



NEW CAMPAIGN COMING SOON

Welcome to the third issue of TASIGNA TIPS. The TASIGNA TIPS series is designed to keep your brand goals top of mind—and provide you with the tools you need to meet them. Remember, the information in these newsletters is for educational purposes only and should not be used with your customers.

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New campaign, updated efficacy

A new TASIGNA® (nilotinib) campaign will roll out at the September 2H meeting. In addition to a new look, your detail aid will reflect an update to one of the most important considerations for physicians when it comes to treating CML: efficacy.

We're looking forward to introducing you to a new campaign and data that boldly emphasizes the importance of achieving a fast, deep, and sustained response.

Market research feedback

Some customers have already weighed in on the new campaign imagery in market research testing. According to their feedback, the imagery presented communicated power and confidence, and reassured them that TASIGNA delivers strong and sustained efficacy for their patients with CML.

We're confident that you will be able to use your new materials to communicate the efficacy and safety of TASIGNA with your customers.

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