

LUCEMYRA* is the only FDA-approved, non-opioid, non-addictive treatment for relief of multiple symptoms of opioid withdrawal that may happen when you stop taking an opioid suddenly¹

(lofexidine) tablets 0.18 mg

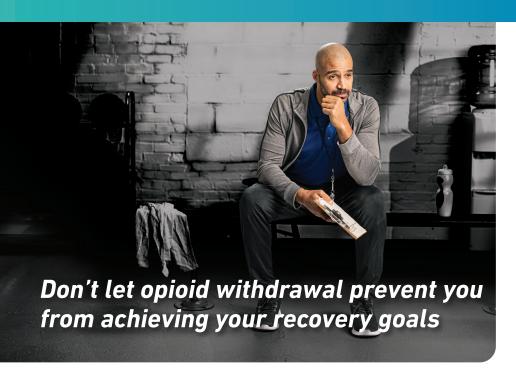
Relieve the symptoms,

retake control

What is LUCEMYRA?

LUCEMYRA is a non-opioid prescription medicine used in adults to help with the symptoms of opioid withdrawal that may happen when you stop taking an opioid suddenly.

LUCEMYRA will not completely prevent the symptoms of opioid withdrawal and is not a treatment for opioid use disorder.



Most common opioid withdrawal symptoms include²:

- Aches and pains
- Stomach cramps
- Feeling sick (nausea, vomiting, diarrhea)
- Muscle spasms/twitching
- Insomnia/problems sleeping

- · Feelings of coldness/chills
- Muscular tension
- Heart pounding
- Runny eyes
- Yawning

Recognizing the causes and symptoms of opioid withdrawal.

Withdrawal symptoms include both mental distress and physical discomfort.³ Sometimes it's hard to tell the difference between withdrawal symptoms of physical discomfort and the original pain your healthcare provider prescribed the opioid to treat.⁴

Symptoms are often caused when patients stop using opioids of any kind, which includes prescription pain pills, illicit opioids, fentanyl, methadone, and buprenorphine.

Lucemyra has no contraindications, and has been studied together with up to 24mg of buprenorphine.

Important Safety Information (continued)

When your treatment is complete, you will need to stop taking LUCEMYRA gradually, or your blood pressure could increase.

After a period of not using opioid drugs, you can become more sensitive to the effects of opioids if you start using them again. This may increase your risk of overdose and death.



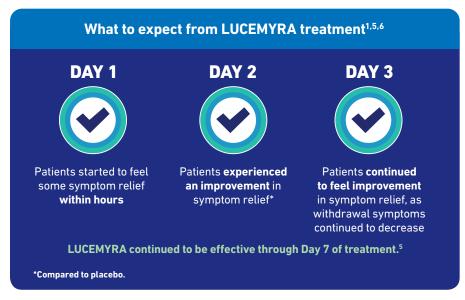
LUCEMYRA® can help you get through withdrawal

What is LUCEMYRA?

LUCEMYRA is the only FDA-approved, non-opioid, non-addictive prescription medicine for relief of multiple symptoms of opioid withdrawal that may happen when you stop taking an opioid suddenly.¹

Provided the biggest improvement in symptom relief on Day 2 and Day 3 of opioid withdrawal—when symptoms were often most severe*1,5,6

LUCEMYRA has been studied in people with physical opioid dependence who stopped taking opioids suddenly and were in active withdrawal. These studies showed that LUCEMYRA helped relieve symptoms on the first day of treatment and greatly improved symptom relief by Day $3.^{1.5.6}$



LUCEMYRA is not a treatment for Opioid Use Disorder (OUD), which is also called opioid addiction. If you have been diagnosed with OUD, your healthcare provider may prescribe LUCEMYRA as part of a complete treatment program for your OUD. This program continues after LUCEMYRA treatment is completed and may also include maintenance medications combined with behavioral counseling.



LUCEMYRA® helps correct a chemical imbalance that causes withdrawal symptoms¹.7

Your healthcare provider can tell you about how opioids can affect the chemical balance in your brain and how LUCEMYRA can help.

Important Safety Information (continued)

Before taking LUCEMYRA, tell your healthcare provider about all your medical conditions, including if you have low blood pressure, slow heart rate, any heart problems including history of heart attack or a condition called long QT syndrome, liver or kidney problems, or if you drink alcohol. Tell your healthcare provider if you are pregnant, plan on becoming pregnant, or are breastfeeding; it is not known if LUCEMYRA can harm your unborn baby or whether LUCEMYRA passes into your breast milk.

Especially tell your healthcare provider if you take benzodiazepines, barbiturates, tranquilizers, or sleeping pills, as taking these with LUCEMYRA can cause serious side effects.

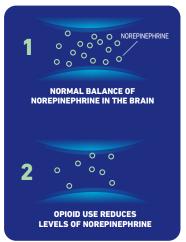
The most common side effects of LUCEMYRA include low blood pressure or symptoms of low blood pressure such as lightheadedness, slow heart rate, dizziness, sleepiness, and dry mouth.



How does LUCEMYRA work?

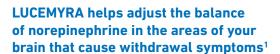
Long-term opioid use changes the way nerve cells work in the brain⁷

- When opioids are initially taken, the brain produces lower levels of a naturally occurring hormone, called norepinephrine, that can affect breathing, muscle tension, and ability to sleep
- Over time, your nerve cells become used to having opioids around. Because opioids reduce the levels of norepinephrine, your body responds by adjusting these levels



When opioids are taken away suddenly, there is an imbalance of norepinephrine⁷

 The person will begin to feel lots of very unpleasant feelings and reactions; these are known as withdrawal symptoms



 This helps restore the chemical balance and helps relieve the symptoms that occur during opioid withdrawal





Possible Side Effects

Most commonly experienced side effects with LUCEMYRA°1:

- Low blood pressure or symptoms of low blood pressure, such as lightheadedness
- Slow heart rate

- Dizziness
- Sleepiness
- Dry mouth

These are not all the possible side effects of LUCEMYRA.¹

Call your healthcare provider for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088. You may also report side effects to US WorldMeds at 1-833-LUCEMYRA

You may still experience symptoms of withdrawal¹

LUCEMYRA may mitigate, but not completely prevent, the symptoms associated
with opioid withdrawal syndrome, which may include feeling sick (nausea, vomiting,
diarrhea), stomach cramps, muscle spasms (twitching), feelings of coldness (chills),
heart pounding, muscular tension, aches and pains, yawning, runny eyes, and sleep
problems (insomnia)¹

References: 1. LUCEMYRA® (lofexidine) [Prescribing Information]. USWM, LLC; 2020. 2. Vernon MK, Reinders S, Mannix S, et al. Psychometric evaluation of the 10-item Short Opiate Withdrawal Scale-Gossop (SOWS-Gossop) in patients undergoing opioid detoxification. Addict Behav. 2016;60:109-116. 3. Shigakova F. Clinical manifestations of the opiate withdrawal syndrome. Int J Biomed. 2015;5(3):151-154. 4. Rosenblum A, Marsch LA, Joseph H, Portenoy RK. Opioids and the treatment of chronic pain: controversies, current status, and future directions. Exp (Ein Psychopharmacol. 2008;16(5):405-416. 5. Fishman M, Tirado C, Alam D, et al. Safety and efficacy of lofexidine for medically managed opioid withdrawal: a randomized controlled clinical trial. J Addict Med. 2019;13(3): 169-176. 6. Gorodetzky CW, Walsh SL, Martin PR, Saxon AJ, Gullo KL, Biswas K. A phase III, randomized, multi-center, double blind, placebo controlled study of safety and efficacy of lofexidine for relief of symptoms in individuals undergoing inpatient opioid withdrawal. Drug Alcohol Depend. 2017;176:79-88. 7. Kosten TR, George TP. The neurobiology of opioid dependence: implications for treatment. Sci Pract Perspect. 2002;13-20.

Important Safety Information (continued)

LUCEMYRA can cause serious side effects, including low blood pressure, slow heart rate, and fainting. Watch for symptoms of low blood pressure or heart rate, including dizziness, lightheadedness, or feeling faint at rest or when quickly standing up; if you experience these symptoms, call your healthcare provider right away and do not take your next dose of LUCEMYRA until you have talked to your healthcare provider. Avoid becoming dehydrated or overheated and be careful not to stand up too suddenly from lying or sitting, as these may increase your risk of low blood pressure and fainting.



Taking LUCEMYRA

Dosing is flexible and should be guided by symptoms and side effects¹



- LUCEMYRA dosing is usually three tablets taken orally, four times a day, for 5-7 days, followed by a gradual reduction in dosing over 2-4 days
 - Make sure you follow the exact dosing instructions provided by your healthcare provider
- Be sure to wait 5 to 6 hours between each dose
- LUCEMYRA can be taken with or without food
- LUCEMYRA can be taken for up to 14 days if you and your healthcare provider decide that you need continued symptom relief
- Do not stop taking LUCEMYRA without first talking to your healthcare provider



Eligible patients will pay \$0* for LUCEMYRA

- Simply take your LUCEMYRA prescription to a participating pharmacy and the savings can be automatically applied to your co-pay
- For more information about the LUCEMYRA Prescription Savings Program, visit LUCEMYRA.com
- Patients without insurance coverage for LUCEMYRA may be eligible to pay \$300 for a LUCEMYRA prescription[†]
- Eligible patients without health insurance can apply for the US WorldMeds Patient Assistance Program (UPAP), which provides LUCEMYRA at no cost to those patients who meet certain income requirements

Eligible patients will pay \$0* for LUCEMYRA

BIN: 610524
RXPCN: Loyalty
Issuer: (80840)
Group: 50777752

See hall offer details at LUCEMYRA com
Plate and for prescriptions paid for by government-funded threath towarder.

Sample card

Important Safety Information (continued)

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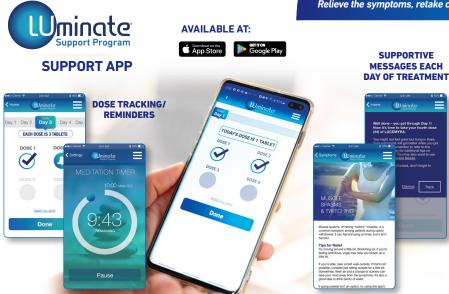
^{*} Patients whose prescriptions will be paid for in part or in whole by Medicare, Medicaid, or any similar federal or state healthcare program, are not eligible for savings or rebates according to federal and state law. Patients must visit a participating pharmacy for savings or rebates on their LUCEMYRA prescriptions. Maximum benefits may apply. Other restrictions may apply. For more information, please see Terms and Conditions at LUCEMYRA.com.

[†] Eligible patients include those who are uninsured, self-paying, have drug coverage that does not kick in until health plan's annual deductible is met, and if commercial insurance denies prescription.



SYMPTOM LIBRARY

(INCLUDING ADVICE AND TIPS FOR RELIEF)



Get added support designed to assist you while taking LUCEMYRA and going through opioid withdrawal

- Getting support and encouragement can be critical while you are going through opioid withdrawal
- The LUminate Support Program offers you tools and resources to support you during each day of treatment with LUCEMYRA, including the LUminate Support App
- The LUminate Support App helps guide you as you go through opioid withdrawal with:
 - Dose Tracking/Reminders

MEDITATION

TIMER

- Supportive messages each day of treatment
- Symptom Library (including advice and tips for relief)
- Meditation Timer

No need to sign up—simply download the app to start immediately!



Scan or visit lucemyra.com/luminate to watch the LUminate Support App Video!

"Lofexidine should therefore be the **preferred** choice for withdrawal management in an outpatient setting..."

-American Society of Addiction Medicine, 2020

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To report SUSPECTED ADVERSE REACTIONS or product complaints, contact US WorldMeds at 1-833-LUCEMYRA. You may also report SUSPECTED ADVERSE REACTIONS to the FDA at 1-800-FDA-1088 or www.fda.gov/medwatch.



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