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Mr. John Q. Sample
Sample Creation Date: 01/07/08
123 Any Street
Anytown, US 12345-6789

They're small, rarely talked about, and may threaten millions of Americans.

Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership
PO Box 1069
Palatine, IL 60078-1069

The information you requested.

US.CLO.06.11.0018

Blood clots. They're small, but they're strong enough to cause a heart attack or stroke.

Plavix®
(clopidogrel bisulfate) 75 mg tablets

Mr. John Q. Sample
Sample Creation Date: 01/07/08
123 Any Street
Anytown, US 12345-6789

Dear Mr. Sample,

There was probably a time in your life when you never would have imagined requesting information about heart attack or heart-related chest pain. But if you've had either a heart attack or heart-related chest pain, learning as much as possible about them can help you prepare for what lies ahead, and may help you do more to reduce the risk of a future heart attack or stroke.

In this package you'll find helpful information, such as:

- how platelets in the blood can stick together and form clots—the leading cause of heart attack and stroke
- why having a heart attack or heart-related chest pain puts you at increased risk for a future heart attack or stroke
- steps you can take to help lower your risk
- questions to ask your doctor

You'll also find more information about Plavix® (clopidogrel bisulfate). As you probably know, PLAVIX is an antiplatelet medication that has been proven to help keep platelets in the blood from sticking together and forming clots. Doctors have prescribed PLAVIX with other heart medicines to help reduce the risk of a future heart attack or stroke for millions of patients who have been hospitalized with heart-related chest pain (unstable angina) or a heart attack. New clinical studies show if you've had a major heart attack, PLAVIX taken with aspirin helps increase your protection against a future heart attack or stroke, and even helps save lives.

Please take some time to read the enclosed materials. And then talk to your doctor about them. When you do, be sure to ask about the importance of continuing to take PLAVIX. If you'd like more information about PLAVIX, visit us at www.plavix.com.

Important Information: If you have a stomach ulcer or other condition that causes bleeding, you should not use PLAVIX. When taking PLAVIX alone or with some other medicines including aspirin, the risk of bleeding may increase so tell your doctor before planning surgery. And, always talk to your doctor before taking aspirin or other medicines with PLAVIX, especially if you've had a stroke. If you develop fever, unexplained weakness or confusion, tell your doctor promptly as these may be signs of a rare but potentially life-threatening condition called TTP, which has been reported rarely, sometimes in less than 2 weeks after starting therapy. Other rare but serious side effects may occur.

Please see the enclosed full prescribing information for more details.

Sincerely,

John Tsai, M.D.
Vice President, Cardiovascular and Metabolics
U.S. Pharmaceuticals Medical Affairs
Bristol-Myers Squibb

Steven Zelenkofske, D.O., F.A.C.C., F.A.C.O.I., F.C.C.P.
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Requests can also be mailed to Bristol-Myers Squibb P.O. Box 1069 Palatine, IL 60078-1069.

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Bristol-Myers Squibb

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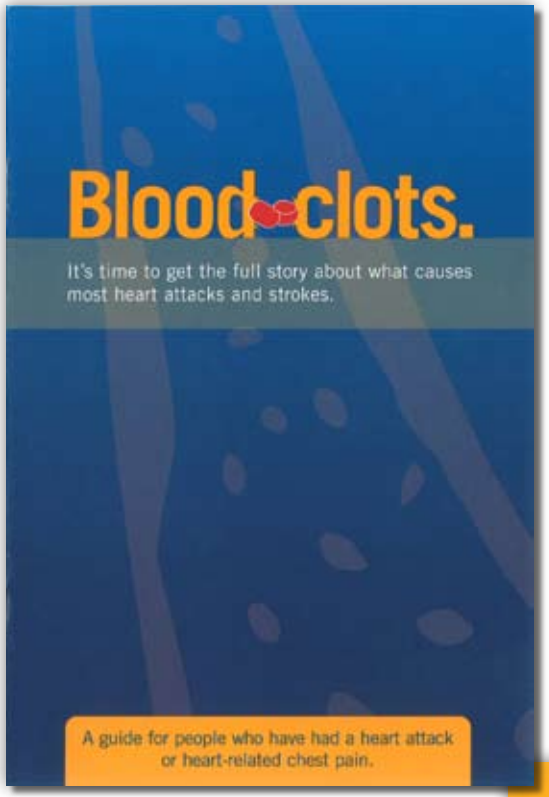


A guide for people who have had a heart attack or heart-related chest pain.

Start talking to your doctor about clot formation today.

Be sure to bring Your Doctor Conversation Guide with you when you visit your physician. It will help you have a better conversation about your health and helping reduce your risk of a future heart attack or stroke.

Heart Attack and Stroke

There's a big difference between the full story and the partial story.

They're small. They're powerful. They're the cause of most heart attacks and strokes. They're blood clots and knowing about them is vital to understanding the full story of a future heart attack and stroke.

In this booklet you get easy-to-understand information about:

Talk to your doctor about

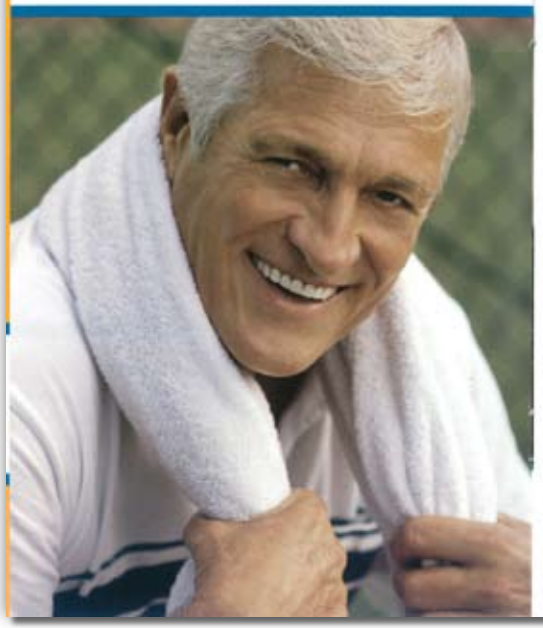
Plavix®
(clopidogrel bisulfate) 75 mg

…er or other condition that
…en taking PLAVIX alone or
…sk of bleeding may increase
…always talk to your doctor
…VIX, especially if you've had
…ness or confusion, tell your
…t potentially life-threatening
…rely, sometimes in less than
…ious side effects may occur.

…nation for more details.

He eats right, exercises, and avoids stressful situations.

But still, he has an incomplete picture of what causes heart attack and heart-related chest pain.



The full story of heart attack and heart-related chest pain includes blood clots.

Did you know that the leading cause of heart attack and heart-related chest pain is blood clots? Believe it or not, 30% of all heart attacks are caused by clots in the blood. Many people think that high cholesterol or high blood pressure are what cause heart attacks and heart-related chest pain, but these are actually risk factors.

Why do clots form?

People often think of blood clotting as a good thing. And for the most part, it is. Clot formation is a natural defense mechanism of the body, which works to protect you from bleeding in the case of an injury.

What makes a clot dangerous?

Clot formation can also be triggered by the rupture of plaque (a buildup of cholesterol and other materials) inside the walls of arteries. When platelets clump together on or near the plaque, they can form a clot that may limit or completely stop the flow of blood to various parts of the body. If a clot forms in an artery supplying blood to the heart, heart-related chest pain or a heart attack can occur. If a clot forms in an artery leading to the brain, a stroke can occur. Knowing more about clots will help give you the full story about heart attack and stroke.

Talk to your doctor about how blood clots form and may lead to a future heart attack or stroke.

Cholesterol, blood pressure, and blood clots all play a role in heart attack and heart-related chest pain.

Cholesterol. From childhood we all begin developing plaque: a buildup of cholesterol and other materials in the walls of our arteries. Over time, this plaque can restrict the flow of blood throughout the body. When cholesterol levels are high, it can mean plaque is developing more quickly.

Blood pressure. High blood pressure can place great stress on the plaque as blood flows past it. At some point, this can cause the plaque to rupture.

Clots. When the plaque ruptures, it causes blood platelets to stick together and form a clot. The clot, located inside the artery, can limit or stop the flow of blood to part of the heart or brain. That's why blood clots are the direct cause of most heart attacks and heart-related chest pain.

How plaque buildup can lead to clot formation.

1 Normal arteries are smooth and flexible, allowing oxygen-rich blood to flow through easily.

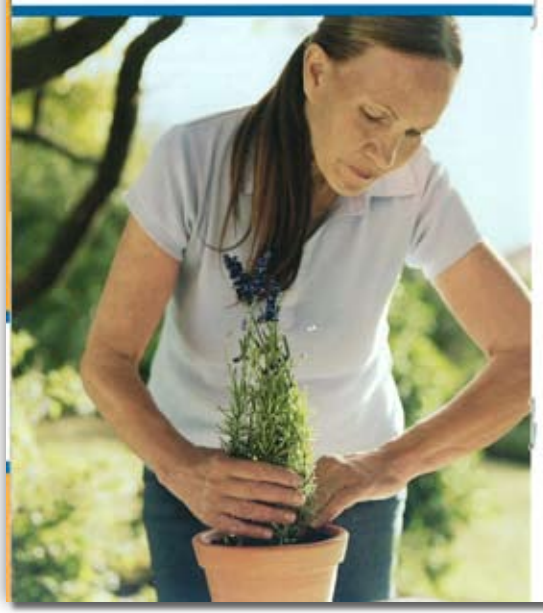
2 Over time, certain factors cause cholesterol, fat, calcium, and other materials to collect in the arterial walls causing plaque. This plaque narrows the arteries and reduces the flow of blood.

3 As blood flows through the narrowed artery, the plaque can rupture. This causes platelets in the blood to stick to the damaged area by clumping together and forming a clot.

4 A clot can reduce or block the flow of blood through an artery. If this happens in an artery supplying blood to the heart, the result can be a heart attack or heart-related chest pain. If it happens in an artery supplying the brain, a stroke can occur.

Every day, her heart pumps over 2,000 gallons of blood throughout her body.

And yet, she was brought down by a clot smaller than this •



No one medication can do it all.

There is no single medication which can treat blood clots, high cholesterol, and high blood pressure. However, there is good news. Your physician may prescribe a combination of medications that treat each of these conditions.

How cholesterol and blood pressure medicines work.

All blood pressure medicines work to lower blood pressure, but they do so in different ways. Some lower blood volume, whereas others expand blood vessels. Most cholesterol-lowering drugs work by helping to reduce the buildup of plaque and to limit the production of new cholesterol.

Antiplatelet medicines work to keep platelets from sticking together.

Antiplatelet medicines work by affecting the formation of clots in your blood. Blood clots are the direct cause of most heart attacks and strokes. Plavix® (clopidogrel bisulfate) and aspirin are both antiplatelet medications. However, they each play their own role in keeping blood platelets from sticking together. If you have been hospitalized with heart-related chest pain or a heart attack, PLAVIX, taken with aspirin, can help increase your protection against a future heart attack or stroke.

Important Information: If you have a stomach ulcer or other condition that causes bleeding, you should not use PLAVIX. When taking PLAVIX alone or with some other medicines including aspirin, the risk of bleeding may increase so tell your doctor before planning surgery. And, always talk to your doctor before taking aspirin or other medicines with PLAVIX, especially if you've had a stroke. If you develop fever, unexplained weakness or confusion, tell your doctor promptly as these may be signs of a rare but potentially life-threatening condition called TTP, which has been reported rarely, sometimes in less than 2 weeks after starting therapy. Other rare but serious side effects may occur.

Please see enclosed full prescribing information for more details.

Plavix® (clopidogrel bisulfate) 75mg tablets

Platelets in your blood may form clots which can block the flow of blood to the heart or brain.

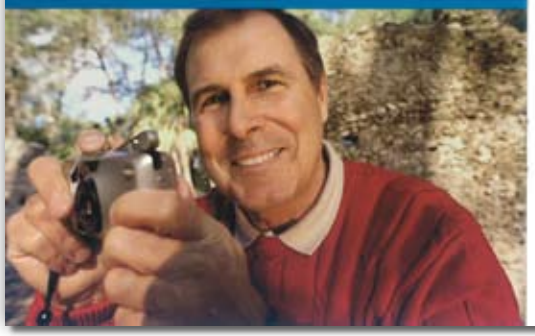
PLAVIX, taken with aspirin, plays its own role in keeping platelets from sticking together and forming clots.

How does PLAVIX work?

Plavix® (clopidogrel bisulfate) helps keep platelets in the blood from sticking together and forming clots, which helps keep your blood flowing. This helps protect you from a future heart attack or stroke.

Who should take PLAVIX with aspirin?

PLAVIX and aspirin are recommended for daily use in patients who have had heart-related chest pain (unstable angina) or a recent heart attack. Both of these conditions put you at increased risk of having a future heart attack or stroke.



Did you know there are two types of heart attacks?

- One type of heart attack occurs because an artery is completely blocked. This is called an ST-Elevation heart attack. ST-Elevation heart attacks are often life-threatening and result in significant heart muscle damage.
- The other type of heart attack occurs when an artery is only partially blocked. This is called a non-ST-Elevation heart attack.

Both types of heart attacks put you at an increased risk of having a future heart attack and a 2–4 times greater risk of having a stroke.

Protection that helps save lives.

If you've had a life-threatening heart attack (ST-Elevation heart attack), PLAVIX with aspirin has been proven to help save lives by reducing the risk of a fatal heart attack.

Since your risk never goes away, it's important to keep taking PLAVIX with aspirin as prescribed by your doctor.

Stent or no stent, PLAVIX may be right for you.

Some patients have medical procedures to insert a stent into an artery that is narrowed due to plaque buildup. Some patients who have had a heart attack or been hospitalized with heart-related chest pain are managed with medical treatment. Others are managed with cardiac catheterization (with or without stent), in addition to medical therapy. In each of these cases, it's still important to talk to your doctor about PLAVIX.

Talk to your doctor about the importance of PLAVIX with aspirin to help reduce your risk of a future heart attack or stroke.

Important Information: If you have a stomach ulcer or other condition that causes bleeding, you should not use PLAVIX. When taking PLAVIX alone or with some other medicines including aspirin, the risk of bleeding may increase so tell your doctor before planning surgery. And, always talk to your doctor before taking aspirin or other medicines with PLAVIX, especially if you've had a stroke. If you develop fever, unexplained weakness or confusion, tell your doctor promptly as these may be signs of a rare but potentially life-threatening condition called TTP, which has been reported rarely, sometimes in less than 2 weeks after starting therapy. Other rare but serious side effects may occur.

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Plavix® (clopidogrel bisulfate) 75mg tablets

Her risk of a heart attack or stroke will never go away.

But there may be more she can do to help reduce that risk.

Other steps you can take to help reduce your risk.

The right diet. Regular exercise. Quitting smoking. Pursuit of hobbies and special interests. Lifestyle choices play a key role in helping reduce your risk of a future heart attack or stroke. Talk to your doctor about other ways to help reduce your risk of a future heart attack or stroke.

Take food decisions seriously.

Here's something to consider. An overweight person who loses between 5 – 15 percent of their body weight may improve their health. Healthy eating can begin with these simple food substitutions:

Instead of:	Substitute:
Mayonnaise	Mustard
Potato chips	Baked tortilla chips
Shortening	Fat-free cooking spray
Ice cream	Low-fat frozen yogurt
Whole milk	1% or skim milk
Corn oil	Canola oil
Beef	Grilled fish or chicken

What's your favorite way to reduce stress?

Is it at the beach? Reading? Playing chess? A night at the symphony? Whatever it is, make it part of your ongoing commitment to better health.

Talk to your doctor
about other steps you can take to reduce your risk of a future heart attack or stroke.

Make exercise part of your routine.

Exercise has many physical benefits which cannot be ignored. It reduces stress, lowers blood pressure, and burns calories. Plus, being physically active after a first heart attack can help lower the risk of death or a second heart attack. Talk to your doctor about building an exercise plan that's best for you.

Some basic things to keep in mind:

- Aerobic exercises are ideal and include walking, swimming, and cycling.
- Start easy, increase gradually, and feel good about getting more active.
- Don't overdo it.
- Consult your doctor immediately if you experience dizziness, shortness of breath, pain, or weakness.

Some terms you should know.

Learn all you can about re

You've already made a great start information in this brochure. But t about reducing your risk of a futur stroke. The best place to start is v Bookstores and local libraries are p periodicals and books on everythin nutrition to specialty cookbooks an another option for further informa sites to check out.

American Heart Association –
American Stroke Association
National Heart, Lung, and Bloc

Get more information abo

To learn more about Plavix® (clopi visit us online at www.plavix.com

Acute Coronary Syndrome

Acute Coronary Syndrome (ACS) is a term used by doctors to describe conditions that include heart-related chest pain (unstable angina) and heart attack. These conditions are usually caused by clots that block the flow of blood to part of the heart. ACS patients are at greater risk not only of having a future heart attack, but also of having a stroke.

Clots

Platelets and other materials in the blood that stick together and can block or restrict blood flow through your arteries.

Your Doctor Conversation Guide

Keeping the lines of communication open.

Plavix®
(clopidogrel bisulfate) 75mg tablets

How different medications can help:*

Antiplatelet

◀ PLAVIX

◀ Aspirin

Blood Pressure

◀ Diuretic

◀ Beta-blocker

◀ Calcium channel blocker

◀ ACE inhibitor/ARB

Cholesterol

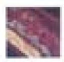
◀ Statin

No single medication can help protect you against all the factors that can lead to a heart attack or stroke. But when you understand how certain medications work, you'll be better equipped to ask your doctor for the best advice.

*Your doctor is the best single source of information about all of your treatment options.

Plavix (clopidogrel bisulfate) 75 mg tablets

What it does



Helps keep platelets from sticking together and forming clots.

PULL

A medication prescribed for millions.

Plavix® (clopidogrel bisulfate) has helped protect over 52 million people worldwide from a future heart attack or stroke. PLAVIX, taken with aspirin, is recommended daily for people who have:

- been hospitalized with heart-related chest pain (unstable angina)
- had a heart attack

Your doctor may refer to these conditions as acute coronary syndrome (ACS). All of these conditions increase your risk of a future heart attack or stroke. PLAVIX helps reduce this risk.

Talk to your doctor about PLAVIX.

Pull down the tab below to see how PLAVIX, taken with aspirin, can help reduce your risk of a future heart attack or stroke.

Platelets in your blood may form clots which can block the flow of blood to the heart or brain.

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