

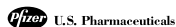
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your age or income. You may even qualify for  
free Pfizer medicines. Call 1-866-706-2400.  
Or visit [www.pfizerhelpfulanswers.com](http://www.pfizerhelpfulanswers.com).



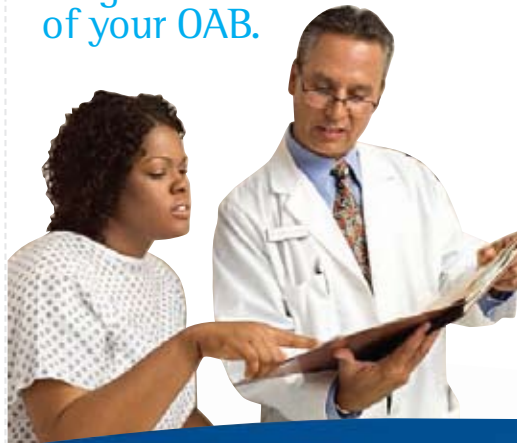
**Detrol<sup>®</sup> LA**  
tolterodine tartrate  
extended release capsules

*Please see enclosed important  
product information.*

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Helping you  
gain control  
of your OAB.



*Please see enclosed  
important product  
information.*

**Detrol<sup>®</sup> LA**  
tolterodine tartrate  
extended release capsules

**DETROL LA**  
COVER AND FIRST SPREAD

Here's all you need to start worrying less.



Congratulations! You took a big step when  
you spoke to your doctor about overactive  
bladder (OAB). And now you've joined the  
millions who've turned to DETROL LA to help  
manage their OAB. You may soon discover  
that OAB does not have to keep you from  
living life to the fullest.

This booklet is your guide to managing the  
symptoms of OAB. It contains clinical  
information. Lifestyle tips. And hints about  
getting continued support.

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tolterodine tartrate  
extended release capsules

### What is overactive bladder (OAB)?

With OAB, the bladder muscle squeezes too often. Or when you don't want it to. The symptoms of OAB can occur day and night. They may include:

- Frequent, sudden urges to urinate
- Often going more than 8 times in 24 hours, which may include getting up at night
- Wetting or leaking accidents (for some people)



Many people think that it's natural to develop these symptoms. They think it's just part of aging. But OAB is not normal at any age. It's a real medical condition. And it affects about 33 million Americans, often starting in their 30s or 40s.

### What makes DETROL LA the #1 prescribed brand of OAB medicine?

Millions have turned to DETROL LA to help manage the symptoms of OAB. DETROL LA is designed to:

- Help calm the bladder muscle that causes frequent, sudden urges
- Work for up to 24 hours to relieve symptoms all day and all night
- Reduce the number of wetting accidents
- Reduce frequent visits to the bathroom

Plus DETROL LA is easy to take—just one pill, once a day.

*Please see enclosed important product information.*

**Detrol<sup>®</sup> LA**  
tolterodine tartrate  
extended release capsules

## DETROL LA SECOND AND THIRD SPREAD

### Keep taking DETROL LA to see the best results.

For some people, DETROL LA begins to work as soon as the first week they take it. But everyone is different. Most people continue to improve as they take DETROL LA for the first few months. You can too!

As you continue with your treatment, your confidence will grow. And you may worry less about OAB. Just remember, to see the most improvement you should take DETROL LA as prescribed. So keep taking DETROL LA once a day, every day.

#### Important Product Information.

Please note that if you have certain stomach problems, glaucoma, or trouble getting urine to pass, you shouldn't take DETROL LA. The most common side effects are dry mouth, headache, constipation, and abdominal pain. DETROL LA, like all medicines, has risks and benefits. There may be other options. Ask your doctor if DETROL LA is right for you.

### Managing side effects.

As with all medications, DETROL LA does have some side effects. The most common of these is dry mouth. Very few people experience dry mouth. If you do, try these tips:

- sucking on sugar-free hard candies
- taking small sips of water during the day
- chewing sugar-free gum
- avoiding alcohol, caffeine and citrus fruit juices

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Smart lifestyle choices are  
always in style.

A low-calorie, high-fiber diet can benefit anyone. Eating, drinking and lifestyle decisions can also help improve your OAB symptoms. Here are some things to remember:

- Try to avoid caffeinated and carbonated drinks, alcohol, tomato based or spicy foods, citrus fruits and juices.
- Drink normal amounts of fluid spread throughout the day.
- Try not to drink within 2-3 hours of bedtime.
- Losing weight, if you need to, can improve OAB symptoms.
- Smoking can irritate the bladder. Try quitting if you can.



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**DETROL LA**  
FOURTH AND FIFTH SPREAD

**Get up to a \$20 Rebate.**  
We made it even easier to get closer to your goal.

Receive up to a \$20 rebate on your DETROL LA prescription. See "Eligibility Criteria" on the right.

1. Fill your DETROL LA prescription.
2. Circle the price you paid for DETROL LA on the original, dated, store-identified cash register receipt.
3. Confirm you meet "Eligibility Criteria" on the right and acknowledge eligibility by signing on the front.
4. Tape (do not staple) the original receipt to the form above and mail to: **\$20 Rebate Offer for DETROL LA**, P.O. Box 29288, Shawnee Mission, KS 66201-9592

That's it! You'll then be mailed your rebate check from Pfizer within 6 to 8 weeks. This offer expires 12/31/08. Available by prescription only.

**Concerning Confidentiality:** Pfizer respects your right to have personal and health information kept private. We may use this information to send you materials on our products and services that may be of interest to you. Pfizer and companies that work with us to provide these materials will not share your information with any other third parties or outside mailing lists.

## DETROL LA REBATE CARD AND SIXTH SPREAD

Keep taking DETROL LA to manage the symptoms of overactive bladder (OAB). Use this coupon for up to a \$20 Rebate the next time you refill your prescription. This offer expires 12/31/08.

Please save your original proof of purchase from your prescription. See back for instructions on how to redeem this rebate. If coupon has expired, please call 1-888-4-DETROL.

Sign Here

X \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

*Important: Your signature is required to confirm you meet eligibility criteria on the back of this card.*



Eligibility Criteria: 1. This rebate is not valid for prescriptions purchased under Medicaid, Medicare, Medicare Part D or a Medicare-endorsed drug discount card, federal or state programs (including any state prescription drug programs), or private indemnity or HMO insurance plans which reimburse you for the entire cost of your prescription drugs. 2. You must deduct the value of this rebate from any reimbursement request submitted to insurance plan, either directly by you or on your behalf. 3. This rebate is not valid for residents of Massachusetts or Ohio whose prescriptions are covered in whole or in part by third-party insurance, or where otherwise prohibited by law. 4. A completed certificate, and the original, dated, store-identified receipt accompanying your prescription, are required. Photocopies are not accepted. Receipt will not be returned. Rebate cannot be combined with any other rebate/coupon, free trial or similar offer. 5. Rebate is limited to \$20 or the amount of your copay, whichever is less. 6. Rebate is limited to 1 per person during this offering period and is not transferable. 7. Please allow 6 to 8 weeks for delivery. 8. Offer good only in the U.S. 9. Pfizer reserves the right to rescind, revoke or amend this offer without notice. You understand and agree to comply with the terms and conditions of this offer as set forth below.

### Exercises that may help.

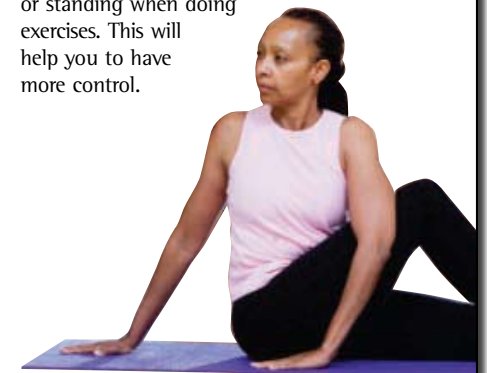
Studies show that the combination of a careful diet, regular exercise, and medication often give better results when treating OAB. These exercises (often called "Kegels,") can help strengthen pelvic floor muscles.

A step-by-step guide to pelvic floor muscle exercises ("Kegels"):

- Find the muscles by imagining trying to control passing gas. Or, think of the muscles you use to try to stop the flow of urine.
- Squeeze the muscles and hold for 3 seconds. Do it 10 times at first. If this is very easy, try holding for 5 seconds. Rest between contractions for the same amount of time.
- Work up to holding contractions for 6 to 10 seconds. Then rest for 10 seconds. Do at least 30 to 50 per day. Exercise in sets of 10 at

first. As you get stronger, you can do more sets fewer times a day. Exercising each day is best, but 3 or 4 times a week will still help.

- Alternate between lying down, sitting or standing when doing exercises. This will help you to have more control.



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### Relax: tips for staying calm.

You should always feel at ease with your OAB treatment. Remember that results take time. So have patience. It's okay to take your mind off OAB. Play a favorite CD. Read a favorite poem. Whatever relaxes you best. When you feel the urge, try to:

- Stop what you're doing and stay put. Sit down when you can. Or stand quietly. Stay very still. When you're still, it's easier to control your urge.



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## DETROL LA SEVENTH AND EIGHTH SPREAD

- Squeeze your pelvic floor muscles quickly several times (see previous page). Don't relax fully between squeezes.
- Relax the rest of your body. Take a few deep breaths to help you. Let go of your tension.
- Think about something else. Or, try counting backwards by 5s.
- Wait until the urge subsides.
- Walk to the bathroom. Don't rush.

### What would you like your OAB treatment to accomplish?

It's easy to make a list of objectives. And then stay focused on achieving them. A few goals you might have are:

1. Worrying less about accidents.
2. Making fewer trips to the bathroom.
3. Building stronger pelvic floor muscles.

### Get help tracking your progress.

Visit [www.DetrolLA.com](http://www.DetrolLA.com) to download your free progress log. It will help you see results as they occur. And may even help build confidence. Plus you'll get more tips about diet and exercise. There's even a way to sign up for refill reminders.



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**DETROL LA**  
FINAL SPREAD

**Get reassurance and continued support.**



We remain committed to helping you now and in the future. Simply call our Patient Support Line toll-free at 1-888-4-DETROL. Our goal is to provide you with discreet, professional information. You can rely on it.

**Questions to ask your doctor.**

Below are some questions you may want to ask your doctor on your next visit. Use the space to the right for additional notes or questions you may have.

- What else can I do to reduce my OAB symptoms?
- How can I keep track of my progress?
- Where else can I get reliable information about OAB?

**Notes:**

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◀ Keep your prescription slip  
in this pocket for easy access.

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important product  
information.*

**Detrol<sup>®</sup> LA**  
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extended release capsules



The confidence you're looking for.  
The assurance you deserve.  
The details: inside.



## DETROL LA COVER AND FIRST REVEAL

**Detrol<sup>®</sup> LA**  
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extended release capsules

Be confident. Be assured.  
Keep managing your  
overactive bladder  
with **DETROL LA**.



You've taken the first step. You've spoken to your doctor, and you've asked for more information about DETROL LA and how it can help you manage the symptoms of overactive bladder (OAB).

It's true. An overactive bladder may keep you from enjoying life to the fullest. But there's good news! You've joined the millions who've turned to DETROL LA to help manage symptoms of OAB.

When taken as prescribed, DETROL LA can help keep an overactive bladder quieter. For the best results, take DETROL LA as prescribed.

- You should take one DETROL LA capsule a day, according to your doctor's instructions.
- For some people, DETROL LA begins to work as soon as the first week they take it. But everyone is different. Most people continue to improve as they take DETROL LA for the first few months.
- To see the most improvement, you have to take DETROL LA consistently as prescribed by your doctor.
- As with all medications, DETROL LA does have some side effects. Some people may get dry mouth. If you do, try sucking on sugar-free, hard candies. Take small sips of water during the day. Avoid alcohol, caffeine, and citrus fruit juice.

### Important Information.

If you have certain stomach problems, glaucoma, or trouble getting urine to pass, you shouldn't take DETROL LA. The most common side effects are dry mouth, headache, constipation, and abdominal pain. DETROL LA, like all medicines, has risks and benefits. There may be other options.

(over, please)

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## DETROL LA INSIDE

### Other ways to actively manage the symptoms of OAB.

Wish you could see how you're doing with DETROL LA? You can. Just log on to [www.DetrolLA.com](http://www.DetrolLA.com). Once there, you can download a free progress log. It will help you track your results. And may even help build confidence. You will also find more information while you're on the Web site. Suggestions. Advice. And tips about diet and exercise. These can also help keep your OAB under control.

### Now the confidence you deserve comes with a rebate of up to \$20.

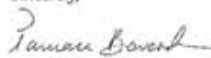
You can receive a rebate for up to \$20 on your next prescription of DETROL LA. It's easy to do. Just detach, complete, and return the coupon at the bottom of this letter. We'll do the rest.

### Get reassurance and continued support.

Do you have more questions about overactive bladder or DETROL LA? Just call our Patient Support Line toll-free at 1-888-4-DETROL (1-888-433-8765). You can speak to OAB experts and nurses from 8 AM to 8 PM Mon.-Fri., Eastern time, except holidays. Or visit our Web site at [www.DetrolLA.com](http://www.DetrolLA.com). We are always eager to provide you with discreet, reliable information. We can also give you tips on how to discuss OAB with others.

So keep up the good work! Because now you've got the help to get the confidence you've been waiting for.

Sincerely,



Tamara Bavendam, M.D.  
Medical Director

PS: When you start to see a reduction of your OAB symptoms, don't stop taking DETROL LA. Talk to your doctor about the benefits of staying with DETROL LA to continue to see positive results!



"DETROL LA has really saved me from  
a lot of embarrassment."\*

— M.H.

Please see accompanying important product information.

"DETROL LA gives me more freedom to  
be out and around like I used to, and  
not have to worry where the restroom  
is in every single store I go into."\*

— R.M.



If you no longer want to learn or receive information about DETROL LA, call 1-888-735-3208. We'll take you off our DETROL LA mailing list.

Uninsured? Need help paying for medicine? Pfizer has programs that can help, no matter your age or income. You may even qualify for free Pfizer medicines. Call 1-866-706-2400. Or visit [www.pfizerhelpfulanswers.com](http://www.pfizerhelpfulanswers.com).

 helpful  
answers™

#### Rebate Instructions

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\*Individual results may vary.

Helps keep an overactive bladder quieter.™