



www.Sitavig.com

NOW YOU HAVE THE FREEDOM TO LIVE YOUR LIFE.

Knowledge is freedom
when it comes to cold sores.
Know your triggers and stop
outbreaks before they happen¹ –
so you have the freedom
to get on with your life.

INDICATION

Sitavig[®] (acyclovir), 50mg Muco-Adhesive Buccal Tablet is indicated for the treatment of recurrent herpes labialis (cold sores) in immunocompetent adults.

IMPORTANT SAFETY INFORMATION

Sitavig has not been studied in pregnant women or in immunocompromised patients and no interaction studies have been performed. Sitavig's safety and efficacy have not been established in pediatric patients.

Please see additional Important Safety Information on back and accompanying Full Prescribing Information.

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IMPORTANT SAFETY INFORMATION

- Sitavig should not be used in patients with known hypersensitivity to acyclovir, milk protein concentrate, or other components of the product.
- Sitavig has not been studied in pregnant women or in immunocompromised patients and no interaction studies have been performed. Sitavig's safety and efficacy have not been established in pediatric patients.
- Sitavig is a **Pregnancy Category B product**; therefore it should be used during pregnancy only if the potential benefit outweighs the potential risk to the fetus. It is not known if Sitavig is excreted in breast milk; however, systemic absorption is minimal.
- In a controlled clinical trial, Sitavig's most common side effects (greater than or equal to 1%) were: headache (3%), dizziness (1%), lethargy (1%), gingival (gum) pain (1%), aphthous stomatitis (canker sore) (1%), application site pain (1%), application site irritation (1%), erythema (1%), and rash (1%). In the same trial, these side effects ranged from 0%-3% for placebo.

You are encouraged to report negative side effects of prescription drugs to the FDA. Call 1-800-FDA-1088 or visit www.fda.gov/medwatch.

***Data on the incidence and delay of the next recurrence need further confirmation as they were obtained on a subset of patients.**

REFERENCE

1. Bieber T, Chosidow O, Bodsworth N, Tying S, Hercogova J, Bloch M, Davis M, Lewis M, Boutolleau D, Attali P and the LIP Study Group. Efficacy and safety of acyclovir mucoadhesive buccal tablet in immunocompetent patients with labial herpes (LIP): A double-blind, placebo-controlled, self-initiated trial. *J Drugs Dermatol.* 2014;13(7):791-798.

See accompanying Full Prescribing Information.

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PHARMACEUTICALS
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TREAT RECURRENT COLD SORES WITH SINGLE-DOSE SITAVIG

www.Sitavig.com



Single-dose Sitavig may increase
time between outbreaks.^{1*}



Sitavig[®]
(ACYCLOVIR)
Buccal Tablets | **50mg**

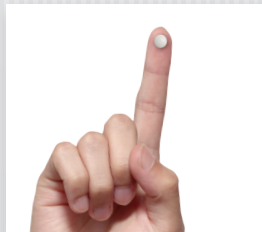
SIT-PEB4-0317

ONE AND DONE DOSING

HOW TO USE SITAVIG:



Step 1: Peel back the cover of the blister pack. Do NOT push the tablet through the packet. Take 1 Sitavig out of the blister pack. When removed from packaging, Sitavig must be used right away. Sitavig is round on one side and flat on the other side.



Step 2: To apply Sitavig, find the area on your upper gum, just above either the left or the right incisor. The incisor tooth is the tooth just to the right or left of your two front teeth. This is where you should apply Sitavig.



Step 3: Place the flat side of Sitavig on your dry fingertip. Apply the round side of Sitavig to your upper gum. The flat side will be facing the inside of your lip.



Step 4: Hold Sitavig in place by applying a slight pressure with your finger on the outside of your upper lip, over the area where Sitavig is placed, for 30 seconds. This will help Sitavig stick to your gum.

Step 5: Leave the Sitavig tablet in place until it dissolves (tablet needs to be in place for 6 hours, but may take 14 hours or longer to dissolve).

VISIT SITAVIG.COM TO SEE HOW-TO-APPLY VIDEO

KNOW MORE, WORRY LESS

Cold sores are caused by the herpes simplex virus (HSV-1), which lies dormant until awakened by a triggering event. When the virus first starts replicating, you may experience a tingling, itching or burning sensation. At this stage, if you act immediately with the right treatment, you can potentially prevent a blister from forming. This may also reduce the severity of your cold sore, not to mention the time it takes to heal. Immediate treatment may also delay your next outbreak.



- The virus begins to multiply in the mouth
- You may experience itching, burning or tingling sensations
- A blister may form in 2-3 days

BE PREPARED

Even if you have no signs of a cold sore, it's smart to see your healthcare provider and ask for Sitavig.

Go ahead and get your prescription filled and keep your Sitavig tablet with you at all times.

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FEWER COLD SORES^{1*}

Sitavig delivers concentrated medication that is localized at the site of viral replication in the mouth.

Patients treated with a single dose of Sitavig went an average of 304 days before their next cold sore outbreak compared with an average of 199 days for patients treated with a placebo. ↓

304 DAYS

199 DAYS

Patients also experienced significant relief from cold sore symptoms in just 3½ days and completely healed in 5½ days when Sitavig was applied within 1 hour of feeling the tingling sensation and before the blister appeared.

KNOW YOUR TRIGGERS

When you understand the things that can trigger a cold sore, you have a better chance of stopping an outbreak. Here are a few common triggers:

INJURY OR TRAUMA

- Cosmetic, surgical, or dental procedures
- Sports injuries
- Cuts from shaving

HORMONAL CHANGES

- PMS
- Menopause
- Pregnancy

MAJOR EVENT STRESSORS

- Weddings/divorces
- Family vacations
- Reunions
- Graduations

DAILY LIFE STRESSORS

- Job pressure
- Finances
- Fatigue
- Exams

SUN EXPOSURE

ILLNESS

^{**}See package insert for instructions for use. ^{**}