

Open on a man sitting on a couch next to a crazy-looking creature. He looks to the camera when speaking.



**Man:** This thing? It's what's going on inside of me. It's my moderate to severe Ulcerative Colitis.

We flashback to follow the creature as it sneaks up on the man washing his dishes.



**Man (as VO):** It wasn't always this calm...

The creature goes into the sink, splashing and making a mess. The man looks overwhelmed as he steps back.



**...UC went everywhere I did.**

Transition to the man in the car stuck in traffic. The car is bouncing around. We get a glimpse of the creature in the back seat, bothering our hero.



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Wondering when it would pop up next was stressful...

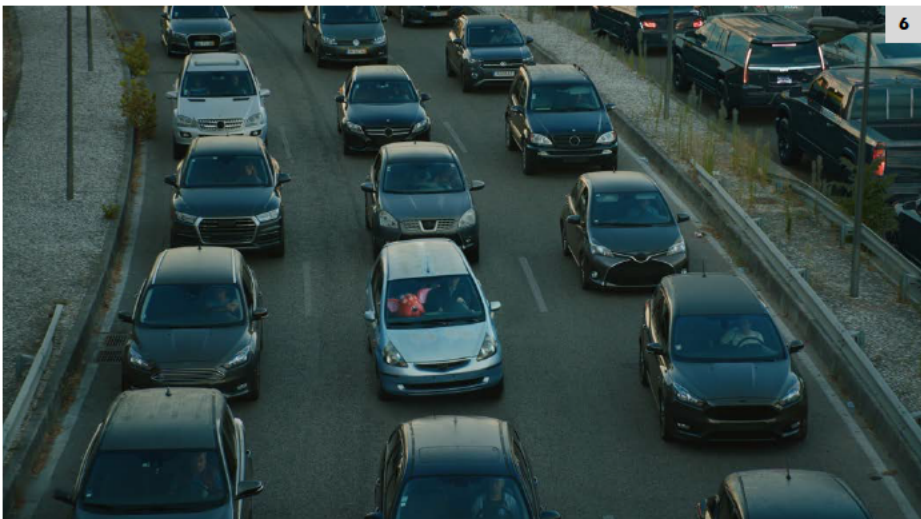
The creature goes from the back to the front seat, bumping into the guy.



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...

We cut to a wide shot, seeing the man stuck in traffic with the creature.

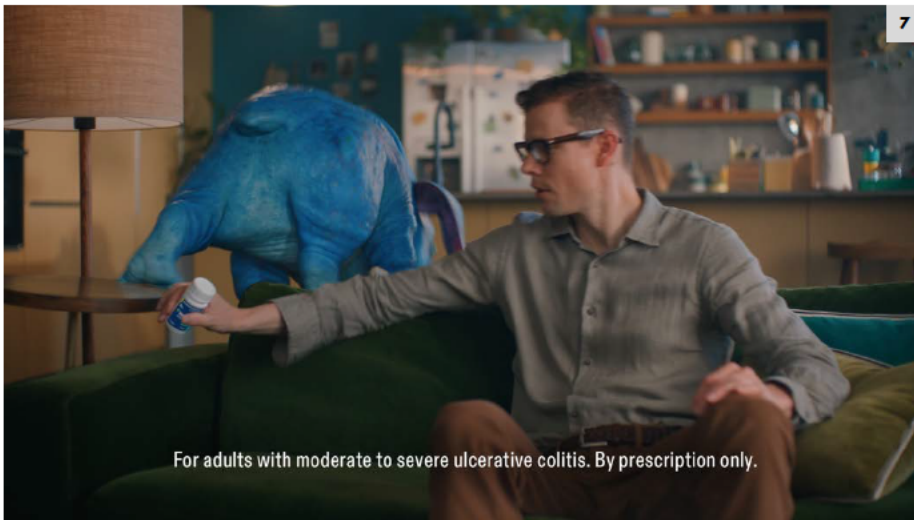


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...doing a number on my insides.

Cut back to the present-day. The man sits on the couch as the creature runs and bumps a side table, causing the VELSIPITY bottle to fall.

SUPER: For adults with moderate to severe ulcerative colitis. By prescription only.

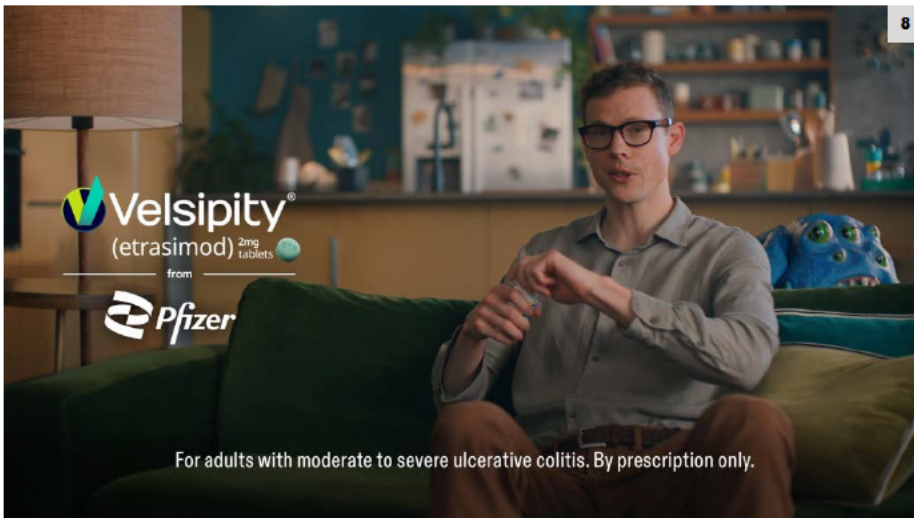


Man: But then I...

The man catches the bottle as it falls and starts opening it.

SUPER: [VELSIPITY logo] from [Pfizer logo]

SUPER: For adults with moderate to severe ulcerative colitis. By prescription only.

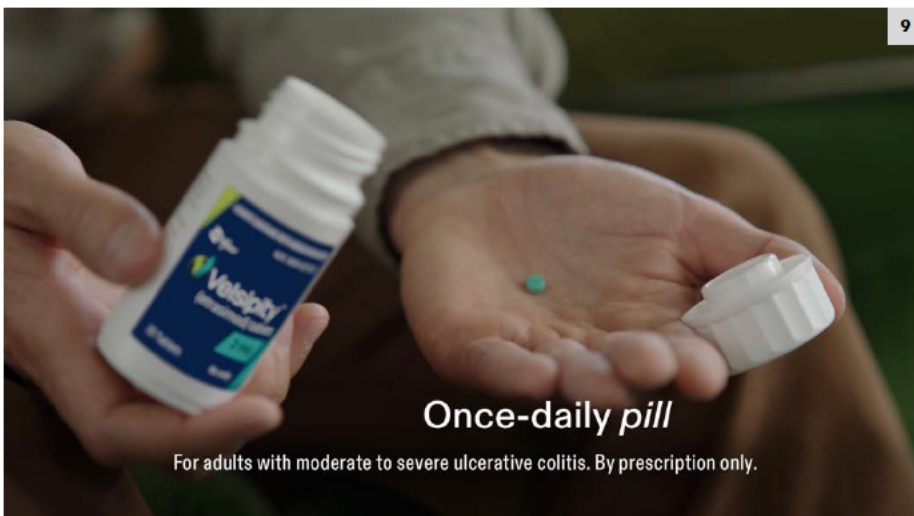


...found out about VELSIPITY...

Cut to a close-up. The man opens the bottle and pours out a pill as we hear the words "once-daily pill".

SUPER (appears with VO): Once-daily pill

SUPER: For adults with moderate to severe ulcerative colitis. By prescription only.



Man (as VO): ...a once-daily pill, not a steroid or biologic,



Cut to the man heading out his front door. The creature comes out with him.

SUPER: Some saw remission by week 12. Some saw fewer bathroom trips in 2 weeks and less rectal bleeding in 4 weeks.



...for adults with moderate to severe UC.

The creature spots a garden gnome and approaches it.

SUPER: Some saw remission by week 12. Some saw fewer bathroom trips in 2 weeks and less rectal bleeding in 4 weeks.

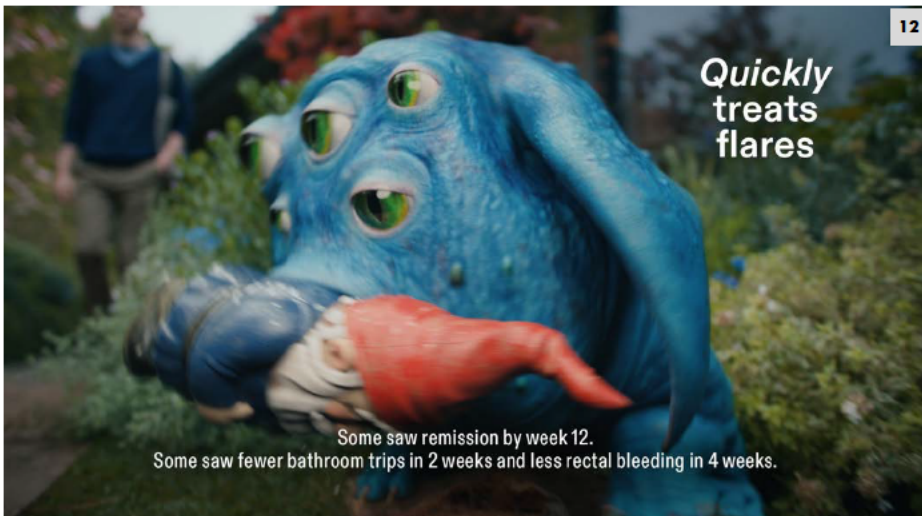


VELSIPITY can help calm the chaos of UC —

The creature grabs the gnome and tries to get the man's attention. The man remains unfazed.

SUPER: Quickly treats flares

SUPER: Some saw remission by week 12. Some saw fewer bathroom trips in 2 weeks and less rectal bleeding in 4 weeks.



It quickly treats flares...



Cut to a crosswalk in town. The man approaches the road as the creature moves behind a nearby trash can.

**SUPER:** Lasting steroid-free remission at 1 year



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...providing a chance for lasting steroid-free remission.

Cut to the man and his friends going from the house to the backyard.

**SUPER:** Don't take VELSIPITY if you've had a heart attack, chest pain, stroke or ministroke, heart failure in the last 6 months, irregular or abnormal heartbeat.



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Don't take VELSIPITY if you've had a heart attack, chest pain, stroke or ministroke, heart failure in the last 6 months, irregular or abnormal heartbeat.

Cut to the man greeting his friends in a backyard. The creature walks over to the lawn.

**SUPER:** It may cause serious side effects like fatal infections, slow heart rate, liver problems, increased blood pressure, a vision problem called macular edema, certain types of skin cancer, swelling and narrowing of brain's blood vessels, or shortness of breath.



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It may cause serious side effects like fatal infections, slow heart rate, liver problems, increased blood pressure,...



Cut to the creature on the grass.

**SUPER:** It may cause serious side effects like fatal infections, slow heart rate, liver problems, increased blood pressure, a vision problem called macular edema, certain types of skin cancer, swelling and narrowing of brain's blood vessels, or shortness of breath.



... a vision problem called macular edema, certain types of skin cancer, swelling and narrowing of brain's blood vessels, or shortness of breath.

Cut to the man and his friends talking. The creature approaches the man as he shakes his leg.

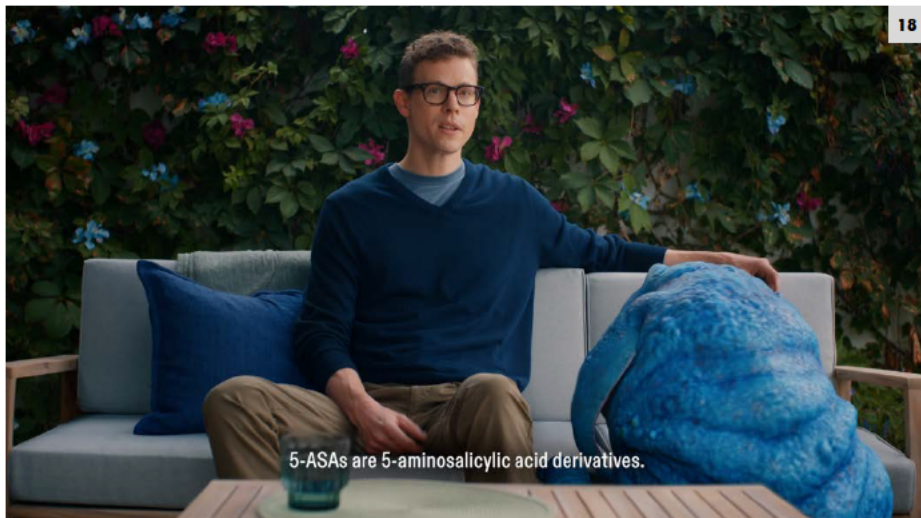
**SUPER:** Tell your doctor if you're pregnant or plan to be. Use birth control during and for 7 days after treatment.



Tell your doctor if you're pregnant or plan to be. Use birth control during and for 7 days after treatment.

Cut to the man sitting in the backyard. The creature climbs up and sits next to him.

**SUPER:** 5-ASAs are 5-aminosalicylic acid derivatives.



**Man:** If conventional therapy like 5-ASAs or steroids aren't working for you, ask your gastroenterologist about VELSIPITY.



End card appears.

SUPER:  
Help Calm the  
Chaos of UC With  
Once-Daily  
[VELSIPITY logo]  
1-800-350-3080 |  
Visit VELSIPITY.com  
for cost info  
[Pfizer logo]  
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April 2025.

SUPER: Helped with  
fewer trips to the  
bathroom and less  
rectal bleeding.

Help Calm the  
Chaos of UC  
With Once-Daily

**Velsipity**<sup>®</sup>  
(etrasimod) 2mg tablets

1-800-350-3080  
Visit VELSIPITY.com for cost info

**Pfizer**

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Man (as VO): Help Calm the  
Chaos of UC with once-daily  
VELSIPITY.

Helped with fewer trips to the bathroom  
and less rectal bleeding.

AdChoices

Quickly  
treats  
flares

Some saw remission by week 12.  
Some saw fewer bathroom trips in 2 weeks and less rectal bleeding in 4 weeks.