simple precautions after a Quadramet injection. Twelve hours after the injection, you can perform all normal life activities—driving, going to work, dining out—just as before.

Quadramet can be prescribed by your physician to relieve pain caused by the spread of cancer to the bone. In clinical studies, Quadramet has provided pain relief for up to 72% of patients with bone pain from cancer (28% did not respond).<sup>2,3</sup> Quadramet causes a decrease in bone marrow production of certain types of blood cells, which tends to return to pre-treatment levels within 8 weeks.<sup>1</sup> If you are receiving other treatments that affect your ability to make these cells, your physician will determine if the clinical benefits of receiving Quadramet outweigh the risks.

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pt video



Quadramet  
Video for website  
April 12, 2005

AVO:

The following testimonial presents one patient's experiences with Quadramet. Individual results with Quadramet may vary since all patients respond differently to medications. Like all medicines, there are side effects and risks associated with Quadramet. Talk to your doctor about the risks and benefits of Quadramet, and whether Quadramet is right for you.

When cancer spreads to the bones, it's not unusual for patients to experience pain so severe that they can barely function. That's why there's Quadramet. It's a different kind of medication specially made for bone pain from cancer.

Quadramet travels to sites of bone reformation due to metastatic bone cancer to provide relief with a single injection. Quadramet clinical data show median pain relief of 16 weeks in responding patients.

Quadramet can allow patients to reduce their other pain medications.

Let's meet Nedda and her son Guy and see how Quadramet has worked for them.

(NEDDA) My name is Nedda, and I am here because basically I want to talk about Quadramet and how much it has helped me. I first found out I had cancer, unbeknownst to me, I had a lump in my breast.

(GUY) When she first found out she had cancer, we all were pretty optimistic. That, oh, no problem, mom will lick this, she licks everything.

(NEDDA) We all have problems..

(GUY) It metastasized into bone cancer.



(NEDDA) I could tell because the pain spread through the shoulder and neck area, and partially down the arms,

(GUY) Mom was in a lot of pain, so we were willing to try anything pretty much.

(NEDDA) I took morphine for the pain – they gave me morphine.

(GUY) And it would make her drowsy and she was out of it, and it was so sad to see her in that state of mind because that is not like her at all – that's not her personality.

(NEDDA) I never heard of Quadramet before my friend mentioned it.

(GUY) Our friend that recommended it was so passionate about it.

(NEDDA) He said there is this terrific stuff out – it's called Quadramet. He said ask your doctor about it.

(GUY) So I just went in there and asked him, what is this about Quadramet? And he said he would look into it.

(NEDDA) The treatment was not at all painful, Quadramet doesn't make you lose your hair, it targets the cancer and that is what is so great about it. It knows where to go. I think it's amazing.

(GUY) After the Quadramet shot started to take effect, she was back to her old self, she wasn't drowsy. She was ambitious and walking around. She was able to live her regular– do her daily things. And I am surprised she didn't sit here and cook a big meal for you guys. She usually does all that, you know? Yeah, I am glad I mentioned it. And the more the word gets out about something that is beneficial to people's lives, it is going to help the community and help everyone.

(NEDDA) It helped me so tremendously. If I can help one person or doctors, or anybody that is not familiar with it, that is my whole goal.

(AVO)

Ask your doctor if Quadramet is right for you...

production of certain types of blood cells, which tends to return to pretreatment levels within 8 weeks. If you are receiving other treatments that affect your ability to make these cells, your physician will determine if the clinical benefits of receiving Quadramet outweigh the risks.