

WHEN TOPICALS
AREN'T ENOUGH
FOR YOUR
MODERATE TO
SEVERE PLAQUE
PSORIASIS,

ASK FOR
SOTYKTU



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

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

PATIENT PHOTOS
AND STORIES

IMPORTANT SAFETY
INFORMATION

SUPPORT
AND SAVINGS

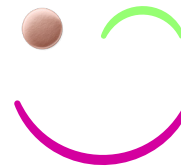
ONCE-DAILY
SOTYKTU[®]
(deucravacitinib) 6 mg tablets



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](#).



SO CLEARLY YOU.

Are you ready to treat your plaque psoriasis from the inside, and looking for a treatment that can fit into your daily routine?

YOU FOUND IT.

You found once-daily SOTYKTU for adults with moderate to severe plaque psoriasis.

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.

ONE PILL, once a day

- SOTYKTU is a **prescription pill** for adults with moderate to severe plaque psoriasis
- Take SOTYKTU **every day** even if you aren't having a flare-up, as prescribed by your dermatology specialist
- **You decide** when and where to take SOTYKTU
- Can be taken **with or without food**



SOTYKTU TREATS PLAQUE PSORIASIS WHERE IT STARTS:

INSIDE THE BODY



HERE'S HOW IT WORKS...

- Within your immune system is a molecule known as TYK2, which plays a key role in passing on signals in psoriasis
 - With plaque psoriasis, the immune system can become “overactive” and create inflammation, ultimately sending signals that cause skin cells to grow too fast
- SOTYKTU helps decrease those signals by selectively targeting and blocking TYK2

SOTYKTU is the only FDA-approved once-daily pill that works this way.

It is not well defined how blocking TYK2 helps psoriasis symptoms.

ASK FOR IT BY NAME

Asking about SOTYKTU is easy... pronouncing it, not so much. Just say **“soh-TIK-too?”**
Give it a try. Perfect!

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.
- 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 know that it’s helping to treat my psoriasis from the inside.”

Emily
SOTYKTU PATIENT



IT'S TIME TO LOVE YOUR SKIN AGAIN

Clearer skin at 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 in 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).

“
It's a lot easier
to let people
see who I am
again.”

David
SOTYKTU PATIENT

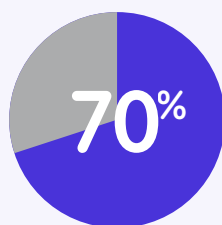
Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).

START LOVING YOUR SCALP instead of hiding it

If you have psoriasis plaques on your scalp,
you know how difficult it can be to treat.

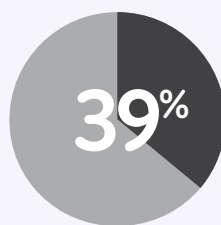
Emily, SOTYKTU patient

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



ONCE-DAILY
SOTYKTU

vs



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.

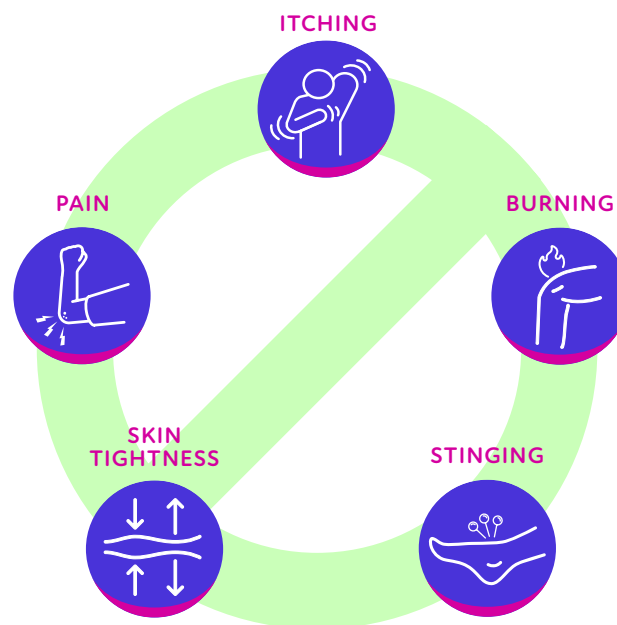
SELECT IMPORTANT SAFETY INFORMATION

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.



Your results may vary.

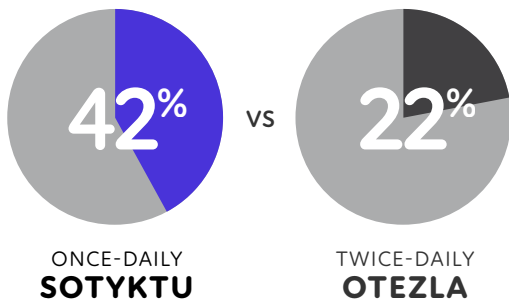
SELECT IMPORTANT SAFETY INFORMATION CONT'D

- 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**.

THE BETTER PILL for clearer skin

In one study, nearly **TWICE AS MANY** PEOPLE found 90% CLEARER SKIN with SOTYKTU vs Otezla[®] (apremilast)



AT 24 WEEKS

In one study, 42% of people taking SOTYKTU saw 90% clearer skin vs 22% taking Otezla. In a second study, 32% of people taking SOTYKTU saw 90% clearer skin vs 20% taking Otezla.

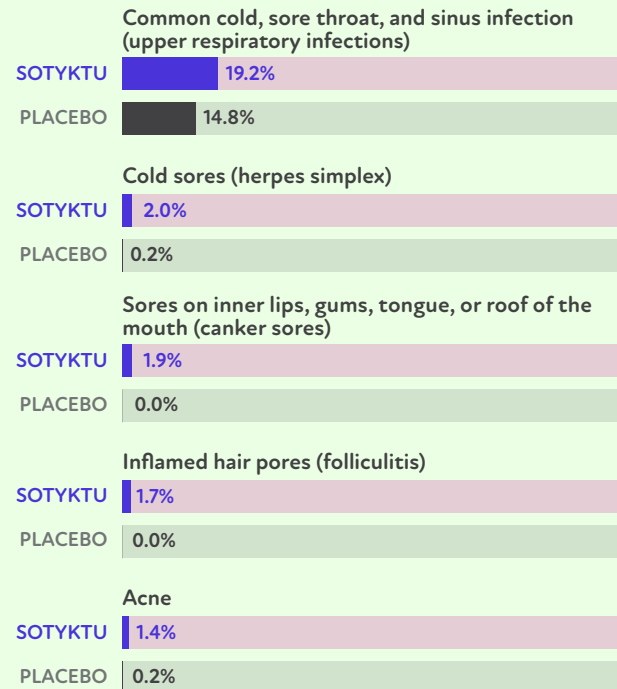
Your results may vary.

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

MOST COMMON SIDE EFFECTS

As with all prescription medications, some side effects are possible with SOTYKTU, and it's important to be aware of them. 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 COMMON SIDE EFFECTS EXPERIENCED (through Week 16)



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.

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.

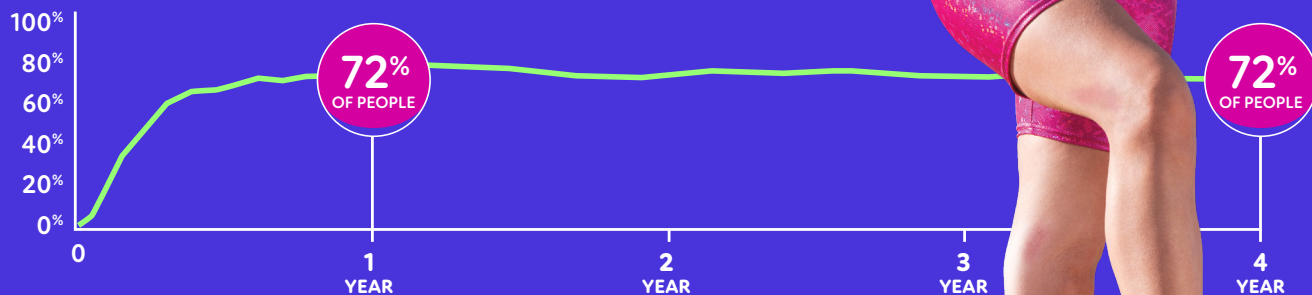
Please see [Important Safety Information](#) throughout and [U.S. Full Prescribing Information](#), including [Medication Guide](#).



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 4 years.*

Percentage of people with at least **75% CLEARER SKIN** at 1 year and 4 years



*In a follow-up study at 1 year and thereafter, 508 patients received continuous SOTYKTU through 4 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

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

Like with any medication, the time it takes to see possible results with SOTYKTU will vary from person to person. Here's a **timeline of milestones** observed in clinical studies. Your 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.

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 16



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



Healthcare professional-submitted photos* of real patients taken in the office, outside clinical trials. Individual results may vary.

DAY 0



WITH SOTYKTU, WEEK 24



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 these photos.

CLEARLY THE MOMENT

Meet David and Emily, two real patients who found what they were looking for for their moderate to severe plaque psoriasis 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.

David is a real patient on SOTYKTU and was compensated for his time.

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.

Emily is a real patient on SOTYKTU and was compensated for her 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.

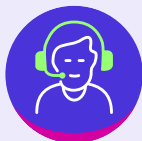
Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

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



Finding SOTYKTU means finding support

Everyone who's been prescribed SOTYKTU is invited to enroll in SOTYKTU 360 SUPPORT, a program providing ongoing assistance.



CALL US WITH QUESTIONS*

Questions about SOTYKTU? Give us a ring at 1-888-SOTYKTU (1-888-768-9588). Phone lines are open Monday through Friday, 8 AM to 11 PM ET.



UNDERSTAND YOUR BENEFITS†

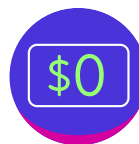
A dedicated SOTYKTU Support Coordinator can let you know if you're eligible for any savings programs, and can help answer your access and affordability questions.

Your SOTYKTU Support Coordinator may be able to sign you up for the SOTYKTU Bridge Program.‡ If you have commercial insurance and SOTYKTU isn't initially covered, you may be able to receive SOTYKTU free of charge for up to 3 years while you await a coverage decision.

*While support team members can answer questions about SOTYKTU, please talk to your healthcare provider for medical advice.

†Completion of any reimbursement- or coverage-related paperwork is the responsibility of the healthcare provider and the patient. Bristol Myers Squibb and its agents make no guarantee regarding reimbursement for any service or item.

‡Please see SOTYKTU [Terms and Conditions](#).



THE SOTYKTU CO-PAY ASSISTANCE PROGRAM

Eligible commercially insured patients may pay as little as \$0 a month for SOTYKTU. Additional eligibility requirements, [Terms and Conditions](#)‡ apply. To sign up, visit [SOTYKTUCopay.com](#).

SOTYKTU **360** SUPPORT
Your circle of support

SOTYKTU CO-PAY ASSISTANCE PROGRAM

To check eligibility and sign up, visit [SOTYKTUCopay.com](#)



STAY SUPPORTED

When you sign up for SOTYKTU 360 SUPPORT, you'll receive a Welcome Kit plus ongoing support, communications, and encouragement to help you get started and keep track of how you're doing.



SIGN UP FOR SOTYKTU 360 SUPPORT TODAY

- Visit [SOTYKTU360.com](#)
- Call 1-888-SOTYKTU (1-888-768-9588)

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

If topicals aren't enough and you're ready to treat your moderate to severe plaque psoriasis from the inside, **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 4.[†]



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, 508 patients received continuous SOTYKTU through 4 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 (72%) saw 75% clearer skin with SOTYKTU at 4 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](#).



SOTYKTU and SOTYKTU logo are registered trademarks and SOTYKTU 360 SUPPORT is a trademark of Bristol-Myers Squibb Company. All other trademarks are property of their respective owners. Otezla is a registered trademark of Amgen Inc.
© 2024 Bristol-Myers Squibb Company. 1787-US-2400712 11/24

HELLO!

ABOUT SOTYKTU

STUDY RESULTS
AND SIDE EFFECTS

PATIENT PHOTOS
AND STORIES

IMPORTANT SAFETY
INFORMATION

SUPPORT
AND SAVINGS