



Treatment  
Goals and  
Results

About  
RINVOQ

Talk to  
Your Gastro

Taking  
RINVOQ

Personalized  
Support

Important  
Safety Info

▲ CLICK THE TABS ABOVE TO LEARN MORE ▲



# PUT CROHN'S IN CHECK AND KEEP IT THERE



Sign up to get email updates about RINVOQ

## USE

RINVOQ is a prescription medicine used to treat adults with moderate to severe Crohn's disease when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. It is not known if RINVOQ is safe and effective in children with Crohn's disease.

## SAFETY CONSIDERATIONS

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- **Cancer and immune system problems.** Increased risk of some cancers, including lymphoma and skin. Current or past smokers have higher risk for lymphoma and lung cancer.
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- **Blood clots,** some fatal, in veins of the legs or lungs and arteries. This occurred more often in people 50+ with at least 1 heart disease risk factor.
- **Serious allergic reactions. Do not take if allergic to RINVOQ or its ingredients.**
- **Tears in the stomach or intestines; changes in certain laboratory test results.**

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## Stay ahead of your Crohn's. Your next treatment

# DECISION MATTERS

When TNF treatments like HUMIRA® and Remicade® no longer work well and moderate to severe Crohn's disease persists, it's important to recognize the signs and take action before your disease progresses, uncontrolled. Talk to your doctor about your treatment goals.

REMICADE® (infliximab) is a registered trademark of Janssen Biotech, Inc.

### Setting treatment goals

Talk to your gastroenterologist about setting short- and long-term goals to keep you a step ahead of Crohn's, including:



**Symptom relief**



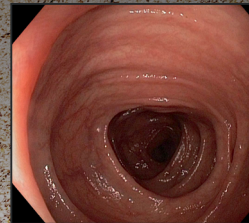
**Avoiding prolonged use of steroids**



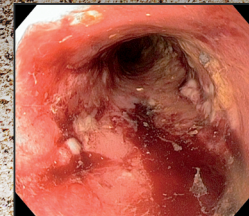
**Visible improvement of the intestinal lining as seen during endoscopy**

### Changes your doctor can see

In Crohn's disease, overactivity of the immune system causes excess inflammation in your GI tract. Reducing inflammation is important because it can help achieve visible improvement of the intestinal lining on endoscopy.



A healthy intestine undamaged by inflammation



An intestine visibly damaged by inflammation

[Read more about treatment goals](#)

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# RINVOQ delivers **PROVEN RESULTS**

For adults with moderate to severe Crohn's disease in whom TNF blockers did not work well

## In clinical studies, RINVOQ helped people achieve:



**Rapid symptom relief**, including less abdominal pain and fewer bowel movements in as early as 2 weeks



**Early remission without steroids** at Week 12, and **lasting steroid-free remission** at 1 year



**Visibly reduced damage** of the intestinal lining caused by excess inflammation\*

\*Based on endoscopy at 12 weeks and 1 year.



**Significantly reduced fatigue** at 12 weeks

[See the results](#)



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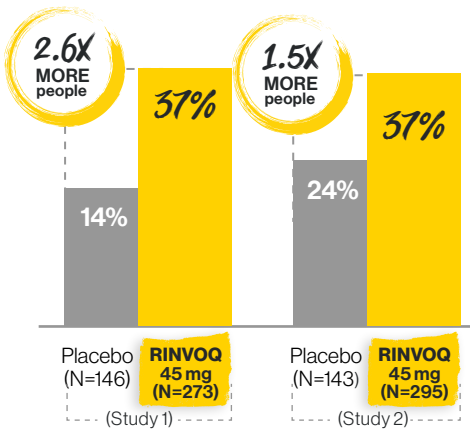
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# FAST RESULTS with RINVOQ

For adults with moderate to severe Crohn's disease in whom TNF blockers did not work well

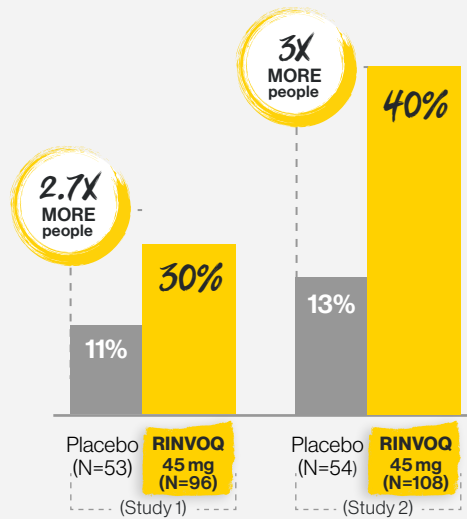
## WEEK 2

### RAPID SYMPTOM RELIEF



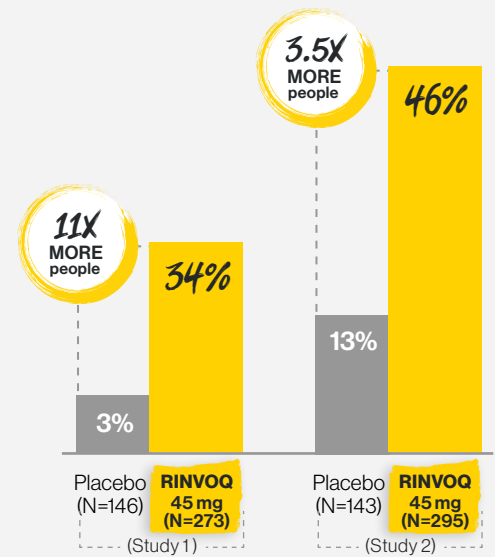
## WEEK 12

### STERIOD-FREE REMISSION



## WEEK 12

### VISIBLY REDUCED DAMAGE OF THE INTESTINAL LINING caused by excess inflammation\*



\*Based on areas that were assessed with endoscopy.

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# Results that **WON'T BACK DOWN**

For adults with moderate to severe Crohn's disease in whom TNF blockers did not work well

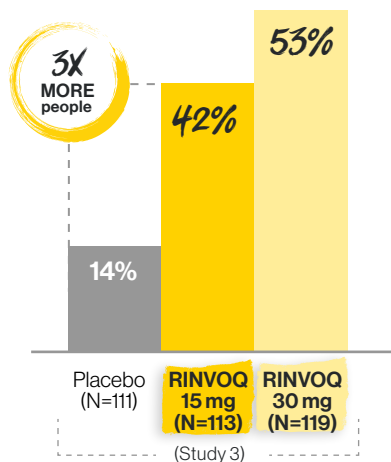
## 1 YEAR

**Many people**  
(~4 out of 10)  
taking RINVOQ  
achieved

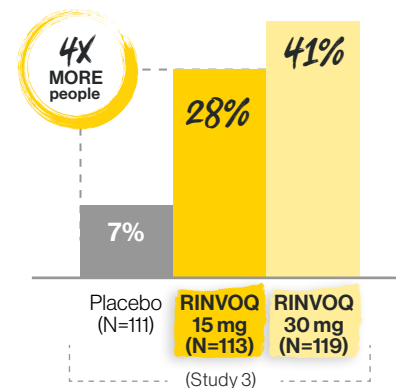
# REMISSION

meaning few or no symptoms  
(at 12 weeks and 1 year)

### STEROID-FREE REMISSION



### VISIBLY REDUCED DAMAGE OF THE INTESTINAL LINING caused by excess inflammation\*



\*Based on areas that were assessed with endoscopy.

Your doctor will prescribe the right dose for you. Take RINVOQ exactly the way your doctor tells you to take it.

**Check out more RINVOQ results**

### SAFETY CONSIDERATIONS

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# Get an **INSIDE LOOK** at How RINVOQ Works

RINVOQ is a once-daily pill for adults with moderate to severe Crohn's disease in whom TNF blockers did not work well.



## How RINVOQ works

RINVOQ works with your body to reduce the inflammation that can lead to Crohn's symptoms. Excess inflammation can be caused by different proteins, such as Janus kinase (JAK), that are found naturally within your body. RINVOQ targets some JAK proteins to help reduce inflammation.

See the science in action

### **SAFETY CONSIDERATIONS**

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# Discuss your treatment plan with YOUR GASTRO

This questionnaire is a guide to help you discuss your treatment plan with your gastroenterologist.

Consider your answers to these questions when talking to your doctor. They'll help you talk about your treatment and how you're doing.

## 1 Are you currently experiencing any of the following symptoms? (Select all that apply.)

- Frequent bowel movements
- Fatigue
- No, I'm in remission (few or no symptoms)
- Abdominal pain
- Other Crohn's symptoms not listed

If you are currently experiencing few or no symptoms, are you currently taking a steroid?

- Yes
- No
- Not sure

## 2 How often do you use steroids to help control Crohn's disease symptoms?

- Often
- Sometimes
- Never/not applicable

## 3 If you experience frequent bowel movements on your current treatment plan, how many times a day do they occur?

- 0 to 3
- 4 to 6
- 7 to 9
- 10 or more

Have your bowel movements become more or less frequent since your last doctor's visit?

- More frequent
- Less frequent
- Stayed the same

## 4 If you are experiencing abdominal pain, how would you describe the severity?

- Unbearable
- A little uncomfortable
- Very uncomfortable
- No pain/not applicable

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# Is RINVOQ right FOR YOU?

Review your answers from the questionnaire.



**Have symptoms including** abdominal pain and frequent bowel movements?



**Need to use steroids** to manage symptoms?



**Find that Crohn's symptoms** are impacting your day-to-day?

If so, ask your gastroenterologist if RINVOQ is right for you and your treatment plan.

## Consider these conversation starters with your doctor

- > Some days my Crohn's symptoms really impact me, so I want to be more proactive with my treatment plan. How might RINVOQ help?
- > How has RINVOQ helped other people with Crohn's achieve goals like steroid-free remission and visibly reduced damage of the intestinal lining?
- > What more can you tell me about the clinical study results for RINVOQ?
- > What safety considerations should I be aware of with RINVOQ?

**Partner with a gastroenterologist**

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# Speak with **CONFIDENCE**

## Crohn's terms to know for your appointments

Time with your gastroenterologist is valuable, and appointments can cover a variety of topics. This list of commonly used terms and definitions can help you refresh your knowledge—so you can use your appointments to have deeper conversations about assessing and treating moderate to severe Crohn's disease.

### BIOLOGICS

Substances made from living organisms or their products and given by infusion or injection for the prevention or treatment of various diseases. Biologics are also called biologic agents

### ENDOSCOPY

A procedure where a flexible tube-like instrument with a light and lens for viewing is used to look at the inside of the GI tract by entering through the mouth or anus to help diagnose and monitor your disease and potential complications. Endoscopy is a tool that can also help your doctor determine how you are responding to your medication

### INFLAMMATION

Your immune system's natural defense to harm, such as redness or swelling. When you have Crohn's, your immune system can cause chronic inflammation, contributing to intestinal damage and Crohn's symptoms

Continue on next page 

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# Speak with **CONFIDENCE**

## REMISSION

A period when someone experiences few or no Crohn's symptoms. Your gastroenterologist can confirm that you're in remission if your Crohn's disease activity index (CDAI) score is below 150

## SMALL MOLECULE

A drug that can enter cells easily because it has a low molecular weight. Many medications that interact with specific components in your body are small molecules. Small molecule drugs are typically administered orally

## STEROID-FREE REMISSION

A stage of Crohn's when a patient can experience a period of time with little to no Crohn's symptoms without relying on steroids

[Explore our online Crohn's glossary](#)

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# Make RINVOQ part of **YOUR ROUTINE**



Take one pill, once a day



Take RINVOQ with or without food. Avoid food or drink containing grapefruit



Do not split, crush, or chew the pill

Pill not actual size.

- Available in 15 mg, 30 mg, and 45 mg extended-release tablets
- Your doctor will prescribe the right dose for you
- Take RINVOQ exactly the way your doctor tells you to use it
- Medicine residue in the stool. Call your healthcare provider if you see medication residue (a whole tablet or tablet pieces) in your stool

**See how to take RINVOQ**

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# We're with you at **EVERY STEP**

## RINVOQ<sup>®</sup> COMPLETE

RINVOQ Complete provides a one-on-one personalized experience based on what you need, when you need it—from helping make sense of your insurance coverage to finding ways to help you save.



### Nurse Ambassador\*

**Live support** for you on your journey, including helping you understand Crohn's and providing helpful resources about your treatment.



### RINVOQ Complete App

**A useful app** designed to help you stay on track with your prescribed treatment plan. Set medication reminders and track your doses—all in the palm of your hand.



**You may pay as little as \$5/month with commercial insurance, if eligible<sup>†</sup>**

Your Nurse Ambassador can connect you with an insurance specialist to determine if this option is right for you.

**Check the RINVOQ Complete site for more information on the program, including how to get started.**

**Visit RINVOQ Complete**

**Call 1-800-2RINVOQ to enroll**

\*Nurse Ambassadors are provided by AbbVie and do not work under the direction of your health care professional (HCP) or give medical advice. They are trained to direct patients to their HCP for treatment-related advice, including further referrals.

#### RINVOQ Complete Savings Card Terms and Conditions

<sup>†</sup>Eligibility: Available to patients with commercial insurance coverage for RINVOQ<sup>®</sup> (upadacitinib) who meet eligibility criteria. This co-pay assistance program is not available

to patients receiving prescription reimbursement under any federal, state, or government-funded insurance programs (for example, Medicare [including Part D], Medicare Advantage, Medigap, Medicaid, TRICARE, Department of Defense, or Veterans Affairs programs) or where prohibited by law. Offer subject to change or termination without notice. Restrictions, including monthly maximums, may apply. This is not health insurance. **For full Terms and Conditions, visit [RINVOQSavingsCard.com](https://rinvosavingscard.com) or call 1.800.2RINVOQ for additional information.** To learn about AbbVie's privacy practices and your privacy choices, visit <https://privacy.abbvie>

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## USE

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## IMPORTANT SAFETY INFORMATION

### What is the most important information I should know about RINVOQ?

#### RINVOQ may cause serious side effects, including:

- **Serious infections.** RINVOQ can lower your ability to fight infections. Serious infections have happened while taking RINVOQ, including tuberculosis (TB) and infections caused by bacteria, fungi, or viruses that can spread throughout the body. Some people have died from these infections. Your healthcare provider (HCP) should test you for TB before starting RINVOQ and check you closely for signs and symptoms of TB during treatment with RINVOQ. You should not start taking RINVOQ if you have any kind of infection unless your HCP tells you it is okay. If you get a serious infection, your HCP may stop your treatment until your infection is controlled. You may be at higher risk of developing shingles (herpes zoster).
- **Increased risk of death in people 50 years and older who have at least 1 heart disease (cardiovascular) risk factor.**
- **Cancer and immune system problems.** RINVOQ may increase your risk of certain cancers. Lymphoma and other cancers, including skin cancers, can happen. Current or past smokers are at higher risk of certain cancers, including lymphoma and lung cancer. Follow your HCP's advice about having your skin checked for skin cancer during treatment with RINVOQ. Limit the amount of time you spend in sunlight. Wear protective clothing when you are in the sun and use sunscreen.
- **Increased risk of major cardiovascular (CV) events, such as heart attack, stroke, or death, in people 50 years and older who have at least 1 heart disease (CV) risk factor, especially if you are a current or past smoker.**
- **Blood clots.** Blood clots in the veins of the legs or lungs and arteries can happen with RINVOQ. This may be life-threatening and cause death. Blood clots in the veins of the legs and lungs have happened more often in people who are 50 years and older and with at least 1 heart disease (CV) risk factor.
- **Allergic reactions.** Symptoms such as rash (hives), trouble breathing, feeling faint or dizzy, or swelling of your lips, tongue, or throat, that may mean you are having an allergic reaction have been seen in people taking RINVOQ. Some of these reactions were serious. If any of these symptoms occur during treatment

with RINVOQ, stop taking RINVOQ and get emergency medical help right away.

- **Tears in the stomach or intestines.** This happens most often in people who take nonsteroidal anti-inflammatory drugs (NSAIDs) or corticosteroids. Get medical help right away if you get stomach-area pain, fever, chills, nausea, or vomiting.
- **Changes in certain laboratory tests.** Your HCP should do blood tests before you start taking RINVOQ and while you take it. Your HCP may stop your RINVOQ treatment for a period of time if needed because of changes in these blood test results.

**Do not take RINVOQ if you are allergic to upadacitinib or any of the ingredients in RINVOQ.** See the Medication Guide or Consumer Brief Summary for a complete list of ingredients.

### What should I tell my HCP BEFORE starting RINVOQ?

Tell your HCP if you:

- Are being treated for an infection, have an infection that won't go away or keeps coming back, or have symptoms of an infection, such as:
 

- Fever, sweating, or chills	- Muscle aches	- Cough
- Shortness of breath	- Feeling tired	- Weight loss
- Warm, red, or painful skin or sores on your body	- Blood in phlegm	- Burning when urinating or urinating more often than normal
	- Diarrhea or stomach pain	
- Have TB or have been in close contact with someone with TB.
- Are a current or past smoker.
- Have had a heart attack, other heart problems, or stroke.
- Have or have had any type of cancer, hepatitis B or C, shingles (herpes zoster), blood clots in the veins of your legs or lungs, diverticulitis (inflammation in parts of the large intestine), or ulcers in your stomach or intestines.
- Have other medical conditions, including liver problems, low blood cell counts, diabetes, chronic lung disease, HIV, or a weak immune system.
- Live, have lived, or have traveled to parts of the country, such as the Ohio and Mississippi River valleys and the Southwest, that increase your risk of getting certain kinds of fungal infections. If you are unsure if you've been to these types of areas, ask your HCP.
- Have recently received or are scheduled to receive a vaccine. People who take RINVOQ should not receive live vaccines.

**Please see additional Important Safety Information about RINVOQ on the next page.**

**Please see the Full Prescribing Information, including the Medication Guide, for RINVOQ at [rxabbvie.com/pdf/rinvoq\\_pi.pdf](https://rxabbvie.com/pdf/rinvoq_pi.pdf) and discuss with your doctor.**



▲ CLICK THE TABS ABOVE TO LEARN MORE ▲

## IMPORTANT SAFETY INFORMATION (continued from previous page)

- Are pregnant or plan to become pregnant. Based on animal studies, RINVOQ may harm your unborn baby. Your HCP will check whether or not you are pregnant before you start RINVOQ. You should use effective birth control (contraception) to avoid becoming pregnant during treatment with RINVOQ and for 4 weeks after your last dose.
- There is a pregnancy surveillance program for RINVOQ. The purpose of the program is to collect information about the health of you and your baby. If you become pregnant while taking RINVOQ, you are encouraged to report the pregnancy by calling 1-800-633-9110.
- Are breastfeeding or plan to breastfeed. RINVOQ may pass into your breast milk. Do not breastfeed during treatment with RINVOQ and for 6 days after your last dose.

**Tell your HCP about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. RINVOQ and other medicines may affect each other, causing side effects.

### Especially tell your HCP if you take:

- Medicines for fungal or bacterial infections
- Rifampicin or phenytoin
- Medicines that affect your immune system

If you are not sure if you are taking any of these medicines, ask your HCP or pharmacist.

### What should I avoid while taking RINVOQ?

Avoid food or drink containing grapefruit during treatment with RINVOQ as it may increase the risk of side effects.

### What should I do or tell my HCP AFTER starting RINVOQ?

- Tell your HCP right away if you have any symptoms of an infection. RINVOQ can make you more likely to get infections or make any infections you have worse.
- Get emergency help right away if you have any symptoms of a heart attack or stroke while taking RINVOQ, including:
  - Discomfort in the center of your chest that lasts for more than a few minutes or that goes away and comes back
  - Severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw
  - Pain or discomfort in your arms, back, neck, jaw, or stomach
  - Shortness of breath with or without chest discomfort
  - Breaking out in a cold sweat

- Nausea or vomiting
- Feeling lightheaded
- Weakness in one part or on one side of your body
- Slurred speech
- Tell your HCP right away if you have any signs or symptoms of blood clots during treatment with RINVOQ, including:
  - Swelling
  - Sudden unexplained chest or upper back pain
  - Pain or tenderness in one or both legs
  - Shortness of breath or difficulty breathing
- Tell your HCP right away if you have a fever or stomach-area pain that does not go away, and a change in your bowel habits.

### What are other possible side effects of RINVOQ?

Common side effects include upper respiratory tract infections (common cold, sinus infections), shingles (herpes zoster), herpes simplex virus infections (including cold sores), bronchitis, nausea, cough, fever, acne, headache, increased blood levels of creatine phosphokinase, allergic reactions, inflammation of hair follicles, stomach-area (abdominal) pain, increased weight, flu, tiredness, lower number of certain types of white blood cells (neutropenia, lymphopenia, leukopenia), muscle pain, flu-like illness, rash, increased blood cholesterol levels, increased liver enzyme levels, pneumonia, low number of red blood cells (anemia), and infection of the stomach and intestine (gastroenteritis).

A separation or tear to the lining of the back part of the eye (retinal detachment) has happened in people with atopic dermatitis treated with RINVOQ. Call your HCP right away if you have any sudden changes in your vision during treatment with RINVOQ.

Some people taking RINVOQ may see medicine residue (a whole tablet or tablet pieces) in their stool. If this happens, call your healthcare provider.

These are not all the possible side effects of RINVOQ.

### How should I take RINVOQ?

RINVOQ is taken once a day with or without food. Do not split, crush, or chew the tablet. Take RINVOQ exactly as your HCP tells you to use it. RINVOQ is available in 15 mg, 30 mg, and 45 mg extended-release tablets.

**This is the most important information to know about RINVOQ. For more information, talk to your HCP.**

**You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.**

**If you are having difficulty paying for your medicine, AbbVie may be able to help. Visit**

**[AbbVie.com/myAbbVieAssist](http://AbbVie.com/myAbbVieAssist) to learn more.**

**Please see the Full Prescribing Information, including the Medication Guide, for RINVOQ at [rxabbvie.com/pdf/rinvoq\\_pi.pdf](http://rxabbvie.com/pdf/rinvoq_pi.pdf) and discuss with your doctor.**

