

Exploring your next option



Tarceva treatment for advanced non-small cell lung cancer

Tarceva is prescribed for patients with advanced-stage non-small cell lung cancer (NSCLC) who have received at least one previous chemotherapy regimen.¹

Please see pages 4 and 5 and the enclosed full prescribing information in the back pocket for important information to know.

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Introduction

NSCLC is the most common type of lung cancer.² You may have already had surgery or radiation treatment to remove a tumor or to help shrink it. No doubt, you have received at least one type of chemotherapy treatment. For this reason, your oncologist may see if you can benefit from another option in cancer treatment called Tarceva.

What is Tarceva?

Tarceva is a pill you take by mouth to treat your cancer. Tarceva is prescribed for patients with advanced-stage NSCLC who have received at least one previous chemotherapy regimen.¹

How Tarceva works

Tarceva is a targeted cancer treatment. Unlike many other traditional chemotherapies, Tarceva affects certain cancer cell activities. Tarceva is designed to block tumor cell growth by targeting the protein in your body called the human epidermal growth factor receptor 1 (HER1/EGFR). This protein is important for cell growth in NSCLC.^{1,3} For more information on how Tarceva works, see page 9. You can also learn more about Tarceva at www.tarceva.com.

Tarceva may help with your NSCLC in several ways

May help you live longer

Tarceva has been shown to help some patients live longer. In a clinical study, 31.2% of patients taking Tarceva were living with their NSCLC one year after they started Tarceva, compared with 21.5% of patients not taking Tarceva (placebo). That's a 45% increase in one-year survival for patients taking Tarceva.¹ How well Tarceva works for you may differ from these results.



May slow tumor growth

Tarceva may slow or stop the growth of cancer and even shrink the tumors in some patients.^{1,3}

Offers convenience

Tarceva is a pill you take by mouth once a day as prescribed by your doctor.¹





Important information to know

- In clinical studies, there were infrequent reports of serious lung injuries similar to Interstitial Lung Disease (ILD)-like events. Reports of ILD-like events have been serious and have included deaths in patients receiving Tarceva.
- Liver and/or kidney problems (including deaths) have been reported in some patients taking Tarceva. Let your doctor know if you have a history of liver or kidney disease.
- Tarceva may cause harm to an unborn baby or may cause possible risk of pregnancy loss. Women should avoid becoming pregnant and avoid breastfeeding while taking Tarceva.
- You should call your doctor right away if you have these signs or symptoms: new or worsening skin rash; serious or ongoing diarrhea, nausea, loss of appetite, or vomiting; new or worsening shortness of breath or cough; fever; eye irritation.
- If you smoke, you should stop smoking while taking Tarceva, as it may affect how well Tarceva works for you. If you continue to smoke, you should speak to your doctor before taking Tarceva.
- Let your doctor know if you are taking other prescription or over-the-counter drugs or herbal supplements before you start taking Tarceva. While taking Tarceva, do not start taking any new drugs or herbal supplements before talking to your doctor.

Please see the enclosed full prescribing information in the back pocket for important information to know.

- Rash and diarrhea were the most common side effects associated with Tarceva in a large clinical study.
- Tarceva is not right for everyone. Ask your doctor if once-daily Tarceva is right for you.

Call your doctor right away if you have these signs or symptoms¹:

- New or worsening skin rash.
- Severe or ongoing diarrhea, nausea, loss of appetite, or vomiting.
- New or worsening shortness of breath or cough.
- Fever.
- Eye irritation.





What to expect from Tarceva

Before you start taking Tarceva

- Clinical studies have shown that taking other drugs with Tarceva may affect how well Tarceva may work for you. Let your doctor know if you are taking other prescription and over-the-counter drugs or herbal supplements.¹
- When taking Tarceva with some drugs, such as blood thinners (Coumadin®, warfarin), there may be an increased risk of bleeding.¹

Managing the common side effects of Tarceva

Rash and diarrhea were the most common side effects associated with Tarceva.¹ They were usually mild to moderate.⁴ In clinical studies, severe rash and diarrhea occurred in 9% and 6% of patients, respectively.¹ You may also have other changes in your skin.¹

In a clinical study, Tarceva did not have some of the side effects of traditional chemotherapy, such as a low number of infection-fighting white blood cells. Tarceva was also less likely to be associated with total hair loss.^{1,4,5}

Let your doctor or nurse know if you experience side effects. The chart on the next page lists some steps you can take to help ease symptoms.

Coumadin® is a registered trademark of Bristol-Myers Squibb Company.

Please see pages 4 and 5 and the enclosed full prescribing information in the back pocket for important information to know.

If you get a rash while on Tarceva, call your doctor about what to do.

Side effect¹

Rash and other skin changes. Soon after you start taking Tarceva, a rash may appear—most often on your face, upper chest, and back. However, rash may appear anywhere on your body with symptoms such as itching, tenderness, burning, dryness, or cracked skin on your fingers and hands. It may look like acne or dry skin. This is a common reaction to Tarceva. If you get a rash while on Tarceva, call your doctor about what to do.

Diarrhea. This is most likely to occur within the first week or two of Tarceva treatment. As directed by your doctor, diarrhea may be treated with over-the-counter antidiarrhea products. Ask your doctor which product may be right for you. If your diarrhea worsens or persists, tell your doctor.

Self-help tips⁵⁻⁷

- Use a mild soap to wash the affected area.
- Moisturize the area with a mild lotion.
- Avoid sun exposure. Use a sunscreen appropriate for sensitive skin (SPF 15 or higher). Wear a hat.
- Avoid over-the-counter acne-related treatments, including products with benzoyl peroxide.
- Remove any dermatologist-approved makeup with a gentle liquid cleanser.
- Take small sips of liquids (such as sports drinks without sugar) often throughout the day.
- Eat mild foods, such as toast and crackers.
- Limit spicy foods.



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How to take Tarceva

Tarceva is a pill you take once a day.



The recommended amount is 150 mg a day.¹

- Take Tarceva *every day* as prescribed by your doctor.¹

- Take Tarceva at the same time each day (**at least one hour before or two hours after eating**).¹

It's important to take Tarceva one hour before or two hours after eating. Taking Tarceva with food may increase your chance of developing side effects.^{1,4,8}



- If you miss a day, take your normal amount the next day. Do not double your daily prescribed dose of Tarceva.⁴ Let your doctor know if you miss a dose of Tarceva.
- Avoid grapefruit and grapefruit juice while taking Tarceva, as they may affect how well Tarceva works.⁹
- Taking other medications with Tarceva may affect how well Tarceva works. So, tell your doctor or nurse if you are taking any other medications and supplements, including vitamins and herbal products.¹
- If you smoke, you should stop smoking while taking Tarceva, as it may affect how well Tarceva works for you. If you continue to smoke, you should speak to your doctor before taking Tarceva.¹
- Follow your doctor's instructions on how to take Tarceva.
- If you get a rash while on Tarceva, call your doctor about what to do.

Is Tarceva working?

How will you know if Tarceva is actually working to help slow your NSCLC?

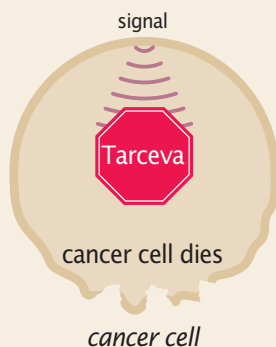
Regular follow-up visits

The best way to tell if Tarceva is working is with regular follow-up visits with your doctor.

- As part of your physical exam, you may have a chest X-ray or computed tomography (CT) scan, along with other imaging tests.²
- Results from these tests can be used to help see whether your tumor has stopped growing or spreading to other areas of your body.²

How Tarceva may work at the cell level

- In cancer cells, certain signals tell cells to grow and multiply out of control. These signals also prevent cancer cells from dying.^{1,3,10}
- Tarceva affects the signals that lead to cancer cell growth; researchers are continuing to learn more about how Tarceva works.^{1,3,10}
- Tarceva may allow the cancer cells to die.^{3,10}



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Tarceva insurance coverage information

Tarceva Access Solutions

We develop medicines for serious or life-threatening medical conditions and we believe they should be effective, safe, and accessible to the patients who need them. At Tarceva Access Solutions, we are here to help find a way for you to get Tarceva, regardless of your ability to pay for it. If you have difficulty paying your co-pay for Tarceva, an Access Solutions specialist can refer you to an independent, nonprofit organization for financial assistance. Call us at **1-888-249-4918** weekdays, 6 AM to 5 PM PST or visit our Web site at **www.TarcevaAccessSolutions.com** for more information.



What is GATCF?

The Genentech Access to Care Foundation was established to help qualified patients with unmet medical needs who are uninsured or rendered uninsured by payer denial and who meet specific medical criteria to receive proper medical treatment. The Genentech Access to Care Foundation may be available to help those who are not able to obtain Tarceva for financial reasons.

How to obtain information about GATCF

Go online for quick access to GATCF by visiting www.TarcevaAccessSolutions.com. Click on *Support Services* to find the GATCF link. Or, you can speak to a GATCF representative at **1-800-530-3083**.





The importance of emotional support

Your family, friends, and others on your support team can help you cope with your disease and treatment. Do not hesitate to ask them to:

- **Go with you to your doctor appointments.** They can write down what the doctor tells you during your visits. They can also help you put together a list of questions beforehand to discuss with your doctor during the next appointment.
- **Help you keep track of any side effects** you may be experiencing and report them to your doctor. Sometimes, they may notice little changes in your health that you may not even have noticed yourself.
- **Run errands for you.** Use your energy wisely; let others help you with your day-to-day activities.
- **Keep others up-to-date** on your health by phone or group e-mail or with family meetings.

- **Listen to you** when you feel like talking about your disease.
- **Join a support group** with you to listen and share experiences with others.
- **Help with insurance issues** that may come up. (For more information on insurance issues, see Tarceva insurance coverage information on pages 10-11.)
- **Join you in a shared pastime.** Whether you both play a mean hand of gin rummy or relish the strategy of chess, spend time together enjoying each other's company.
- **Take care of themselves** so they can be helpful when you need them.

Emotional support from your family and friends can help make living with NSCLC a little easier.



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Resources

Cancer organization Web sites

This list includes just some of the organizations that offer support to people with cancer. Genentech USA, Inc., and OSI Pharmaceuticals, Inc., neither are affiliated with nor endorse any of the following organizations. The information provided by these organizations is meant for informational purposes only and is not meant to replace a physician's medical advice. Most of the contact phone numbers are toll-free. Many of these organizations can refer you to a local chapter for more information.

American Cancer Society

1-800-ACS-2345 (24-hour access)

www.cancer.org

American Lung Association

1-800-586-4872

www.lungusa.org

American Pain Foundation

1-888-615-PAIN

www.painfoundation.org

American Psychosocial Oncology Society (APOS)

1-866-APOS-4-HELP

www.apos-society.org

Association of Cancer Online Resources

www.acor.org

CancerCare

1-800-813-HOPE

www.cancer.org

Prevent Cancer Foundation

1-800-227-2732

www.preventcancer.org**Chemocare.com/Scott Hamilton****CARES Initiative**www.chemocare.com**Lung Cancer Alliance**

1-800-298-2436

www.lungcanceralliance.org**National Coalition for Cancer Survivorship**

1-888-650-9127

www.canceradvocacy.org**National Hospice and Palliative Care Organization**

NHPCO HelpLine: 1-800-658-8898

NHPCO Spanish Language HelpLine: 1-877-658-8896

www.nhpc.org**People Living With Cancer**

1-888-651-3038

www.plwc.org.za**The Wellness Community**

1-888-793-WELL

www.thewellnesscommunity.org**National Lung Cancer Partnership**

1-608-233-7905

www.nationallungcancerpartnership.org

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Resources

Lung cancer treatment guidelines for patients

National Comprehensive Cancer Network

1-888-909-6226

www.nccn.org

Clinical trial information

You may consider speaking with your doctor about taking part in a clinical trial. For more information on clinical trials, including locating ongoing clinical trials in your area, visit these government Web sites:

National Cancer Institute

1-800-422-6237

www.cancer.gov/clinicaltrials

National Institutes of Health

1-301-496-4000

www.clinicaltrials.gov

References: **1.** Tarceva [package insert]. Melville, NY: OSI Pharmaceuticals Inc; 2008. **2.** Jahan TM, Glassberg AB, Cornett P, Haas-Kogan DA, Anatassiou P, Jablons D. Lung: small cell. In: Dollinger M, Tempero M, Rosenbaum EH, Mulvihill SJ, eds. *Everyone's Guide to Cancer Therapy: How Cancer Is Diagnosed, Treated, and Managed Day to Day*. Kansas City, MO: Andrews McMeel Publishing; 2002:608-617. **3.** Akita RW, Sliwkowski MX. Preclinical studies with erlotinib (Tarceva). *Semin Oncol*. 2003;30(suppl 7):15-24. **4.** Data on file, OSI Pharmaceuticals Inc. **5.** National Cancer Institute. *Chemotherapy and You: A Guide to Self-Help During Cancer Treatment*. Bethesda, MD: National Cancer Institute, National Institutes of Health, US Dept of Health and Human Services; 2003. NIH publication 03-1136. **6.** Pérez-Soler R, Delord JP, Halpern A, et al. HER1/EGFR inhibitor-associated rash: future directions for management and investigation outcomes from the HER1/EGFR Inhibitor Rash Management Forum. *Oncologist*. 2005;10(5):345-356. **7.** Nutrition problems and their solutions. Cleveland Clinic Web site. http://my.clevelandclinic.org/healthy_living/Nutrition/hic_Nutrition_Problems_and_Their_Solutions.aspx. Accessed August 14, 2008. **8.** Hidalgo M, Siu LL, Nemunaitis J, et al. Phase I and pharmacologic study of OSI-774, an epidermal growth factor receptor tyrosine kinase inhibitor, in patients with advanced solid malignancies. *J Clin Oncol*. 2001;19(13):3267-3279. **9.** Huang SM, Lesko LJ. Drug-drug, drug-dietary supplement, and drug-citrus fruit and other food interactions: what have we learned? *J Clin Pharmacol*. 2004;44(6):559-569. **10.** Baselga J. Why the epidermal growth factor receptor? The rationale for cancer therapy. *Oncologist*. 2002;7(suppl 4):2-8.

To learn more, visit www.tarceva.com and www.lungcancerconnections.com.



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