



YOU DESERVE MORE FROM YOUR TOPICAL

**FOR THE TREATMENT OF
PLAQUE PSORIASIS
IN ADULTS**

A woman with curly hair is shown from the side, looking into a large, ornate mirror. She is holding a toothbrush in her right hand. On her left shoulder, there is a red, raised bump, which is a side effect of the treatment. The background of the mirror shows a bathroom setting with a candle and a small table.

Not an actual patient.

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

Please see Brief Summary and Important Safety Information on pages 8 and 9.



Not an actual patient.

Discover a prescription cream that's **once-daily and steroid-free**

This brochure takes you through some **VTAMA® (tapinarof) cream, 1%**, essentials. It can help you answer questions like:

- **Why VTAMA?**
- **What should I expect?**
- **How do I apply VTAMA?**

Ask your doctor if **VTAMA** is right for you. Then, if you'd like more information, please visit our [website](https://www.VTAMA.com).

What is plaque psoriasis?

Plaque psoriasis is a chronic skin condition that causes patches of raised, inflamed, and red skin with silvery scales. In skin of color, plaques may be thicker, have more scales, and appear like darker areas of skin. It's caused by an imbalance in your immune system that disrupts the normal function of the cells in your skin.

VTAMA is proven to achieve clearer skin in adults with plaque psoriasis.

In the 12-week clinical studies, up to 40% of adult patients achieved clear or almost clear skin compared to 6% on cream with no active ingredient.*

*Patients also achieved ≥ 2 -grade improvement in Physician Global Assessment (PGA) score from baseline at week 12.



Please see **Brief Summary and Important Safety Information** on pages 8 and 9.

www.VTAMA.com

- ✓ Once-Daily
- ✓ Safe and well tolerated
- ✓ Not a steroid
- ✓ Not a pill
- ✓ Not an injection

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.



Why VTAMA?

VTAMA is a topical treatment approved by the FDA for adults with plaque psoriasis

STEROID-FREE

VTAMA is a steroid-free topical treatment that has no label limitations on duration of use.

PROVEN TO MAKE PLAQUES CLEARER

VTAMA was studied in large clinical trials (1,025 subjects) and was shown to give up to 40% of adult patients clear or almost clear skin in 12 weeks (compared to 6% using a cream with no active ingredient).

SAFE AND WELL TOLERATED BY PATIENTS

VTAMA is safe and well tolerated, even on sensitive skin areas like the face, neck, armpits, chest/breasts, and groin.

Do not use **VTAMA** in your eyes, mouth, or vagina.

Ask your doctor if **VTAMA** is right for you.



Please see Brief Summary and Important Safety Information on pages 8 and 9.

www.VTAMA.com

How to use VTAMA

Applying VTAMA

- Use **VTAMA** exactly as your doctor tells you to use it.
- Apply a thin layer of **VTAMA** only to your **plaque psoriasis skin lesions** 1 time a day.
- Avoid applying **VTAMA** to unaffected areas of your skin.
- Wash your hands after applying **VTAMA** unless you are using it to treat your hands.
- If someone else applies **VTAMA** for you, they should wash their hands after application.



Not an actual patient.

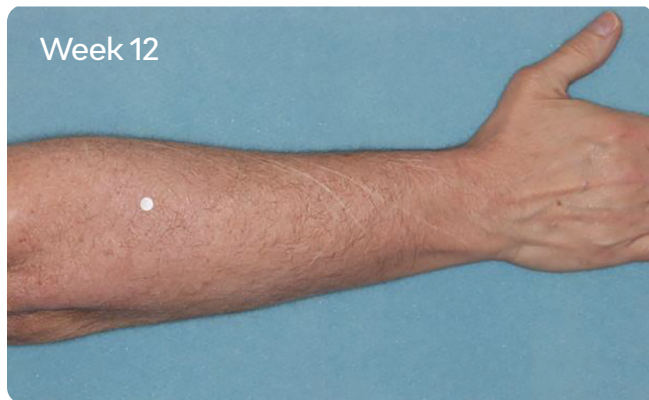
Where can I apply VTAMA?

VTAMA is for use on the skin (topical use) only. **VTAMA** can be used on sensitive skin, like your face and neck, armpits, chest/breasts, groin, and genitals.

VTAMA cannot be used in your eyes, mouth, or vagina.

Before and After

Patient 1017-010 | 56-year-old female, arm



Patient 2030-001 | 67-year-old male, arm

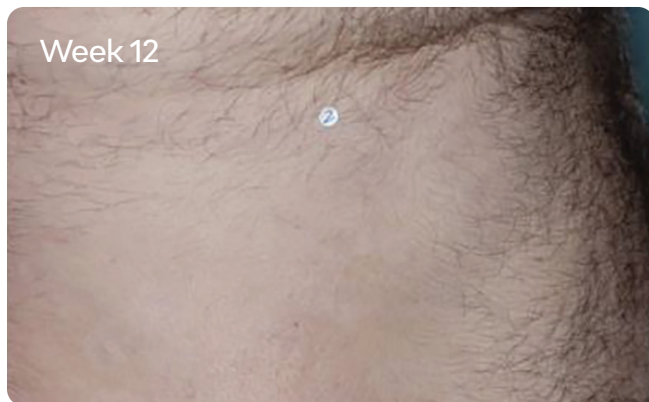


Please note that these images are representative of one area on individual patients treated with VTAMA during the pivotal clinical trials. Individual results may vary.

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

Before and After

Patient 2014-011 | 63-year-old male, trunk



Ever heard of

AhR?

- There are receptors in your skin called aryl hydrocarbon receptors (AhR for short), and they play an important role in regulating your skin.
- When you have plaque psoriasis, your skin's natural barrier is weakened and there is increased inflammation in your skin.
- Tapinarof, the active ingredient in VTAMA, supports AhR.
- The specific way in which VTAMA works in plaque psoriasis is unknown.

Please note that these images are representative of one area on individual patients treated with VTAMA during the pivotal clinical trials. Individual results may vary.

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

Overwhelmingly positive responses from people like you

- VTAMA is a cosmetically elegant, water-based cream. Patients said it absorbs quickly and won't leave your skin feeling greasy when you put it on.
- VTAMA does not contain any fragrance, petrolatum, PABA, parabens, or gluten.

Based on patient satisfaction surveys conducted during clinical trials,

~90%

of patients said
VTAMA is easy to apply,
is non-greasy, and
absorbs quickly

~83%

of patients said they
would use VTAMA again
or continue to use it

84%

of patients said
they would recommend
VTAMA to others
if available

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

Not an actual patient.

VTAMA
(tapinarof) cream 1%

Please see Brief Summary and
Important Safety Information
on pages 8 and 9.

www.VTAMA.com

IMPORTANT INFORMATION ABOUT VTAMA® (Vee-TAM-uh) (tapinarof) cream, 1%

BRIEF SUMMARY

This summary contains important information about VTAMA. It is not meant to take the place of your doctor's instructions. Read this information carefully before you start using VTAMA. Ask your doctor or pharmacist if you do not understand any of this information or if you want to know more about VTAMA. For full Prescribing Information and Patient Information, please see the package insert.

WHAT IS VTAMA?

VTAMA is a prescription medicine used on the skin (topical) to treat:

- plaque psoriasis in adults
- eczema (atopic dermatitis) in adults and children 2 years of age and older

It is not known if VTAMA is safe and effective for the topical treatment of plaque psoriasis in children.

It is not known if VTAMA is safe and effective for the topical treatment of atopic dermatitis in children under 2 years of age.

Do not use VTAMA for a condition for which it was not prescribed. Do not give VTAMA to other people, even if they have the same symptoms you have. It may harm them.

Important: VTAMA is for use on the skin (topical use) only. Do not use VTAMA in your eyes, mouth, or vagina.

WHAT SHOULD I TELL MY DOCTOR BEFORE USING VTAMA?

Before you use VTAMA, tell your doctor about all of your medical conditions, including if you:

- are pregnant or plan to become pregnant. It is not known if VTAMA will harm your unborn baby; and/or
- are breastfeeding or plan to breastfeed. It is not known if VTAMA passes into your breast milk. Talk to your doctor about the best way to feed your baby during treatment with VTAMA.

Tell your doctor about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

HOW SHOULD I USE VTAMA?

- Use VTAMA exactly as your doctor tells you to use it.

- Apply a thin layer of VTAMA only to the affected skin areas one (1) time a day. Avoid applying VTAMA to unaffected areas of your skin.
- Wash your hands after application, unless VTAMA is for treatment of your hands.
- If someone else applies VTAMA for you, they should wash their hands after application.

WHAT ARE THE POSSIBLE SIDE EFFECTS OF VTAMA?

The most common side effects in people treated for plaque psoriasis include: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

The most common side effects in people treated for atopic dermatitis include: upper and lower respiratory tract infections, red raised bumps around the hair pores (folliculitis), headache, asthma, vomiting, ear infection, pain in extremity, and stomach-area (abdominal) pain.

VTAMA can also cause skin reactions at the treatment site. Tell your doctor if you have itching, irritation, pain, redness, burning, or changes in skin color at the treatment site.

These are not all the possible side effects of VTAMA. Call your doctor for medical advice about side effects.

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

HOW SHOULD I STORE VTAMA?

- Store VTAMA at room temperature, between 68 °F and 77 °F (20 °C and 25 °C).
- Do not freeze VTAMA.
- Protect VTAMA from exposure to excessive heat.
- **Keep VTAMA and all medicines out of the reach of children.**

WHAT ARE THE INGREDIENTS IN VTAMA?

Active ingredient: tapinarof

Inactive ingredients: benzoic acid, butylated hydroxytoluene, citric acid monohydrate, diethylene glycol monoethyl ether, edetate disodium, emulsifying wax, medium-chain triglycerides, polyoxyl 2 stearyl ether, polyoxyl 20 stearyl ether, polysorbate 80, propylene glycol, purified water, and sodium citrate dihydrate.

INDICATION: VTAMA® (tapinarof) cream, 1% is a prescription medicine used on the skin (topical) to treat plaque psoriasis in adults.

IMPORTANT SAFETY INFORMATION

VTAMA cream is for use on the skin (topical use) only. Do not use VTAMA cream in your eyes, mouth, or vagina.

Most Common Side Effects

In people treated for plaque psoriasis, the most common side effects included: red raised bumps around the hair pores (folliculitis), pain or swelling in the nose and throat (nasopharyngitis), skin rash or irritation (including itching and redness, peeling, burning, or stinging), headache, and flu.

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

Please read the Prescribing and Patient Information for VTAMA cream and discuss it with your doctor.



Support and Savings

The cost of VTAMA will vary depending on several factors, including the type or level of insurance you have. **Eligible commercially insured patients may pay as little as \$0.***



*Eligibility required. This offer is invalid for patients whose prescription claims are eligible to be reimbursed, in whole or in part, by any governmental program.

