



Combination therapy for
advanced pancreatic cancer:
Tarceva + gemcitabine

Facing challenges together

Tarceva in combination with gemcitabine is prescribed for patients who have not received previous chemotherapy for locally advanced pancreatic cancer, pancreatic cancer that cannot be surgically removed, or pancreatic cancer that has spread to distant body organs.¹

Please see page 9 and the enclosed full prescribing information in the back pocket for important information to know.

 **Tarceva**[®]
erlotinib
tablets

For the challenges ahead



Pancreatic cancer at a glance

Introduction

This brochure, *Facing challenges together*, is designed to help you explore information regarding your pancreatic cancer, including treatment options. While pancreatic cancer is discussed in this brochure, much of *Facing challenges together* focuses on a combination treatment option: Tarceva plus gemcitabine. Specifically, you will learn more about Tarceva, including what Tarceva is, how to take it, and what common side effects you may expect. Your doctor may have given you a prescription for Tarceva already—or you may be exploring treatment options. Either way, read the following pages carefully. Jot down any questions that you might have in the *Notes* section at the back of the brochure. Use these questions to help start a conversation with your doctor or nurse about your treatment.

This brochure also includes a *Resources* section on page 15. There you'll find contact information for organizations dedicated to helping people with cancer.

Learn as much as you can about your options. Whatever choices you make, reach out to your family and friends and other members of your support team as much as possible. Their support can really make a difference along the way.

Pancreatic cancer at a glance

What is the pancreas?

The pancreas is a gland in your abdomen that is located behind your stomach.^{2,3} It is about six inches long and has two main functions³:

- **Exocrine.** Produces special substances, called enzymes, that help digest your food.
- **Endocrine.** Produces hormones, such as insulin, that help balance the amount of sugar in your blood.

How pancreatic cancer develops

Cancer of the pancreas can develop when cells that make up the pancreas grow out of control. These cells can form cancerous tumors, which can affect how the pancreas normally works. Both the exocrine and endocrine cells of the pancreas can form tumors. However, cancers formed by exocrine cells are much more common.³



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Pancreatic cancer at a glance

Symptoms of pancreatic cancer

Symptoms of pancreatic cancer can be vague and may vary in each person. However, common symptoms of pancreatic cancer include^{2,3}:

- Upper abdominal or back pain.
- Unexplained weight loss.
- Loss of appetite.
- Constipation.
- Yellowing of the skin (jaundice).

For more information about the symptoms of pancreatic cancer, ask your doctor or nurse for the brochure *An Overview of Pancreatic Cancer*. This brochure is also available from the Pancreatic Cancer Action Network (see the *Resources* section on page 15).

Treating pancreatic cancer

Various treatments are used to treat cancer of the pancreas, including surgery, radiation, chemotherapy alone, and chemotherapy with a targeted treatment.³ Depending on the stage of the cancer, your doctor may combine some of these treatments.

The chemotherapy drug gemcitabine is the most common treatment used for pancreatic cancer that has spread.² A clinical study proved that taking Tarceva while receiving gemcitabine is an option for treating pancreatic cancer.¹

Tarceva plus gemcitabine: another option for pancreatic cancer

Trusted therapies come together

Tarceva and gemcitabine are each effective alone in treating other forms of cancer.^{1,4} Based on results from a clinical study, the combination of Tarceva plus gemcitabine worked to treat pancreatic cancer.¹ As such, Tarceva plus gemcitabine represents a step forward in treating this disease. To learn more about the different way each drug works and how each drug is taken, see *Taking a closer look at each drug* on the next page.

Who may use Tarceva plus gemcitabine therapy

Tarceva in combination with gemcitabine is prescribed for patients who have not received previous chemotherapy for locally advanced pancreatic cancer, pancreatic cancer that cannot be surgically removed, or pancreatic cancer that has spread to distant body organs.



For the challenges ahead

Taking a closer look at each drug

What is Tarceva?

Tarceva is a targeted treatment. It works differently from traditional chemotherapies. Tarceva affects certain 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). HER1/EGFR is present on the surface of some cancer cells and normal cells. This protein is important for cell growth in certain cancers, such as pancreatic cancer.^{1,5}



While researchers know Tarceva affects the signals that lead to cancer cell growth, they are continuing to study exactly how Tarceva works.

What is gemcitabine?

Gemcitabine is a chemotherapy drug that interferes with a part of the cell's life cycle that plays a key role in cell division. Cell division is needed for tumors to grow and spread.²⁻⁴

How Tarceva plus gemcitabine therapy is administered

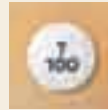
Tarceva is a pill you take once a day—every day—to help treat pancreatic cancer. **It is important to take Tarceva by mouth without food one hour before or two hours after eating.** The recommended dose is 100 mg a day for the treatment of pancreatic cancer.¹ Ask your doctor or nurse to explain how Tarceva fits into the gemcitabine treatment schedule.

Gemcitabine is given to you through a needle inserted into your vein and enters your bloodstream over time. Chemotherapy, such as gemcitabine, is given at a set time within a certain period.⁴ Ask your doctor or nurse to give you more information about Tarceva plus gemcitabine combination therapy.

How to take Tarceva

Tarceva is a pill you take once a day.

The recommended dose for the treatment of pancreatic cancer is 100 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.^{1,6,7}
- If you miss a day, take your normal amount the next day. Do not double your daily prescribed dose of Tarceva.⁶ 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.⁸
- Taking other medications with Tarceva may also 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
- Follow your doctor's instructions on how to take Tarceva.
- Rash is a common side effect of Tarceva. If you get a rash while on Tarceva, call your doctor about what to do.

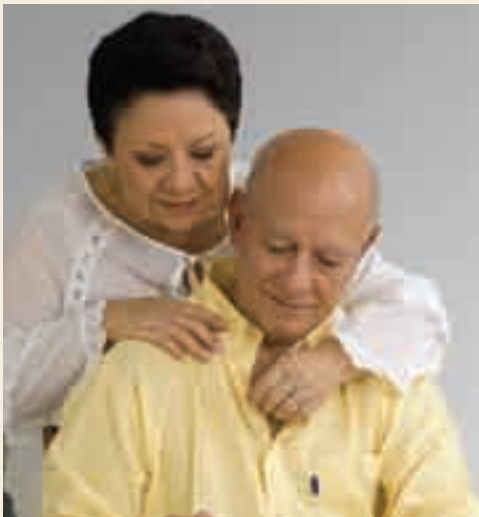


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Possible benefits of Tarceva plus gemcitabine therapy

Helped patients live longer. In a large clinical study, 23.8% of patients taking Tarceva (100 mg) plus gemcitabine were living with their pancreatic cancer one year after they started this treatment, compared with 19.4% of patients receiving gemcitabine alone. That's a 22.7% increase in one-year survival for patients on Tarceva plus gemcitabine therapy. Tarceva plus gemcitabine helped many different types of patients with pancreatic cancer in a large clinical study.¹

How well Tarceva plus gemcitabine therapy works for you may differ from these results.



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.
- Patients receiving Tarceva plus gemcitabine were more likely to experience bleeding and clotting problems such as heart attack or stroke.
- 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.
- Fatigue, rash, nausea, loss of appetite, and diarrhea were the most common side effects associated with Tarceva plus gemcitabine therapy 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.



For the challenges ahead

Possible common side effects of Tarceva plus gemcitabine therapy

Fatigue, rash, nausea, loss of appetite, and diarrhea were the most common side effects associated with Tarceva plus gemcitabine therapy in a large clinical study. Severe rash and diarrhea were each reported in 5% of patients receiving Tarceva plus gemcitabine therapy in this same large clinical study.¹

The rash associated with Tarceva plus gemcitabine therapy may appear on your body or face, typically within 10 days of starting this treatment. However, the rash may occur anytime during treatment with Tarceva plus gemcitabine.¹ The rash is not an allergic reaction and may look like acne or dry skin. Talk to your doctor if a rash occurs.^{1,9}

Typically, diarrhea may develop within 15 days of starting Tarceva plus gemcitabine therapy.¹

What you can do to manage the common side effects of Tarceva plus gemcitabine

Always let your doctor or nurse know if you experience any side effects. Your doctor may change your dose. Ask your doctor or nurse for the best way to handle drug-related side effects.

You may be able to take steps to ease some side effects you may experience during treatment. A list of self-help tips is included in the chart on the next page. Ask your doctor or nurse for more ways to help ease these or any other possible side effects.

Some side effects of the disease itself, such as nausea and vomiting, may make it difficult for you to take Tarceva. If that happens, let your doctor or nurse know.

Always take Tarceva as prescribed by your doctor

Taking Tarceva with food may increase your chance of developing side effects.^{1,6,7} For this reason, it's important to take Tarceva one hour before or two hours after eating.¹

Side effect¹**Self-help tips^{1,6,10,11}****Fatigue**

- Take short rests throughout the day.
- Know your limits. Ask family and friends for help with chores.

Rash

- Use a mild soap and lukewarm water 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.

Nausea and vomiting

- Try eating and drinking slowly.
- Avoid eating greasy foods.

Loss of appetite

- Eat small snacks when you are able.
- Take a walk before eating to build up an appetite.

Diarrhea

- 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.

Checking your progress with regular follow-up visits

- Your doctor will check to see how well your treatment is working during regular follow-up visits.
- As part of a regular physical exam, you may undergo a Computed Tomography (CT) scan or other imaging tests.²
- Blood tests may also be used to measure the effectiveness of your treatment.²



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 12-13.)
- **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 pancreatic cancer a little easier.



Resources

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.

American Cancer Society

1-800-ACS-2345 (24-hour access)
www.cancer.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

Hirshberg Foundation for Pancreatic Cancer Research

1-310-473-5121
www.pancreatic.org

The Lustgarten Foundation for Pancreatic Cancer Research

1-866-789-1000
www.lustgarten.org

National Hospice and Palliative Care Organization

NHPCO HelpLine: 1-800-658-8898
NHPCO Spanish Language HelpLine: 1-877-658-8896
www.nhpc.org

Pancreatic Cancer Action Network

1-877-272-6226
www.pancan.org

People Living With Cancer

888-651-3038
www.plwc.org.za

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



For the challenges ahead

References: **1.** Tarceva [package insert]. Melville, NY: OSI Pharmaceuticals Inc; 2008. **2.** Detailed guide: pancreatic cancer. American Cancer Society Web site. http://www.cancer.org/docroot/CRI/CRI_2_3x.asp?dt=34. Published 2007. Updated March 22, 2008. Accessed August 11, 2008. **3.** Pancreatic Cancer Action Network. *An Overview of Pancreatic Cancer*. El Segundo, CA: Pancreatic Cancer Action Network Inc; 2005. **4.** Gemzar [package insert]. Indianapolis, IN: Eli Lilly and Company; 2007. **5.** Akita RW, Sliwkowski MX. Preclinical studies with erlotinib (Tarceva). *Semin Oncol*. 2003;30(suppl 7):15-24. **6.** Data on file, OSI Pharmaceuticals Inc. **7.** 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. **8.** 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. **9.** 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. **10.** 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 03-11136. **11.** 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 11, 2008.

To learn more, visit www.tarceva.com.



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