

WHEN TOPICALS AREN'T ENOUGH, ASK FOR SOTYKTU



ONCE-DAILY
SOTYKTU[®]
(deucravacitinib) 6 mg tablets

READY TO TREAT YOUR MODERATE TO SEVERE PLAQUE PSORIASIS FROM THE INSIDE?



SOTYKTU is a prescription medicine used to treat adults with moderate-to-severe plaque psoriasis who may benefit from taking injections or pills (systemic therapy) or treatment using ultraviolet or UV light (phototherapy). It is not known if SOTYKTU is safe and effective in children under 18 years of age.

SELECT IMPORTANT SAFETY INFORMATION

SOTYKTU may cause serious side effects, including:

Serious allergic reactions. Stop taking SOTYKTU and get emergency medical help right away if you develop any of the following symptoms of a serious allergic reaction: feel faint; swelling of your face, eyelids, lips, mouth, tongue, or throat; trouble breathing or throat tightness; chest tightness; skin rash, hives.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

HELLO!

ABOUT SOTYKTU

STUDY RESULTS
AND SIDE EFFECTS

BEFORE & AFTER
PATIENT PHOTOS

IMPORTANT SAFETY
INFORMATION

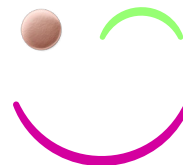
CO-PAY SAVINGS



SELECT IMPORTANT SAFETY INFORMATION

Infections. SOTYKTU is a medicine that affects your immune system. SOTYKTU can lower the ability of your immune system to fight infections and can increase your risk of infections. Some people have had serious infections while taking SOTYKTU, such as infections of the lungs, including pneumonia and tuberculosis (TB), and COVID-19.

Please see [Important Safety Information throughout](#) and [U.S. Full Prescribing Information, including Medication Guide.](#)



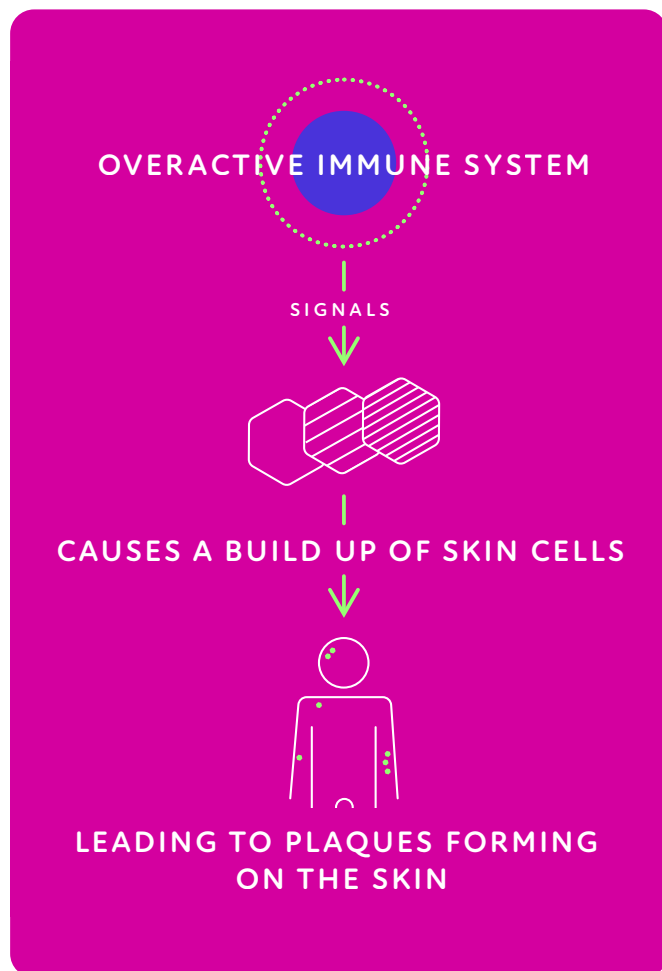
You found a way to treat your moderate to severe plaque psoriasis from the inside.
You found SOTYKTU.

NOW FIND YOUR VOICE

When you speak up, healthcare providers listen.
Let them know what you're looking for in a moderate to severe plaque psoriasis treatment.
If you don't want an injection or topicals aren't enough, ask about once-daily SOTYKTU.

Click [here](#) for some questions to ask your dermatology specialist.

PLAQUE PSORIASIS STARTS INSIDE THE BODY



SELECT IMPORTANT SAFETY INFORMATION

Infections. (cont'd)

- Your healthcare provider should check you for infections and TB before starting treatment with SOTYKTU and watch you closely for signs and symptoms of TB during SOTYKTU treatment.
- You may be treated for TB before you begin SOTYKTU treatment if you have a history of TB or have active TB.

SOTYKTU WORKS INSIDE THE BODY WITH ONE PILL, ONCE A DAY

- SOTYKTU is a **prescription pill** for adults with moderate to severe plaque psoriasis
- SOTYKTU treats plaque psoriasis inside the body, where it starts
- Take it every day as prescribed, even when not having a flare-up
- Can be taken **with or without food**
- SOTYKTU can fit your lifestyle—YOU decide when and where to take it



ASK FOR IT BY NAME

Asking about SOTYKTU is easy...just say **“soh-TIK-too.”**

SELECT IMPORTANT SAFETY INFORMATION CONT'D

Infections. (cont'd)

- If you get a serious infection, your healthcare provider may tell you to stop taking SOTYKTU until your infection is controlled.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

“ I’ve tried topicals but I was ready to treat my psoriasis from the inside. SOTYKTU has been effective for me.

Solmarye

Real patient on SOTYKTU compensated for her time



CLEARER SKIN AS EARLY AS 16 WEEKS

In one study, a majority of people taking SOTYKTU saw **75% CLEARER SKIN** at Week 16 vs those taking placebo (53% vs 9%).

Skin clearance was also measured a different way in that study, where half of people taking SOTYKTU saw **CLEAR OR ALMOST CLEAR SKIN** at Week 16 vs 9% taking placebo.

In the same study, 16% of people saw **COMPLETELY CLEAR SKIN** at Week 16 compared to 1% taking placebo.

Your results may vary.

SOTYKTU was studied in two large clinical trials.

- 1684 adults were studied
- 841 received SOTYKTU, 422 received Otezla[®] (apremilast), and 421 received placebo (a pill with no medicine)
- Patients were assessed at 16, 24, and 52 weeks

SELECT IMPORTANT SAFETY INFORMATION

Infections. (cont'd)

SOTYKTU should not be used in people with an active, serious infection, including localized infections. You should not start taking SOTYKTU if you have any kind of infection unless your healthcare provider tells you it is okay.

You may be at a higher risk of developing shingles (herpes zoster).

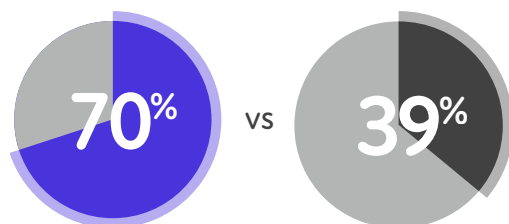
Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

START LOVING YOUR SCALP INSTEAD OF HIDING IT

Emily,
SOTYKTU PATIENT



In one study, more people found a
CLEAR OR ALMOST CLEAR SCALP
with SOTYKTU vs Otezla[®] at 16 weeks.



ONCE-DAILY
SOTYKTU

TWICE-DAILY
OTEZLA[®]
(apremilast)

In a second study, at 16 weeks, 60% of people taking SOTYKTU saw a clear or almost clear scalp vs 37% taking Otezla.

SELECT IMPORTANT SAFETY INFORMATION

Before starting SOTYKTU, tell your healthcare provider if you:

- are being treated for an infection, or have had an infection that does not go away or keeps coming back
- have TB or have been in close contact with someone with TB
- have or have had hepatitis B or C

RELIEF FROM A WIDE RANGE OF SYMPTOMS

In studies, more adults taking SOTYKTU (8% vs 1% for placebo) reported complete relief of psoriasis symptoms (**itching, pain, burning, stinging, skin tightness**) at Week 16 compared to placebo.



ITCHING



BURNING



STINGING



PAIN



SKIN
TIGHTNESS

Your results may vary.

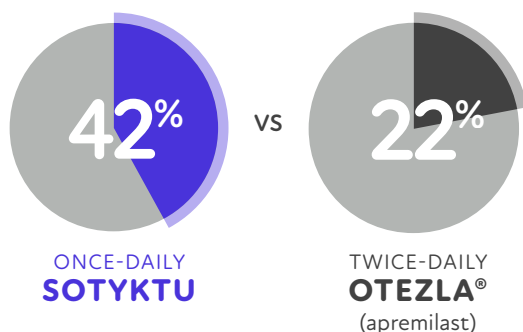
SELECT IMPORTANT SAFETY INFORMATION CONT'D

- think you have an infection or have symptoms of an infection such as: fever, sweats, or chills; muscle aches; weight loss; cough; shortness of breath; blood in your phlegm (mucus); warm, red, or painful skin or sores on your body different from your psoriasis; diarrhea or stomach pain; burning when you urinate or urinating more often than normal; feeling very tired.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

CLEARER SKIN FOR NEARLY 2X AS MANY PEOPLE VS THE LEADING PILL

In one study, more people saw 90% clearer skin with SOTYKTU vs Otezla[®] at 24 weeks



In a second study, 32% of people taking SOTYKTU saw 90% clearer skin vs 20% taking Otezla at 24 weeks. Your results may vary.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

MOST COMMON SIDE EFFECTS

It's important to be aware of possible side effects with SOTYKTU. Below are the side effects experienced by at least 1% of people who took SOTYKTU in clinical trials, out of a total 1684 participants. Most patients who experienced side effects were able to continue taking SOTYKTU.

MOST COMMON SIDE EFFECTS EXPERIENCED (THROUGH WEEK 16)

Common cold, sore throat, and sinus infection (upper respiratory infections)	
SOTYKTU	19.2%
PLACEBO	14.8%
Cold sores (herpes simplex)	
SOTYKTU	2.0%
PLACEBO	0.2%
Sores on inner lips, gums, tongue, or roof of the mouth (canker sores)	
SOTYKTU	1.9%
PLACEBO	0.0%
Inflamed hair pores (folliculitis)	
SOTYKTU	1.7%
PLACEBO	0.0%
Acne	
SOTYKTU	1.4%
PLACEBO	0.2%

In studies, at 16 weeks, 2.4% of people stopped taking SOTYKTU due to side effects compared to 3.8% for placebo. A placebo is a pill with no medicine.

These are not all of the possible side effects of SOTYKTU. Serious side effects may occur. Call your doctor for medical advice about side effects. See additional Important Safety Information throughout and on pages 22-24.

SKIN CLEARANCE MAINTAINED

Most people who saw clearer skin at 6 months
**MAINTAINED THEIR RESULTS THROUGH
1 YEAR** with SOTYKTU.



In one study, 58% of people taking SOTYKTU achieved 75% clearer skin at Week 24, and 80% of them were still 75% clearer at 1 year.

Your results may vary.

SELECT IMPORTANT SAFETY INFORMATION

Infections. (cont'd)

After you start taking SOTYKTU, call your healthcare provider right away if you have an infection or have symptoms of an infection.

SOTYKTU can make you more likely to get infections or make any infections you have worse.

Cancer. Certain kinds of cancer including lymphoma have been reported in people taking SOTYKTU. Tell your healthcare provider if you have ever had any type of cancer.

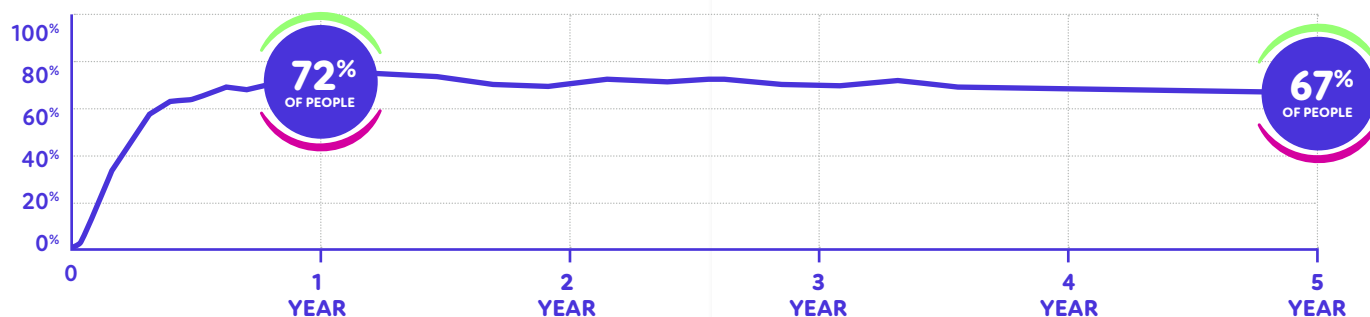
Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).



RESULTS THAT CAN LAST

In a different study, most people saw 75% clearer skin with SOTYKTU at 1 year. In a continuation of that study, a majority of people saw 75% clearer skin with SOTYKTU at 5 years.*

Percentage of people with at least 75% CLEARER SKIN at
1 YEAR AND 5 YEARS



*In a follow-up study at 1 year and thereafter, 485 patients received continuous SOTYKTU through 5 years. Patients and physicians were aware of SOTYKTU treatment, which may have influenced their results.

Your results may vary.

SELECT IMPORTANT SAFETY INFORMATION

Muscle problems (rhabdomyolysis).

SOTYKTU can cause muscle problems that can be severe. Treatment with SOTYKTU may increase the level of an enzyme in your blood called creatine phosphokinase (CPK) and can be a sign of muscle damage. Increased CPK is common in people taking SOTYKTU.

SELECT IMPORTANT SAFETY INFORMATION CONT'D

Muscle problems (rhabdomyolysis). (cont'd)

Your healthcare provider may tell you to stop taking SOTYKTU if the amount of CPK in your blood gets too high or if you have signs and symptoms of severe muscle problems.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

STARTING AND STAYING WITH SOTYKTU

Here's a **timeline of milestones** observed in clinical studies.
Your results and the time it takes to see possible results may vary.



SELECT IMPORTANT SAFETY INFORMATION

Muscle problems (rhabdomyolysis). (cont'd)

Tell your healthcare provider right away if you have any of these signs or symptoms of severe muscle problems: unexplained muscle pain, tenderness, or weakness, feeling very tired, fever, or dark-colored urine.



*In a follow-up study at 1 year and thereafter, 485 patients received continuous SOTYKTU through 5 years. Patients and physicians were aware of SOTYKTU treatment, which may have influenced their results.

SELECT IMPORTANT SAFETY INFORMATION CONT'D

Do not take SOTYKTU if you are allergic to deucravacitinib or any of the ingredients in SOTYKTU.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

REAL PEOPLE, REAL PHOTOS

Photos were submitted by actual patients and healthcare providers, and depict moderate to severe plaque psoriasis patients treated with SOTYKTU outside of the clinical trials discussed in this brochure. Your results may vary.

DAY 0



WITH SOTYKTU, WEEK 24



Photos of a real patient taken in a clinical trial outside of the trials discussed in this brochure. Individual results may vary.

SELECT IMPORTANT SAFETY INFORMATION

Before taking SOTYKTU, tell your healthcare provider about all of your medical conditions, including if you: have liver problems or kidney problems, have high levels of fat in your blood (triglycerides), or have recently received or are scheduled to receive an immunization (vaccine), as you should avoid receiving live vaccines during treatment with SOTYKTU.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

DAY 0



WITH SOTYKTU, WEEK 24



DAY 0



WITH SOTYKTU, WEEK 24



DAY 0



WITH SOTYKTU, WEEK 24




The 3 sets of photos above are healthcare professional-submitted photos* of real patients taken in the office, outside clinical trials. Individual results may vary.

*Healthcare professionals were compensated for the use of their photos.

CLEARLY THE MOMENT

Meet real patients with moderate to severe plaque psoriasis and hear about their experiences with SOTYKTU.

[Watch their STORIES now.](#)



“It’s nice to not have my skin be the center of attention.”

DAVID

His plaque psoriasis symptoms were getting in the way... even when shaking people’s hands. Then he found SOTYKTU.

SELECT IMPORTANT SAFETY INFORMATION

Tell your healthcare provider if you are pregnant, plan to become pregnant, or if you are breastfeeding or plan to breastfeed. It is not known if SOTYKTU can harm your unborn baby or if SOTYKTU passes into your breast milk.



“I was so happy that I had been on such a long journey... and I was finally seeing improvement in my skin.”

EMILY

Emily talks about her path to finding SOTYKTU, with her rescue pup Cricket by her side.

David and Emily are real patients on SOTYKTU and were compensated for their time.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

IMPORTANT SAFETY INFORMATION

INDICATION

SOTYKTU (deucravacitinib) is a prescription medicine used to treat adults with moderate-to-severe plaque psoriasis who may benefit from taking injections or pills (systemic therapy) or treatment using ultraviolet or UV light (phototherapy).

It is not known if SOTYKTU is safe and effective in children under 18 years of age.

IMPORTANT SAFETY INFORMATION about SOTYKTU (deucravacitinib)

SOTYKTU may cause serious side effects, including:

Serious allergic reactions. Stop taking SOTYKTU and get emergency medical help right away if you develop any of the following symptoms of a serious allergic reaction:

- feel faint
- swelling of your face, eyelids, lips, mouth, tongue, or throat
- trouble breathing or throat tightness
- chest tightness
- skin rash, hives

Infections. SOTYKTU is a medicine that affects your immune system. SOTYKTU can lower the ability of your immune system to fight infections and can increase your risk of infections. Some people have had serious infections while taking SOTYKTU, such as infections of the lungs, including pneumonia and tuberculosis (TB), and COVID-19.

- Your healthcare provider should check you for infections and TB before starting treatment with SOTYKTU and watch you closely for signs and symptoms of TB during SOTYKTU treatment.
- You may be treated for TB before you begin SOTYKTU treatment if you have a history of TB or have active TB.
- If you get a serious infection, your healthcare provider may tell you to stop taking SOTYKTU until your infection is controlled.

SOTYKTU should not be used in people with an active, serious infection, including localized infections. You should not start taking SOTYKTU if you have any kind of infection unless your healthcare provider tells you it is okay.

You may be at a higher risk of developing shingles (herpes zoster).

Before starting SOTYKTU, tell your healthcare provider if you:

- are being treated for an infection, or have had an infection that does not go away or keeps coming back
- have TB or have been in close contact with someone with TB
- have or have had hepatitis B or C

- think you have an infection or have symptoms of an infection such as:

- fever, sweats, or chills
- muscle aches
- weight loss
- cough
- shortness of breath
- blood in your phlegm (mucus)
- warm, red, or painful skin or sores on your body different from your psoriasis
- diarrhea or stomach pain
- burning when you urinate or urinating more often than normal
- feeling very tired

After you start taking SOTYKTU, call your healthcare provider right away if you have an infection or have symptoms of an infection.

SOTYKTU can make you more likely to get infections or make any infections you have worse.

Cancer. Certain kinds of cancer including lymphoma have been reported in people taking SOTYKTU. Tell your healthcare provider if you have ever had any type of cancer.

Muscle problems (rhabdomyolysis). SOTYKTU can cause muscle problems that can be severe. Treatment with SOTYKTU may increase the level of an enzyme in your blood called creatine phosphokinase (CPK) and can be a sign of muscle damage. Increased CPK is common in people taking SOTYKTU. Your healthcare provider may tell you to stop taking SOTYKTU if the amount of CPK in your blood gets too high or if you have signs and symptoms of severe muscle problems. Tell your healthcare provider right away if you have any of these signs or symptoms of severe muscle problems: unexplained muscle pain, tenderness, or weakness, feeling very tired, fever, or dark-colored urine.

Do not take SOTYKTU if you are allergic to deucravacitinib or any of the ingredients in SOTYKTU.

Before taking SOTYKTU, tell your healthcare provider about all of your medical conditions, including if you: have liver problems or kidney problems, have high levels of fat in your blood (triglycerides), or have recently received or are scheduled to receive an immunization (vaccine), as you should avoid receiving live vaccines during treatment with SOTYKTU.

Tell your healthcare provider if you are pregnant, plan to become pregnant, or if you are breastfeeding or plan to breastfeed. It is not known if SOTYKTU can harm your unborn baby or if SOTYKTU passes into your breast milk.

- Report pregnancies to the Bristol-Myers Squibb Company's Adverse Event reporting line at 1-800-721-5072

IMPORTANT SAFETY INFORMATION CONT'D

Tell your healthcare provider about all the medicines you take, including prescription medicines, over-the-counter medicines, vitamins, and herbal supplements. Keep a list of them to show your healthcare provider and pharmacist when you get a new medicine.

Take SOTYKTU exactly as your healthcare provider tells you to take it. Take SOTYKTU 1 time every day, with or without food. Do not crush, cut, or chew the SOTYKTU tablets.

SOTYKTU may cause serious side effects, including:

- **Changes in certain laboratory test results.** Changes in laboratory tests have happened in some people taking SOTYKTU. Your healthcare provider may do blood tests before you start taking SOTYKTU and during treatment with SOTYKTU to check for the following:
 - **Increased triglycerides.** Too much fat in your blood can cause problems with your heart.
 - **Increased liver enzymes.** If your liver enzymes increase too much, your healthcare provider may need to do additional tests on your liver and may tell you to stop taking SOTYKTU if they think that SOTYKTU is harming your liver.
- **Potential risks from Janus kinase (JAK) inhibition.** SOTYKTU is a tyrosine kinase 2 (TYK2) inhibitor. TYK2 is in the JAK family. It is not known whether taking SOTYKTU has the same risks as taking JAK inhibitors. Increased risk of death (all causes) has happened in people who were 50 years of age and older with at least 1 heart disease (cardiovascular) risk factor who were taking a JAK inhibitor used to treat rheumatoid arthritis (RA) compared to people taking another medicine in a class of medicines called TNF blockers. SOTYKTU is not for use in people with RA.

The most common side effects of SOTYKTU include: common cold, sore throat and sinus infection (upper respiratory infections), cold sores (herpes simplex), sores on inner lips, gums, tongue, or roof of the mouth (canker sores), inflamed hair pores (folliculitis) and acne.

These are not all of the possible side effects of SOTYKTU.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

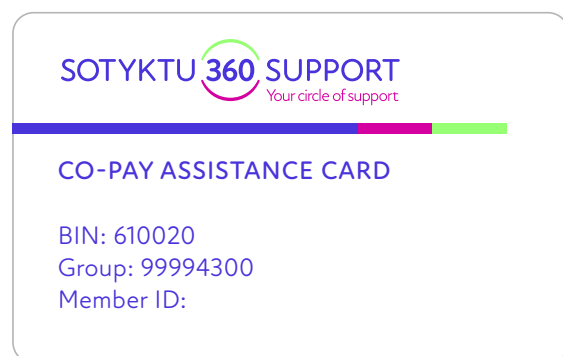
Please see [U.S. Full Prescribing Information](#) for SOTYKTU, including [Medication Guide](#).



SOTYKTU CO-PAY ASSISTANCE

Eligible, commercially insured patients may pay as little as \$0 a month for SOTYKTU with the SOTYKTU Co-Pay Assistance Card.*

- To check eligibility and sign up, visit SOTYKTUCopay.com
- You'll receive your digital co-pay card via email or text and can add it to your digital wallet



Share your co-pay card information with your specialty pharmacy to pay as little as \$0 a month for SOTYKTU*

When you sign up for SOTYKTU Co-pay Assistance, you'll receive a welcome mailer that contains important information to get started on your SOTYKTU journey.

*Please see [Terms and Conditions](#).

STARTING WITH SOTYKTU: WHAT TO EXPECT



Your doctor will send your prescription to a **specialty pharmacy**, which dispenses and provides educational support for specialty medications (like SOTYKTU) not typically carried by local pharmacies.



Once approved, **answer the call** from the specialty pharmacy to set up home delivery of SOTYKTU. (Tip: save your specialty pharmacy's contact info to avoid it appearing as an unknown number).



Your SOTYKTU prescription will be delivered to your address.

If you don't hear from your specialty pharmacy within a week, contact your doctor.



QUESTIONS ABOUT SOTYKTU?

Give us a ring at 1-888-SOTYKTU (1-888-768-9588) Monday through Friday, 8 AM to 8 PM ET.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

Ready to treat your moderate to severe plaque psoriasis from the inside?

WHEN TOPICALS AREN'T ENOUGH, ASK FOR SOTYKTU



CLEARER SKIN for nearly **TWICE AS MANY PEOPLE** vs Otezla[®] (apremilast), at 24 weeks*



RESULTS THAT CAN LAST
Majority of people saw 75% clearer skin at Years 1 and 5[†]



Just **ONE PILL**, taken once a day

In one study, clear or almost clear skin was seen by 50% of people taking SOTYKTU vs 9% taking placebo at 16 weeks.

In the same study, 90% clearer skin was seen by 32% of people taking SOTYKTU vs 20% taking Otezla at 24 weeks.

*In a second study, 90% clearer skin was seen by 42% of people taking SOTYKTU vs 22% taking Otezla at 24 weeks.

†In a follow-up study, 485 patients received continuous SOTYKTU through 5 years. Patients and physicians were aware of SOTYKTU treatment, which may have influenced their results. Most people (72%) saw 75% clearer skin with SOTYKTU at 1 year. A majority of people (67%) saw 75% clearer skin with SOTYKTU at 5 years.

FIND MORE AT [SOTYKTU.COM](https://www.sotyktu.com)

SELECT IMPORTANT SAFETY INFORMATION

SOTYKTU may cause serious side effects, including:

Serious allergic reactions. Stop taking SOTYKTU and get emergency medical help right away if you develop any of the following symptoms of a serious allergic reaction: feel faint; swelling of your face, eyelids, lips, mouth, tongue, or throat; trouble breathing or throat tightness; chest tightness; skin rash, hives.

Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).



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