

Introducing TOVIAZ and the *YourWay*™ Plan

TOVIAZ is indicated for the treatment of overactive bladder with symptoms of urge urinary incontinence, urgency, and frequency.



Get the Full Picture in OAB Care

 **Toviaz**™
fesoterodine fumarate
extended release tablets 4mg and 8mg


Please see full prescribing and patient information on last pages.

Understanding the Impact of Overactive Bladder (OAB)

TOVIAZ treats the physical symptoms

Common Physical Symptoms^{1,2}


- Urgency
- Urge urinary incontinence (UUI)
- Frequency



For patients with OAB, there are other factors to consider


Behavioral and Coping Habits^{3,4}

- Limiting physical activities
- Bathroom mapping
- Wearing incontinence pads



The Emotional Impact³⁻⁵

- Feeling embarrassed
- Worry about loss of bladder control
- Limiting social situations



The *YourWay*[™] plan was designed to help educate patients about how to take a more active role in their care

TOVIAZ is indicated for the treatment of overactive bladder with symptoms of urge urinary incontinence, urgency, and frequency.

New TOVIAZ: Available in 2 Dose Strengths

Fesoterodine is rapidly and extensively converted to its active metabolite, 5-HMT,* which is also the active metabolite of tolterodine⁶

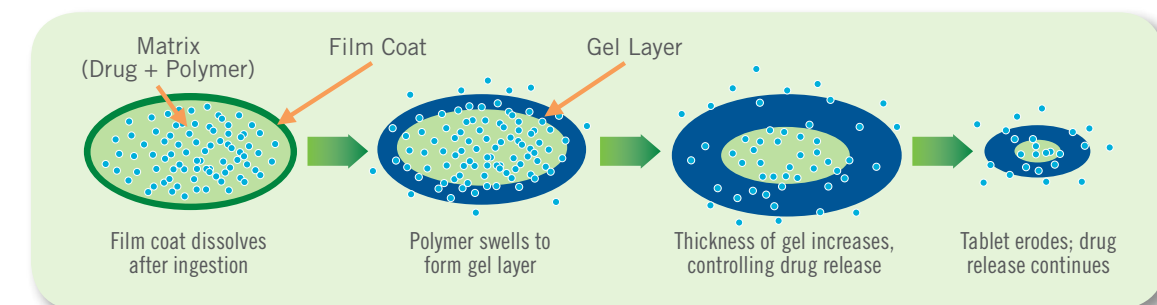
Dosing flexibility with 4 mg and 8 mg tablets

Recommended starting dose:	Based on individual response/ tolerability, dose may be increased to:
TOVIAZ 4 mg	TOVIAZ 8 mg



The daily dose of TOVIAZ should not exceed 4 mg in patients with severe renal insufficiency and in patients taking potent CYP3A4 inhibitors such as ketoconazole, itraconazole, and clarithromycin. TOVIAZ is not recommended for use in patients with severe hepatic impairment.

TOVIAZ offers an extended-release mechanism for once-daily dosing⁷



TOVIAZ should be taken with liquid and swallowed whole. TOVIAZ can be administered with or without food, and should not be chewed, divided, or crushed.

*5-HMT=5 hydroxymethyl tolterodine.

TOVIAZ is contraindicated in patients with urinary retention, gastric retention, or uncontrolled narrow-angle glaucoma and in patients with known hypersensitivity to the drug or its ingredients.

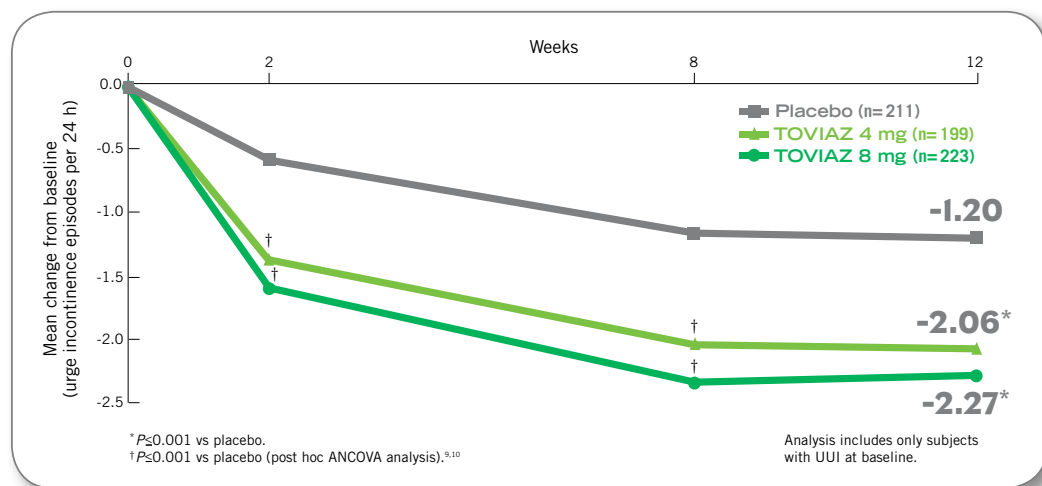
Please see full prescribing and patient information on last pages.



Focus on Efficacy: Significant Reductions in OAB Symptoms



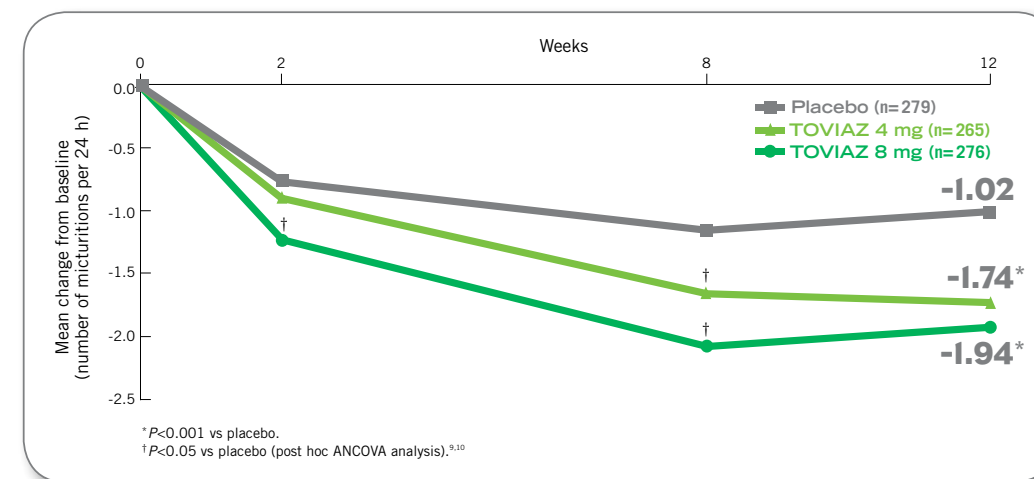
TOVIAZ significantly reduced UUI episodes over time⁸



Mean UUI episodes per day at baseline: 3.7 for placebo, 3.8 for TOVIAZ 4 mg, and 3.7 for TOVIAZ 8 mg.

A 12-week, randomized, double-blind, placebo- and active-controlled international ex-US study to assess the efficacy, tolerability, and safety of TOVIAZ in adults with OAB. Subjects (N=1132) were treated once daily with placebo, TOVIAZ 4 mg or 8 mg, or an active-control agent (an oral antimuscarinic).¹¹

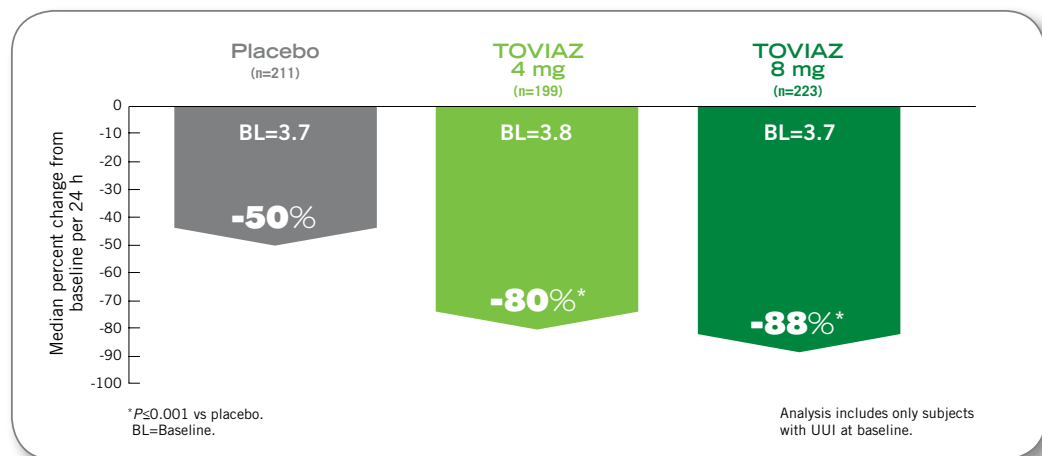
TOVIAZ significantly reduced urinary frequency over time¹³



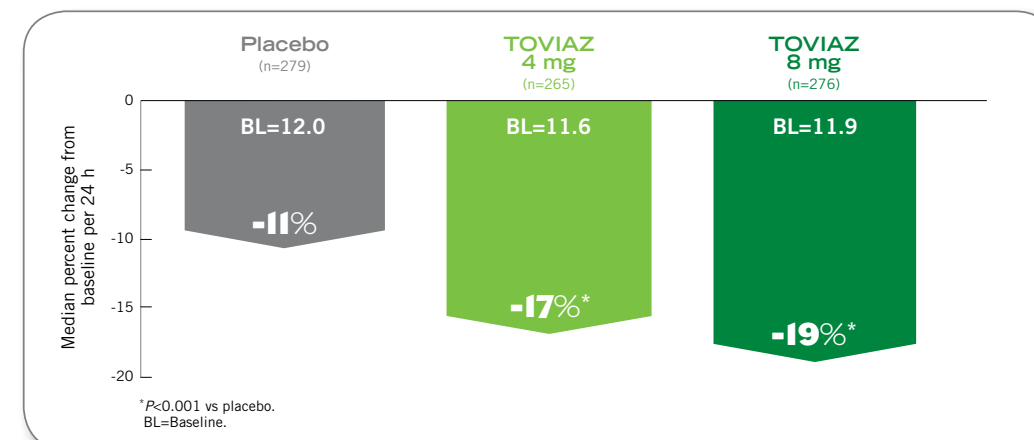
Mean urinary frequency per day at baseline: 12.0 for placebo, 11.6 for TOVIAZ 4 mg, and 11.9 for TOVIAZ 8 mg.

A 12-week, randomized, double-blind, placebo- and active-controlled international ex-US study to assess the efficacy, tolerability, and safety of TOVIAZ in adults with OAB. Subjects (N=1132) were treated once daily with placebo, TOVIAZ 4 mg or 8 mg, or an active-control agent (an oral antimuscarinic).¹¹

TOVIAZ significantly reduced UUI episodes at Week 12¹¹



TOVIAZ significantly reduced urinary frequency at Week 12¹¹



- In a similar study conducted in the US (N=832), the median percent reduction in UUI episodes at Week 12 was also significantly greater with TOVIAZ than with placebo (40%, 67%, and 82% for placebo, TOVIAZ 4 mg, and TOVIAZ 8 mg, respectively [$P<0.001$])¹²
- The recommended starting dose of TOVIAZ is 4 mg once daily. Based upon individual response and tolerability, the dose may be increased to 8 mg once daily. Please see page 3 for full dosing guidelines.

- In a similar study conducted in the US (N=832), the median percent reduction in urinary frequency at Week 12 was also significantly greater with TOVIAZ than with placebo (7%, 15%, and 16% for placebo, TOVIAZ 4 mg, and TOVIAZ 8 mg, respectively [$P<0.001$])¹²

TOVIAZ tablets should be used with caution in patients with clinically significant bladder outlet obstruction, decreased gastrointestinal motility, controlled narrow-angle glaucoma, myasthenia gravis, and significantly reduced hepatic or renal function. TOVIAZ is not recommended for use in patients with severe hepatic impairment.

The most frequently reported adverse events ($\geq 4\%$) for TOVIAZ were: dry mouth (placebo, 7%; TOVIAZ 4 mg, 19%; TOVIAZ 8 mg, 35%) and constipation (placebo, 2%; TOVIAZ 4 mg, 4%; TOVIAZ 8 mg, 6%).



Please see full prescribing and patient information on last pages.

Focus on Tolerability: Side Effect Profile



3
YEAR DATA

three open-label clinical studies support long-term tolerability and safety profiles

● In these open-label extensions of one Phase 2 and two Phase 3 trials, all subjects (N=890) were started on TOVIAZ 8 mg and could reduce to TOVIAZ 4 mg at 1 month (TOVIAZ 8 mg could be resumed at any visit)^{14,15}

- At least 80% of continuing subjects remained on TOVIAZ 8 mg at every visit
- 16% chose to decrease to 4 mg at 1 month

In 12-week clinical trials

CNS side effects were low and similar to placebo¹⁶

	Placebo (n=554)	TOVIAZ 4 mg (n=554)	TOVIAZ 8 mg (n=566)
Headache	4.2%	4.3%	2.7%
Dizziness	2.0%	1.3%	1.1%
Insomnia	0.5%	1.3%	0.4%
Fatigue	0.5%	0.9%	0.4%
Blurred vision	0.9%	0.2%	0.5%

TOVIAZ tablets should be used with caution in patients with clinically significant bladder outlet obstruction, decreased gastrointestinal motility, controlled narrow-angle glaucoma, myasthenia gravis, and significantly reduced hepatic or renal function. TOVIAZ is not recommended for use in patients with severe hepatic impairment.

Tolerability and safety profiles in 12-week clinical trials

Incidence of dry mouth¹⁷

	Placebo (n=554)	TOVIAZ 4 mg (n=554)	TOVIAZ 8 mg (n=566)
Dry mouth	7%	19%	35%
Mild	5%	15%	23%
Moderate	2%	3%	9%
Severe	<1%	1%	3%

● Fewer than 1% of patients discontinued due to dry mouth

Incidence of constipation

	Placebo (n=554)	TOVIAZ 4 mg (n=554)	TOVIAZ 8 mg (n=566)
Constipation	2%	4%	6%

● Constipation is a common problem in the elderly¹⁸ that can worsen OAB¹⁹

TOVIAZ is contraindicated in patients with urinary retention, gastric retention, or uncontrolled narrow-angle glaucoma and in patients with known hypersensitivity to the drug or its ingredients.

Please see full prescribing and patient information on last pages.





Expanding the Perspective on Patient Management

There are other factors to consider for patients with OAB

Behavioral and Coping Habits^{3,4}

Emotional Impact³⁻⁵

An important part of treatment can be patient education about behavioral changes,^{19,20} such as...

- ✓ **Healthy dietary habits** to help patients learn which foods and liquids can irritate the bladder^{20,21}
- ✓ **Altering fluid intake** throughout the day as an important strategy for patients to learn^{22,23}
- ✓ **Bladder diaries** to help patients learn to track their progress²⁴⁻²⁷
- ✓ **Bladder training** to help patients learn how to reduce incontinence episodes and extend time between voids^{26,28,29}
- ✓ **Pelvic floor muscle training** (ie, Kegel exercises) to help patients learn how to strengthen muscles and suppress urgency^{22,30,31}
- ✓ **Weight management** to help patients understand how weight can affect their condition^{32,33}



TOVIAZ tablets should be used with caution in patients with clinically significant bladder outlet obstruction, decreased gastrointestinal motility, controlled narrow-angle glaucoma, myasthenia gravis, and significantly reduced hepatic or renal function. TOVIAZ is not recommended for use in patients with severe hepatic impairment.


Only TOVIAZ Comes With the *YourWay*[™] Plan

The plan designed to help empower your patients to take an active role in their OAB treatment

Provides key information that patients need to get started



The *YourWay* plan provides an additional level of support

Patients can register for added support provided by phone, or , or direct mail over a 12-week period to learn what to expect from treatment, strategies to incorporate positive behavioral changes, and how to track their progress with the plan.



Please see full prescribing and patient information on last pages.



Get the Full Picture in OAB Care

TOVIAZ—The Pill

- Rapidly and extensively converted to its active metabolite, 5-HMT, which is also the active metabolite of tolterodine⁶
- The flexibility of 2 doses (4 mg and 8 mg)
- Reductions in UUI seen as early as Week 2 and maintained through Week 12
- Fewer than 1% of patients discontinued due to dry mouth
- Long-term tolerability and safety supported by 3-year, open-label studies

YourWay™—The Plan

- Educates patients about managing their OAB symptoms
- Aims to help empower patients to take an active role in their OAB treatment

References: 1. Abrams P, Cardozo L, Fall M, et al. The standardisation of terminology of lower urinary tract function: report from the standardisation sub-committee of the International Continence Society. *Neurourol Urodyn.* 2002;21:167-178. 2. Milsom I, Abrams P, Cardozo L, Roberts RG, Thuroff J, Wein AJ. How widespread are the symptoms of an overactive bladder and how are they managed? a population-based prevalence study. *BJU Int.* 2001;87:760-766. 3. Abrams P, Kelleher CJ, Kerr LA, Rogers RG. Overactive bladder significantly affects quality of life. *Am J Manag Care.* 2000;6(suppl 11):S580-S590. 4. Nicolson P, Kopp Z, Chapple CR, Kelleher C. It's just the worry about not being able to control it! a qualitative study of living with overactive bladder. *Br J Health Psychol.* 2008;13:343-359. 5. Coyne KS, Margolis MK, Jumadilova Z, Bavendam T, Mueller E, Rogers R. Overactive bladder and women's sexual health: what is the impact? *J Sex Med.* 2007;4:656-666. 6. Detrol LA [package insert]. New York, NY: Pfizer Inc; March 2008. 7. Data on file (CTD Figure 3.2.P.2.1.2-2). Pfizer Inc, New York, NY. 8. Data on file (SP583 CSR Table 13.2.1.1.1). Pfizer Inc, New York, NY. 9. Data on file (SCS 010). Pfizer Inc, New York, NY. 10. Data on file (SCS 200). Pfizer Inc, New York, NY. 11. Chapple C, Van Kerrebroeck P, Tubaro A, et al. Clinical efficacy, safety, and tolerability of once-daily fesoterodine in subjects with overactive bladder. *Eur Urol.* 2007;52:1204-1212. 12. Nitti VW, Dmochowski R, Sand PK, et al. Efficacy, safety and tolerability of fesoterodine for overactive bladder syndrome. *J Urol.* 2007;178:2488-2494. 13. Data on file (SP583 CSR Table 13.1.1.1.1). Pfizer Inc, New York, NY. 14. PhRMA Web Synopses (CTR identifiers NCT00220376, Protocol A0221042). www.clinicalstudyresults.org. 15. Data on file (SP738/739 SCS334 Table extent_vos_t). Pfizer Inc, New York, NY. 16. Data on file (Fesoterodine Summary of Clinical Safety, January 2006, Table 18.5). Pfizer Inc, New York, NY. 17. Data on file. (SP583 and SP584 CSR Table 17.6.1). Pfizer Inc, New York, NY. 18. Ginsberg DA, Phillips SF, Wallace J, Josephson KL. Evaluating and managing constipation in the elderly. *Urol Nurs.* 2007;27:191-212. 19. Ouslander JG. Management of overactive bladder. *N Engl J Med.* 2004;350:786-799. 20. Sussman DO. Overactive bladder: treatment options in primary care medicine. *J Am Osteopath Assoc.* 2007;107:379-385. 21. Schaffer J. Urinary frequency, urgency, urge incontinence, and nocturia. In: Weber AM, Brubaker L, Schaffer J, Togli MR, eds. *Office Urogynecology: Practical Pathways in Obstetrics and Gynecology.* New York, NY: McGraw-Hill; 2004:35-56. 22. Herschorn S, Becker D, Miller E, Thompson M, Forte L. Impact of a health education intervention in overactive bladder patients. *Can J Urol.* 2004;11:2430-2437. 23. Hashim H, Abrams P. How should patients with an overactive bladder manipulate their fluid intake? *BJU Int.* 2008;102:62-66. 24. Burgio KL, Kraus SR, Menefee S, et al. Behavioral therapy to enable women with urge incontinence to discontinue drug treatment: a randomized trial. *Ann Intern Med.* 2008;149:161-169. 25. MacStravic S. Optimising the patient's role: an essential component in disease management. *Dis Manage Health Outcomes.* 1999;6:1-7. 26. Wyman JF, Fantl JA. Bladder training in ambulatory care management of urinary incontinence. *Urol Nurs.* 1991;11:11-17. 27. Mattiasson A, Blaakaer J, Hoye K. Simplified bladder training augments the effectiveness of tolterodine in patients with an overactive bladder. *BJU Int.* 2003;91:54-60. 28. Fantl JA, Wyman JF, McClish DK, et al. Efficacy of bladder training in older women with urinary incontinence. *JAMA.* 1991;265:609-613. 29. Hines SH. Adherence to a behavioral program to prevent incontinence. *West J Nurs Res.* 2007;29:36-56. 30. Burgio KL, Locher JL, Goode PS, et al. Behavioral vs drug treatment for urge urinary incontinence in older women. *JAMA.* 1998;280:1995-2000. 31. Nygaard IE, Kredler KJ, Lepic MM, Fountain KA, Rhombert AT. Efficacy of pelvic floor muscle exercises in women with stress, urge, and mixed urinary incontinence. *Am J Obstet Gynecol.* 1996;174:120-125. 32. Subak LL, Whitcomb E, Shen H, Saxton J, Vittinghoff E, Brown JS. Weight loss: a novel and effective treatment for urinary incontinence. *J Urol.* 2005;174:190-195. 33. Dallosso HM, McGrother CW, Matthews RJ, Donaldson MMK. The association of diet and other lifestyle factors with overactive bladder and stress incontinence: a longitudinal study in women. *BJU Int.* 2003;92:69-77.

TOVIAZ is indicated for the treatment of overactive bladder with symptoms of urge urinary incontinence, urgency, and frequency.

The most frequently reported adverse events (≥4%) for TOVIAZ were: dry mouth (placebo, 7%; TOVIAZ 4 mg, 19%; TOVIAZ 8 mg, 35%) and constipation (placebo, 2%; TOVIAZ 4 mg, 4%; TOVIAZ 8 mg, 6%).



Please see full prescribing and patient information on last pages.