

Participant: Ortho Dermatologics

(b) (4)

TRT: 4:31

Product or Service: DUOBRII

Airdate: August 27th, 2020

 <p>Olga Villaverde</p> <p>Montel Williams</p>	<p>Montel Williams: Plaque Psoriasis is a chronic autoimmune disease that causes raised, red, scaly patches on the skin.</p> <p>Olga Villaverde: That's right. These patches can be itchy and sometimes painful. Now, while there's no cure, there are ways for patients to manage symptoms, which is great.</p> <p>Montel Williams: Absolutely. Take a look at this.</p>
   <p>Lower third: Katie Plaque Psoriasis Patient</p>	<p>Katie: I have had psoriasis for 11 years. It started when I was pregnant with my first child. Coworkers, my husband, my kids, even my students would notice my elbow. So, I would wear a lot of three-quarter length even when it was warm outside and so I was very self-conscious.</p>
	<p>Dr. Ted Lain:</p>


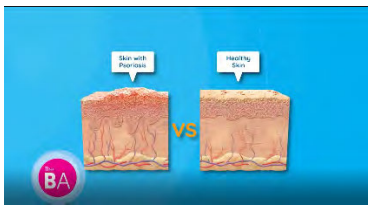



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 <p>Lower third: Ted Lain, MD, MBA Dermatologist, Sanova Dermatology</p>	<p>Psoriasis is a chronic autoimmune skin condition that results in raised, red, inflamed plaques on the skin.</p>
	<p>Dr. Ted Lain: A normal person, without psoriasis, will have skin that turns over every 28 days. Somebody with psoriasis, their skin turns over every two to three days.</p>
 <p>Lower third: Plaque psoriasis is the most common type of psoriasis</p> 	<p>Dr. Ted Lain: Typically, psoriasis first presents on the elbow and knees, but really, psoriasis can present anywhere on the body including the scalp, moving down onto the face, including the eyelids or the ears and the lips. It can then go down into the neck and into the skin folds, even the nails, where it can cause the nails to get yellow, thick and crumbly.</p>
 <p>Lower third:</p>	<p>Katie: I have seen many doctors over the last 11 years for my psoriasis. The creams I was prescribed were thick, and greasy, and they had an odor and they did not work for me.</p>

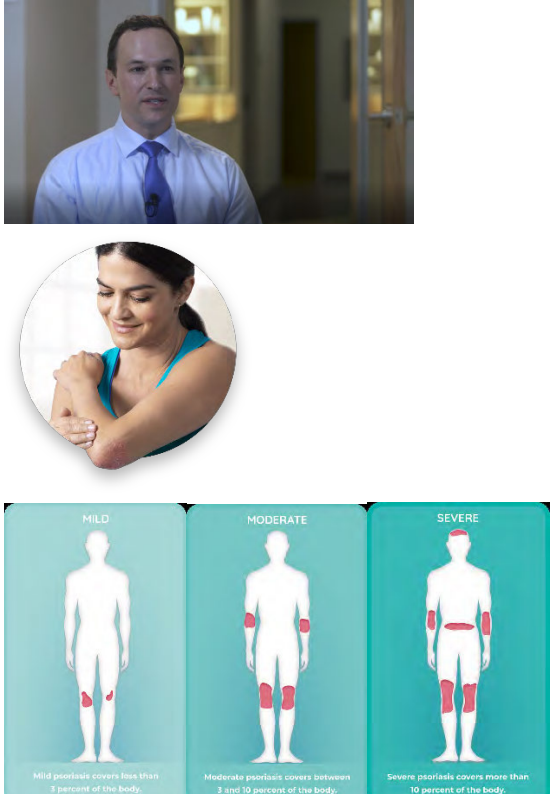


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<p>Psoriasis affects over 8 million adults in the United States and often first appears between the ages of 15 and 35</p>	
	<p>Dr. Ted Lain:</p>
	<p>When I'm diagnosing the severity of psoriasis, I look at both the breadth of the rash, as well as the scope of the rash. Usually a plaque of psoriasis is raised, red, and scaly, but the degree of elevation off the skin, the degree of redness, the amount of scaling helps me determine how severe the disease actually is.</p>
	<p>First treatment option are topical therapies such as creams, lotions and foams. The next treatment option is biologics; these are injectable treatments. In addition, we have ultraviolet light therapy available. Finally, we have our oral, or systemic, treatments which are pills that patients take by mouth.</p>
	<p>Dermatologists understand that psoriasis can affect the quality of life. So, it is important to have an open conversation with your dermatologist so that we can tailor the therapy to your needs.</p>
	<p>Katie:</p>

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	<p>I was introduced to Dr. Lain. I'm always up to trying different treatments. So, when Dr. Lain introduced DUOBRII for my plaque psoriasis on my elbow I was really excited to see how it would work for me.</p>
	
	<p>Voiceover:</p> <p>Adults with plaque psoriasis now have another topical treatment option. Approved by the FDA in 2019, DUOBRII is the first and only topical that combines two active ingredients, both with anti-inflammatory benefits that limit plaque growth.</p>
	
	
<p>Lower third: DUOBRII® is a prescription medicine used on the skin (topical) to treat adults with plaque psoriasis. It is</p>	


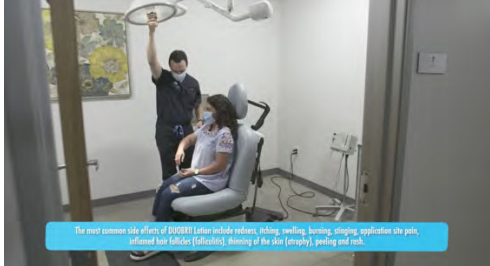
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<p>not known if DUOBRII Lotion is safe and effective in children.</p>	
	<p>Voiceover:</p>
 <p>Lower third:</p> <p>DUOBRII may cause side effects, including:</p> <ul style="list-style-type: none">• If too much DUOBRII passes through your skin it can cause adrenal glands to stop working• Cushing's syndrome, a condition from too much exposure to the hormone cortisol• High blood sugar (hyperglycemia)	<p>Voiceover:</p> <p>Conveniently, it needs to be applied once a day, and used until your psoriasis is under control, as long as you are tolerating it well and talking to your doctor about side effects.</p>
	<p>Voiceover:</p>
 <p>The most common side effects of DUOBRII Lotion include redness, itching, swelling, burning, stinging, application site pain, inflamed hair follicles (folliculitis), thinning of the skin (atrophy), peeling and rash.</p> <p>The most common side effects of DUOBRII Lotion include redness, itching, swelling, burning, stinging, application site pain, inflamed hair follicles (folliculitis), thinning of the skin (atrophy), peeling and rash.</p>	<p>Voiceover:</p> <p>The most common side effects of DUOBRII Lotion include redness, itching, swelling, burning, stinging, application site pain, inflamed hair follicles (folliculitis), thinning of the skin (atrophy), peeling and rash.</p>
	<p>Voiceover:</p>

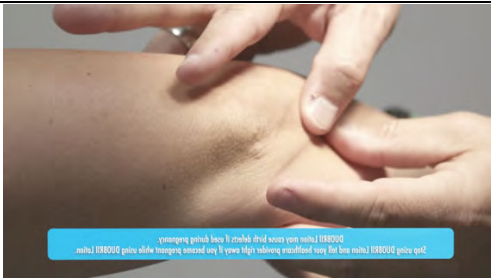
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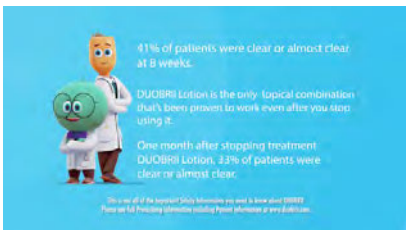
DUOBRII Lotion may cause birth defects if used during pregnancy. Stop using DUOBRII Lotion and tell your healthcare provider right away if you become pregnant while using DUOBRII Lotion.

Stop using DUOBRII lotion when your symptoms are in control, or if you experience side effects. If you are pregnant or planning to be, you should not use DUOBRII lotion.



Lower third:

This is not all of the Important Safety Information you need to know about DUOBRII. Please see full Prescribing Information including Patient Information at www.duobrii.com.



Full screen graphic:

41% of patients had clear or almost clear skin at 8 weeks.

DUOBRII Lotion is the only topical combination that's been proven to work even after you stop using it.

Dr. Ted Lain:

DUOBRII is just a once a day medication. In clinical trials, patients used DUOBRII Lotion for 8 weeks. 41% of patients had clear or almost clear skin by then, and some of them saw results as early as 2, 4 or 6 weeks. In addition, 33% of patients had clear or almost clear skin one month after they *stopped* using DUOBRII Lotion.


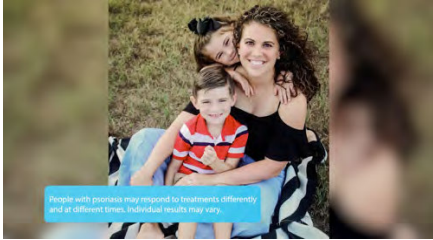


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<p>One month after stopping treatment with DUOBRII Lotion, 33% of patients were clear or almost clear.</p>	
<p data-bbox="204 480 605 699"></p> <p data-bbox="204 709 634 947"> <small>People with psoriasis may respond to treatments differently and at different times. Individual results may vary.</small></p> <p data-bbox="204 995 812 1129">Lower third: People with psoriasis may respond to treatments differently and at different times. Individual results may vary.</p> <p data-bbox="204 1169 656 1419"></p> <p data-bbox="204 1455 660 1705"></p>	<p data-bbox="886 436 958 468">Katie:</p> <p data-bbox="886 485 1414 831">When I first started using DUOBRII, I noticed how light and non-greasy it was. Within days, I started to see results. I've been using DUOBRII for 2 years, it works into my routine. I have cleared my plaque psoriasis on my elbow. I didn't have flaky skin, it wasn't sore, it wasn't red. When I have a flare up, I apply it. I don't need to be self-conscious of my plaque psoriasis on my elbow.</p>

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Lower third:

DUOBRII.com

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Lower third:

This is Katie's story; your own journey may be different. Speak to your doctor to see if DUOBRII is right for you.

Olga Villaverde:

Speak to your doctor to see if DUOBRII is right for you, and please see full prescribing information, including patient information, at duobrii.com.

Montel Williams:

It's good to know there's something out there that works.

Olga Villaverde:

Absolutely.



Lower Third:

TheBalancingAct.com

Montel Williams:

If you want more information, you can always go to our website thebalancingact.com.