

Finacea® Foam is a prescription medicine used on the skin (topical) to treat the inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea.

DISCOVER FINACEA® FOAM

Finacea®
(azelaic acid)
Foam, 15%



Please see Important Safety Information throughout and on pages 18-19 and accompanying full Prescribing Information.

Not an
actual patient.
For illustrative
purposes only.

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What is Finacea® Foam?

Finacea® (azelaic acid) Foam is a prescription medicine used on the skin (topical) to treat the inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea. The safety and efficacy of Finacea Foam have not been established in pediatric patients.



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Understanding rosacea

What is rosacea?

Rosacea (roh-ZAY-sha) is a chronic condition that mostly affects the skin on your face.

Rosacea has many symptoms, primarily:

- Raised spots and pimple-like bumps, sometimes with pus inside
- Tiny blood vessels that can be seen through the skin
- Recurrent redness and flushing in the forehead, nose, cheeks, and chin

Without treatment, the symptoms of rosacea may get worse.



Who gets rosacea?

Rosacea is common, especially in men and women with fair or light-colored skin. It often appears when you're in your 30s or older. In an early stage, you might mistake rosacea for a sunburn and then ignore it.

Rosacea doesn't go away, and it can get worse without treatment.

It's important to treat and manage rosacea as early as possible, before bumps and pimples get worse. Unfortunately, there's no cure for rosacea, but many people have been able to manage it by avoiding triggers and using a prescription medication.

Not an actual patient.
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Common triggers

The following things may cause (“trigger”) rosacea flare-ups*:



Sun—time spent in the sun is a top trigger for flare-ups. Use daily sun protection! Ask your healthcare provider about a sunscreen that may be right for you



Strong wind; very cold or warm and humid conditions



Spicy food and drinks, and those that are hot in temperature (for example, hot coffee and tea)



Certain foods such as chocolate, cheese, sour cream, yogurt, vinegar, citrus fruits, tomatoes, and bananas



Alcoholic drinks



Stress and anxiety



Skin care products with alcohol, witch hazel, acetone, or fragrance

*According to patient histories and a survey from the National Rosacea Society (NRS).

Use the “Rosacea Diary” from the NRS, a booklet to help you find and avoid your personal rosacea triggers.

Visit the NRS website at
<https://www.rosacea.org/patients/materials/rosacea-diary-booklet>
to obtain a copy.

Ready to
take the

**NEXT
STEP?**

You may have tried many different medicines. Or, you may not be sure what to do next. Either way, like many people coping with the inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea, you're taking action. Although rosacea can't be cured, it can be managed.

Talk to your healthcare provider about trying Finacea® Foam.



Not actual size.

SMOOTH IT ON—TREATING WITH FINACEA® FOAM

Important Safety Information

What is Finacea Foam?

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Avoiding triggers

Use Finacea® Foam exactly the way your healthcare provider tells you to!

Even if you are using your medicine the right way, certain things (known as triggers) can make your symptoms worse or cause flare-ups.

Triggers can be found everywhere—and they vary for each person.

Here are some good ideas:

- Learn what your triggers are and how to avoid them
- Keep track of when you use Finacea® Foam
- Share this information with your healthcare provider at your next checkup so that he or she will know how Finacea® Foam is working for you

Important Safety Information (cont'd)

What should I tell my healthcare provider if I have CHANGES IN MY SKIN COLOR during use of Finacea Foam?

Report abnormal changes in skin color to your healthcare provider. There have been isolated reports of loss of skin color (hypopigmentation) after the use of azelaic acid (the active ingredient in Finacea Foam). If you have a dark complexion, your healthcare provider will monitor you for early signs of loss of skin color.

What should I AVOID when using Finacea Foam?

- Avoid contact with the eyes, mouth, vagina, and other mucous membranes. Azelaic acid has been reported to cause irritation of the eyes. If Finacea Foam does come in contact with the eyes, wash the eyes with large amounts of water, and consult your healthcare provider if eye irritation persists.

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Finacea®
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Foam, 15%

About Finacea® Foam

Finacea® Foam is the first prescription foam approved for rosacea by the US Food and Drug Administration (FDA). It is proven to treat the inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea.

- Finacea® Foam is a water-based (hydrophilic) foam that is light and airy
 - Not alcohol-based
 - Fragrance-free
- Apply Finacea® Foam twice daily (morning and evening) to the entire facial area (cheeks, chin, forehead, and nose). For a single application, dispense the smallest amount of foam necessary to adequately cover the affected area(s) with a thin layer
- Shake well before use
- Cosmetics may be applied after the application of Finacea® Foam has dried
- Avoid the use of occlusive dressings or wrappings
- Finacea® Foam should be used continuously over 12 weeks
- Your healthcare provider will reassess your treatment if no improvement is observed upon completing 12 weeks of therapy
- Not for oral, ophthalmic, or intravaginal use

Important Safety Information (cont'd)

What should I AVOID when using Finacea Foam?

- Avoid fire, flame, and smoking during and immediately following application. Do not puncture and/or incinerate the containers. Do not expose containers to heat and/or store at temperatures above 120°F (49°C). The propellant in Finacea Foam is flammable.



What are common side effects of Finacea® Foam?

In clinical studies, the most common side effects (in the places where Finacea® Foam was applied) were:

- Pain (described as burning, stinging, “pins and needles” sensation, and/or tenderness) (6.2% of people)
- Itching (2.5% of people)
- Dryness (0.7% of people)
- Redness (0.7% of people)

These are not all the possible side effects. Call your healthcare provider for medical advice about side effects.

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Not actual size.

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How could Finacea® Foam help me?

Finacea® Foam may help you reduce the raised spots and pimple-like bumps of your mild to moderate rosacea.

Here's what happened in the 2 clinical trials that each lasted 12 weeks:

- Finacea® Foam was superior (when compared to the same foam without drug) in reducing the number of raised spots and pimple-like bumps
- By looking at the skin of people who used Finacea® Foam, researchers found that they had better results than those who used the same foam without drug

What is an IGA scale?

- An IGA (Investigator's Global Assessment) scale is a scale of disease severity that is used in clinical studies to determine whether a person has achieved success over time
- People who were considered to have "success" ranged from "Clear" to "Minimal" AND had at least a 2-step improvement. For example, they went from "Moderate" to "Minimal" on the IGA scale at the end of the trials



Success is defined as a score of "Clear" or "Minimal" with at least a 2-step reduction from baseline on a 5-point IGA. Graphic representation is for illustrative purposes only.

Important Safety Information (cont'd)

What should I AVOID when using Finacea Foam?

- Avoid the use of tight dressings or wrappings where you apply Finacea Foam.

Please see additional Important Safety Information throughout and on pages 18-19 and [accompanying full Prescribing Information](#).

Finacea® Foam was tested in 2 vehicle-controlled trials

Here's what vehicle-controlled means:

Some people in the studies received a foam (vehicle) without drug, while others received Finacea® Foam. This is a common way for researchers to study the effectiveness of medicines.



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For a single application, dispense the smallest amount of foam necessary to adequately cover the affected area with a thin layer.

Important Safety Information (cont'd)

What should I AVOID when using Finacea Foam?

- Avoid use of alcoholic cleansers, tinctures, and astringents, abrasives, and peeling agents.

How should I use Finacea Foam?

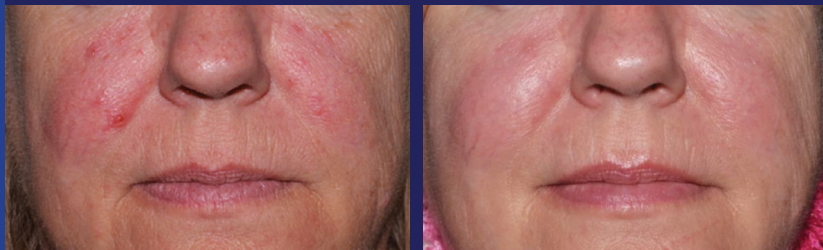
- Shake well before use. For topical use only.
- Before applying Finacea Foam, cleanse affected area(s) with a very mild soap or a soapless cleansing lotion and pat dry with a soft towel.
- Apply Finacea Foam twice daily and use continuously over 12 weeks.
- Wash hands immediately following application of Finacea Foam.
- Cosmetics may be applied after the application of Finacea Foam has dried.
- If allergic reactions occur, discontinue use and consult your healthcare provider.
- Discard product 8 weeks after opening

Finacea® Foam was shown to reduce the number of raised spots and pimple-like bumps

Finacea® Foam is proven to treat the raised spots (inflammatory papules) and pimple-like bumps (pustules) of mild to moderate rosacea.

At the end of 12 weeks, researchers evaluated the changes they saw in the people in the trials.

After 12 weeks of treatment with Finacea® Foam



BEFORE

AFTER

Actual photo of a Finacea® Foam phase 3 clinical-trial subject. All patients may not exhibit the same results.

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The look of success

Researchers observed the percentage of patients that experienced superior IGA success rates with Finacea® Foam vs the foam without drug at the end of 12 weeks of treatment.

2
TRIALS

1362
PATIENTS

TRIAL 1

Total patients = 961

Finacea®
Foam
(N=483)

32.1%

vs

23.4%

Foam
only

Foam
without drug
(N=478)

TRIAL 2

Total patients = 401

Finacea®
Foam
(N=198)

43.4%

vs

32.5%

Foam
only

Foam
without drug
(N=203)

Important Safety Information (cont'd)

What are the possible side effects of Finacea Foam?

The most common side effects occurring at the local site include:

- Pain (described as burning, stinging, “pins and needles,” and/or tenderness)
- Itching
- Dryness
- Redness

These are not all the possible side effects. Call your healthcare provider for medical advice about side effects.

USING FINACEA® FOAM:

Your step-by-step guide

Follow these steps to apply Finacea® Foam twice daily (morning and evening) or as your healthcare provider has prescribed. Finacea® Foam is for external use only.



- Clean your face with very mild soap or soapless cleansing lotion
- Avoid the use of alcoholic cleansers, tinctures and astringents, abrasives, and peeling agents



- Pat your skin dry with a soft towel



- Shake Finacea® Foam well before using it

TIP!

To help manage rosacea, avoid any triggers that may provoke redness, flushing, and blushing. These triggers can include spicy and thermally hot food and drinks such as hot coffee, tea, or alcoholic beverages.

Important Safety Information (cont'd)

Where do I learn more?

This summary does not include all the information about Finacea Foam. Read the information that comes with your prescription every time you have a prescription filled. Talk to your healthcare provider or pharmacist about this information. Your healthcare provider is the best person to help you decide if Finacea Foam is right for you.



- Hold the Finacea® Foam can upright
- Push the button to dispense the smallest amount of foam needed (just a dollop!) to cover the affected area(s) with a thin layer



- Apply Finacea® Foam twice daily (morning and evening) to the entire facial area (cheeks, chin, forehead, and nose) or as directed by your healthcare provider
- Finacea® Foam should be used continuously for 12 weeks
- Your healthcare provider will reassess your treatment if no improvement is observed upon completing 12 weeks of therapy



- Wash your hands immediately after you use Finacea® Foam
- You can put on makeup and other cosmetics after Finacea® Foam dries on your skin. Consult your healthcare provider about cosmetics that are right for your skin
- If allergic reactions occur, discontinue use and consult your healthcare provider

IMPORTANT

Discard product 8 weeks after opening.

Avoid fire, flame, and smoking during and immediately following application. The propellant in Finacea® Foam is flammable.

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Save with LEO Pharma[®] CONNECT



Not an actual co-pay card.

Patients may
pay as little as

\$20

for each
Finacea[®] Foam
prescription

*Certain restrictions apply. This card may reduce out-of-pocket expenses. Patient must be 18 years of age or older to use this card. If patient is under 18, a legal guardian over 18 years of age may access this program on your behalf where permitted by, and consistent with, additional restrictions imposed by law (and subject to any additional age restrictions that relate to each product). Patients are not eligible if they are enrolled or they participate in any state or federally funded healthcare program (eg, Medicare, Medicaid, etc). For eligibility requirements and restrictions, visit leopharmaconnect.com or call 1-877-678-7494.

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What should I tell my healthcare provider if I have CHANGES IN MY SKIN COLOR during use of Finacea Foam?

Finacea[®] (azelaic acid) Foam is a prescription medicine used on the skin Report abnormal changes in skin color to your healthcare provider. There have been isolated reports of loss of skin color (hypopigmentation) after the use of azelaic acid (the active ingredient in Finacea Foam). If you have a dark complexion, your healthcare provider will monitor you for early signs of loss of skin color.

What should I AVOID when using Finacea Foam?

- Avoid contact with the eyes, mouth, vagina, and other mucous membranes. Azelaic acid has been reported to cause irritation of the eyes. If Finacea Foam does come in contact with the eyes, wash the eyes with large amounts of water, and consult your healthcare provider if eye irritation persists.
- Avoid fire, flame, and smoking during and immediately following application. Do not puncture and/or incinerate the containers. Do not expose containers to heat and/or store at temperatures above 120°F (49°C). The propellant in Finacea Foam is flammable.
- Avoid the use of tight dressings or wrappings where you apply Finacea Foam.
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Important Safety Information (cont'd)

How should I use Finacea Foam?

- Shake well before use. For topical use only.
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- Apply Finacea Foam twice daily and use continuously over 12 weeks.
- Wash hands immediately following application of Finacea Foam.
- Cosmetics may be applied after the application of Finacea Foam has dried.
- If allergic reactions occur, discontinue use and consult your healthcare provider.
- Discard product 8 weeks after opening

What are the possible side effects of Finacea Foam?

The most common side effects occurring at the local site include:

- Pain (described as burning, stinging, “pins and needles,” and/or tenderness)
- Itching
- Dryness
- Redness

These are not all the possible side effects. Call your healthcare provider for medical advice about side effects.

Where do I learn more?

This summary does not include all the information about Finacea Foam. Read the information that comes with your prescription every time you have a prescription filled. Talk to your healthcare provider or pharmacist about this information. Your healthcare provider is the best person to help you decide if Finacea Foam is right for you.

You are encouraged to report side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088 (1-800-332-1088).

You may also report side effects to LEO Pharma Inc. at 1-877-494-4536, option 1, or email to usdrugsafety@leo-pharma.com.

Please see [accompanying full Prescribing Information](#).

**LIGHT. AIRY.
FRAGRANCE-FREE.**

That's Finacea[®] Foam

2x

TWICE-DAILY DOSING

Apply Finacea[®] Foam twice daily (morning and evening) or as prescribed by your healthcare provider.



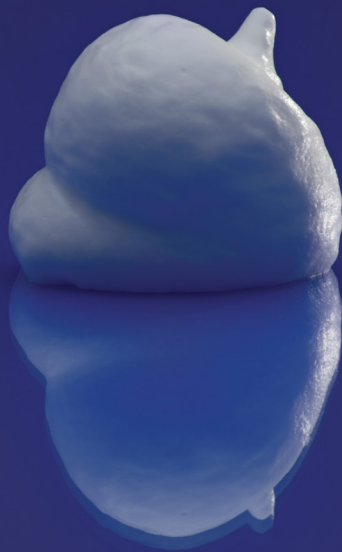
PROVEN EFFICACY PROFILE

Finacea[®] Foam was proven effective in two 12-week clinical trials.



HYDROPHILIC FOAM

The first prescription foam approved by the FDA for the treatment of the inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea.



For a single application, dispense the smallest amount of foam necessary to adequately cover the affected area with a thin layer.

What should I tell my healthcare provider if I have CHANGES IN MY SKIN COLOR during use of Finacea Foam?

Report abnormal changes in skin color to your healthcare provider. There have been isolated reports of loss of skin color (hypopigmentation) after the use of azelaic acid (the active ingredient in Finacea Foam). If you have a dark complexion, your healthcare provider will monitor you for early signs of loss of skin color.

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