

**BIMZELX (bimekizumab-bkzx)**  
**DTC PSO :45 “Fade Cut”**

**VISUAL:**  
MAN STANDING AND SPEAKS TO CAMERA

**SUPER:**  
For adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. By prescription only. Results may vary. Actor portrayals.



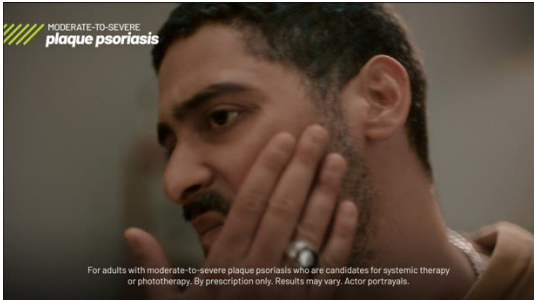
**MAN:**  
I was known for showing up and showing out,

1

**VISUAL:**  
MAN TOUCHES SKIN WHILE LOOKING IN THE MIRROR

**ON-SCREEN TEXT:**  
MODERATE-TO-SEVERE  
plaque psoriasis

**SUPER:**  
For adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. By prescription only. Results may vary. Actor portrayals.

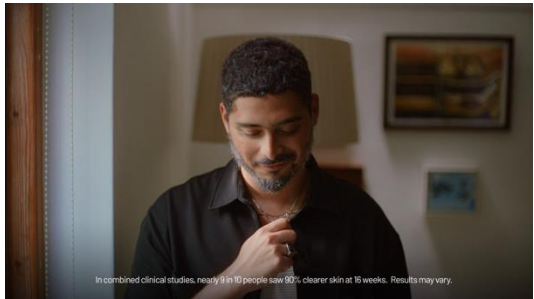


**MAN VO:**  
But psoriasis shut me down.

2

**VISUAL:**  
MAN THINKS TO HIMSELF AND PLAYS WITH NECKLACE

**SUPER:**  
In combined clinical studies, nearly 9 in 10 people saw 90% clearer skin at 16 weeks. Results may vary.



**MAN VO:**  
Until I got clearer skin.

3

**VISUAL:**  
MAN STARTS TO SMILE AND LOGO AND TEAL OVERLAY APPEAR ON SCREEN

**ON-SCREEN TEXT:**  
**BIMZELX** LOGO  
(bimekizumab-bkzx)  
Injection 160 mg 320 mg

**SUPER:**  
In combined clinical studies, nearly 9 in 10 people saw 90% clearer skin at 16 weeks. Results may vary.



**MAN VO:**  
With BIMZELX, I can't wait to say...

4

**VISUAL:**  
MAN WALKS DOWN CITY STREET

**ON-SCREEN TEXT:**  
I'm Back



**MAN VO:**  
I'm back.

5

**VISUAL:**  
MAN WALKS INTO BARBER SHOP AND DABS UP BARBER

**ON-SCREEN TEXT:**  
BIMZELX LOGO  
TARGETS & BLOCKS IL-17A + IL-17F  
TO CALM INFLAMMATION



**ANNCR:**  
Only BIMZELX targets and blocks IL-17A plus F to calm inflammation.

6

**VISUAL:**  
BARBER PUTS CAPE ON MAN

**ON-SCREEN TEXT:**  
BIMZELX LOGO  
CAN DELIVER TRANSFORMATIVE RELIEF

**SUPER:**  
In combined clinical studies, nearly 9 in 10 people saw 90% clearer skin at 16 weeks.



**ANNCR:**  
BIMZELX can deliver transformative relief.

7

**VISUAL:**  
BARBER CUTS HAIR AND CLOSE-UP ON MAN'S HAIRLINE

**ON-SCREEN TEXT:**  
BIMZELX LOGO  
100% CLEAR SKIN

**SUPER:**  
In combined clinical studies, more than 6 in 10 people saw 100% clear skin at 16 weeks. Nearly 2 in 10 people saw clear skin after the first dose at 4 weeks.



**MAN VO:**  
Most people got 100% clear skin,

8

**BIMZELX (bimekizumab-bkzx)**  
**DTC PSO :45 “Fade Cut”**

**VISUAL:**  
TWO GUYS CHAT IN THE SHOP  
WHILE GETTING THEIR HAIR CUT

**ON-SCREEN TEXT:**  
*BIMZELX* LOGO  
SOME AFTER THE FIRST DOSE AT 4  
WEEKS

**SUPER:**  
In combined clinical studies, more than 6  
in 10 people saw 100% clear skin at 16  
weeks. Nearly 2 in 10 people saw clear  
skin after the first dose at 4 weeks.



**MAN VO:**  
some after the first dose.

9

**VISUAL:**  
MAN SPINS AROUND IN CHAIR WITH HIS  
FRESH CUT

**ON-SCREEN TEXT:**  
I'm Back



**MAN VO:**  
I'm back to liking what I see looking  
back at me.

10

**VISUAL:**  
MAN MEETS UP WITH HIS FRIENDS ON  
THE BLOCK

**ON-SCREEN TEXT:**  
*BIMZELX* LOGO

**SUPER:**  
Suicidal thoughts and behavior,  
infections and lowered ability to fight  
them, liver problems, inflammatory  
bowel disease have occurred.



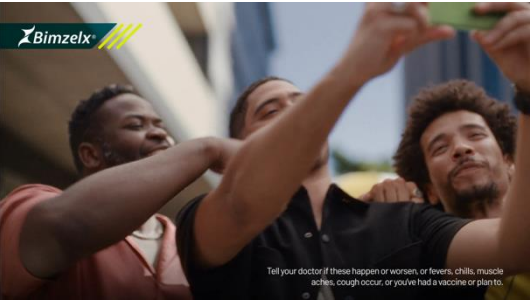
**ANNCR:**  
Serious side effects, like suicidal  
thoughts and behavior, infections and  
lowered ability to fight them, liver  
problems, and inflammatory bowel  
disease have occurred.

11

**VISUAL:**  
THE FRIENDS TAKE A SELFIE

**ON-SCREEN TEXT:**  
*BIMZELX* LOGO

**SUPER:**  
Tell your doctor if these happen or worsen, or  
fevers, chills, muscle aches, cough occur, or  
you've had a vaccine or plan to.



**ANNCR:**  
Tell your doctor if these happen or worsen, or  
fevers, chills, muscle aches, or cough occur,  
or you've had a vaccine or plan to.

12

# BIMZELX (bimekizumab-bkzx)

## DTC PSO :45 “Fade Cut”

**VISUAL:**  
THE GUYS CONTINUE TO JOKE  
AROUND AND PHONE VIEW COMES  
ONTO SCREEN

**ON-SCREEN TEXT:**  
*BIMZELX LOGO*

**SUPER:**  
Before starting, get checked for  
infections, tuberculosis, liver problems.



**ANNCR:**  
Before starting, get checked for  
infections, tuberculosis, and liver  
problems.

13

**VISUAL:**  
THE GUYS SAY GOODBYE BEFORE PARTING  
WAYS

**ON-SCREEN TEXT:**  
*BIMZELX LOGO*

**SUPER:**  
Visit [BIMZELX.com](https://BIMZELX.com) or call 1-833-UCB-NOW1.  
For pricing, visit [ucb-usa.com/affordability](https://ucb-usa.com/affordability)



**ANNCR:**  
Give yourself a chance to say

14

**VISUAL:**  
MAN WALKS DOWN CITY STREET

**ON-SCREEN TEXT:**  
I'm Back

**SUPER:**  
Visit [BIMZELX.com](https://BIMZELX.com) or call 1-833-UCB-NOW1.  
For pricing, visit [ucb-usa.com/affordability](https://ucb-usa.com/affordability)



**MAN VO:**  
I'm back.

15

**VISUAL:**  
TEAL OVERLAY AND LOGO APPEAR WITH  
HIGHLIGHT TREATMENT

**ON-SCREEN TEXT:**  
*BIMZELX LOGO*  
Pay as little as \$5 per dose  
For eligible commercial patients only.  
Not available to all U.S. patients. Restrictions  
apply. To learn more visit [BIMZELX.com](https://BIMZELX.com)  
*UCB LOGO*

**SUPER:**  
©2025 UCB, Inc.  
US-BK-2401669



**ANNCR:**  
Ask your dermatologist about  
BIMZELX.

16