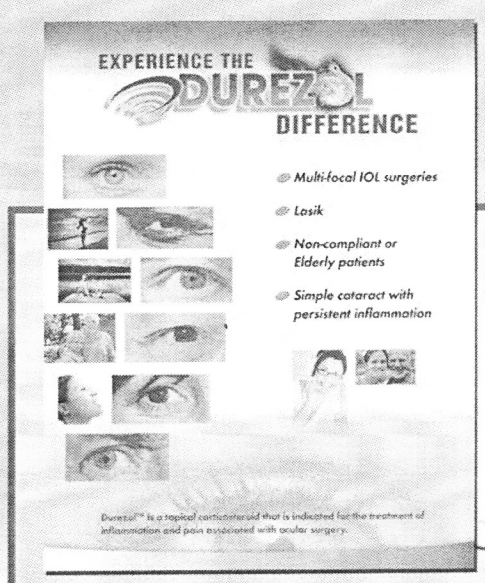
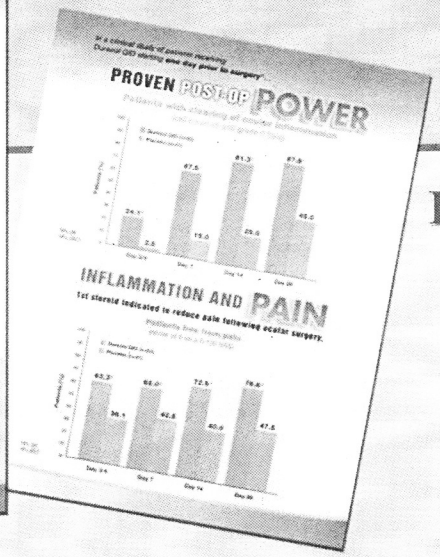
(A) Patient Profiles

NON-LEAVE BEHIND ITEM !

Purpose:

To help doctors clearly identify the types of patients who may benefit from Durezol

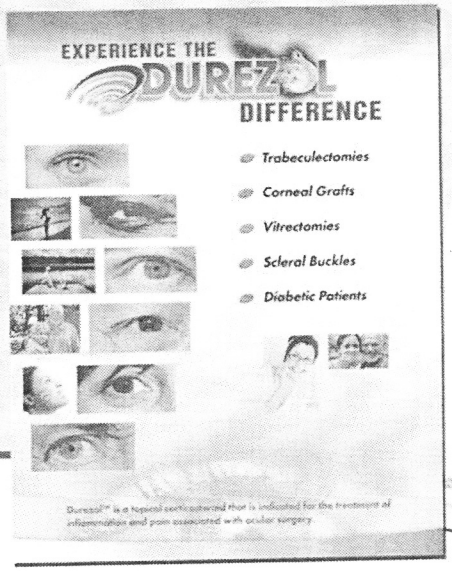


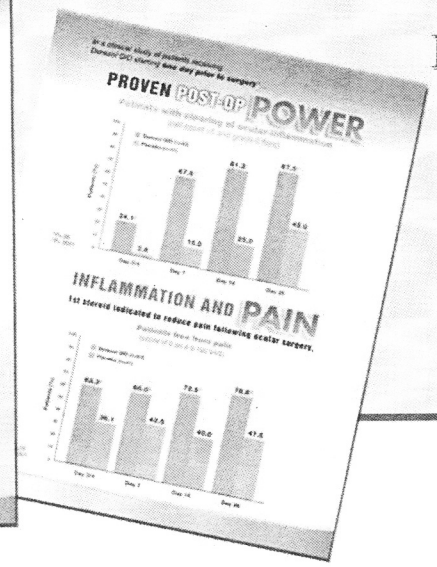


Premium Procedures

Patient Type:

- Expects a premium outcome from his/her procedures
- Less sensitive to price





High Risk Procedures

Patient Type:

- Increased inflammation expected due to procedure
- Considered high risk

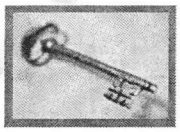
THE DUREZOL DIFFERENCE

Target Audience

- ☑ **Busy physicians with limited time (quick presentation of benefits)**
- ☑ **Physicians who have been resistant to trying Durezol**
- ☑ **Physicians who focus on performing premium procedures**

KEY MESSAGE

"You treat patients who would benefit from the Durezol Difference!"



Clinical Support

The key data presented on both sell sheets resulted from the 3B studies.

NOTE: The pre-dosing results can be a real motivator for physicians who are:

(A) interested if offering an excellent patient outcome

OR

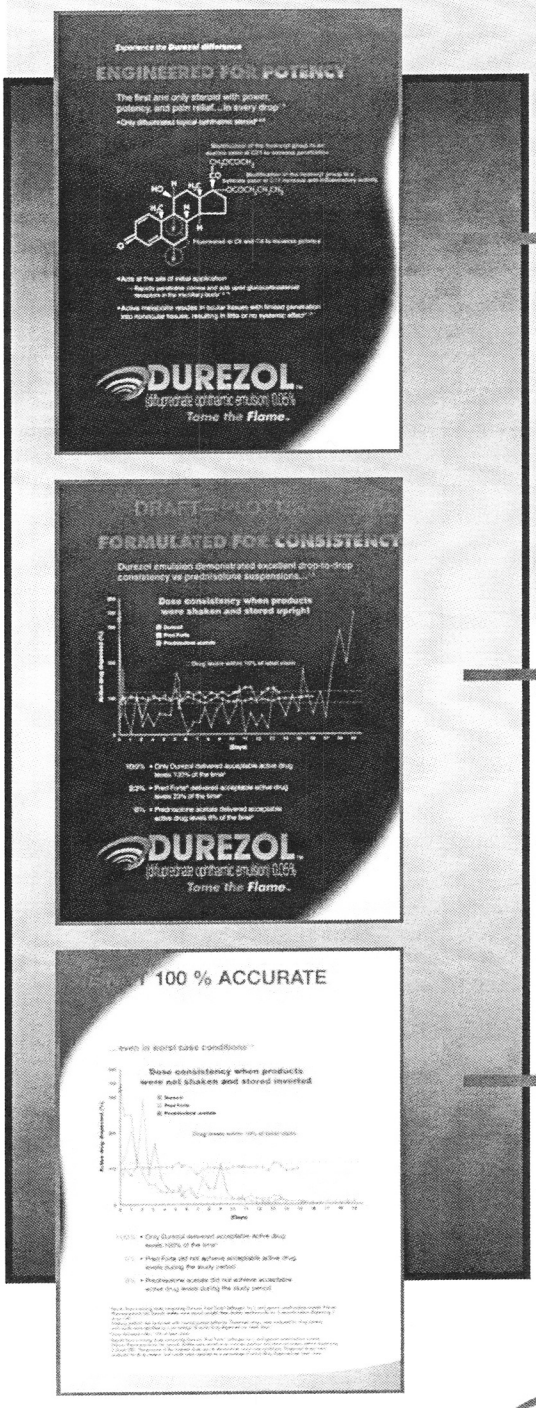
(B) find it important to minimize the risk of inflammation following any procedure

(B) Drop Study Results

NON-LEAVE BEHIND ITEM !

Purpose:

To show doctors relevant, new data regarding Durezol's consistent dose delivery



Cover

Theme:

- Continues to highlight Durezol's molecular difference

Page 1

Theme:

- Results of comparative products when stored inverted and not shaken prior to testing
- Simulated worse case scenario for storage and shaking

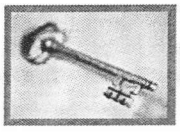
Page 2

Theme:

- Results of comparative products when stored upright, then shaken prior to testing
- Simulated normal storage and best case scenario for shaking

(B) Drop Study Results

The drop study clearly revealed the influence of storage and handling on active ingredient concentrations per dose in Durezol, generic prednisilone acetate (Falcon brand), and Pred Forte® (Allergan).



KEY MESSAGE

"No matter the storage, Durezol consistently delivers the labeled dose of active ingredient with no shaking required!"

Target Audience

- ☑ **All healthcare providers**
- ☑ **Clinics no longer receiving free product and considering Durezol**

Clinical Impact

This study cannot be used to imply clinical conclusions or outcomes. **Therefore, do not convey a message of better clinical outcomes as a result of this study.**

WARNINGS:

- No clinical claims can be made from this data
- DO NOT LEAVE DATA OR DETAIL AID WITH PHYSICIAN
- The "within 10%" of label claim is an arbitrarily selected amount

And the Bottom Line Is . . .

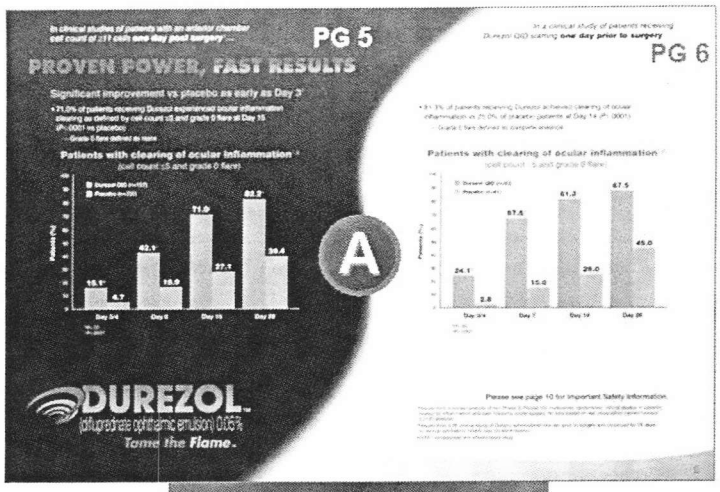
- Durezol demonstrates consistency regardless of storage conditions or whether shaken or unshaken!

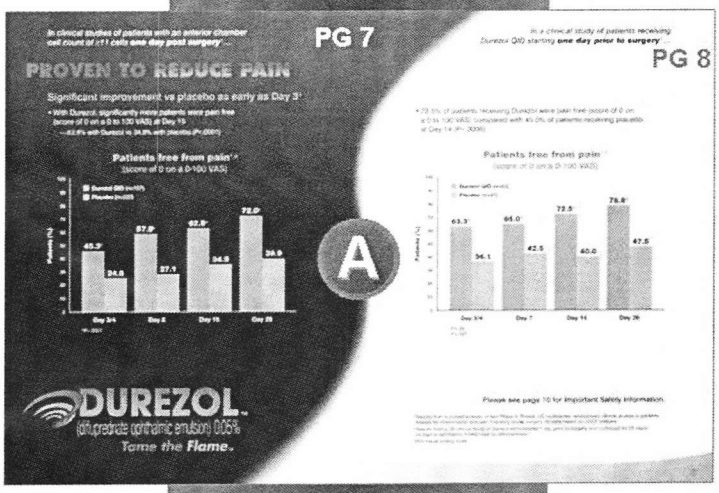
Drop Study Data

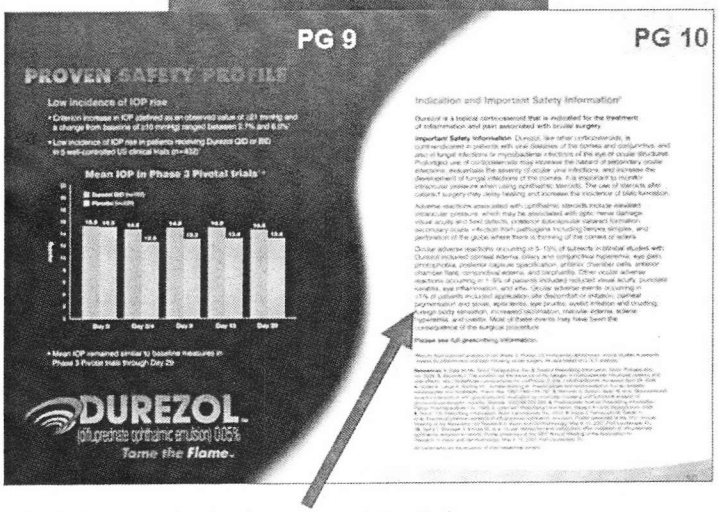
This data helps to illustrate yet another component of the **Durezol Difference** by showing that Durezol consistently delivers what it claims— the labeled dose of active ingredient! Furthermore, because Durezol requires no shaking to guarantee this consistency, there is no need to worry that patients might not shake the product adequately, as is the case with prednisilone acetate product.

(C) Detail Aid

NON-LEAVE BEHIND ITEM !







Make certain to provide fair balance on all calls!

Target Audience

☑ All healthcare providers

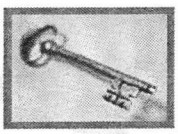
Detail Aid Data

The only *new* data presented is a summary of the drop study results (see B). All other data comes from the previously provided pivotal and pre-dosing studies.

Clinical Impact

The presentation has been simplified to make it easier for you to discuss data with physicians. The presentation of data focuses on the percent of patients achieving ≤5 cells and 0 flare (*clinical outcomes*). Also, graphs reflecting reduction in pain have been included.

KEY MESSAGE



"Durezol's consistent dosing effectively eliminates inflammation and pain in your postoperative patients!"

THE DUREZOL DIFFERENCE

New Marketing Pieces

(C) Detail Aid

Purpose:

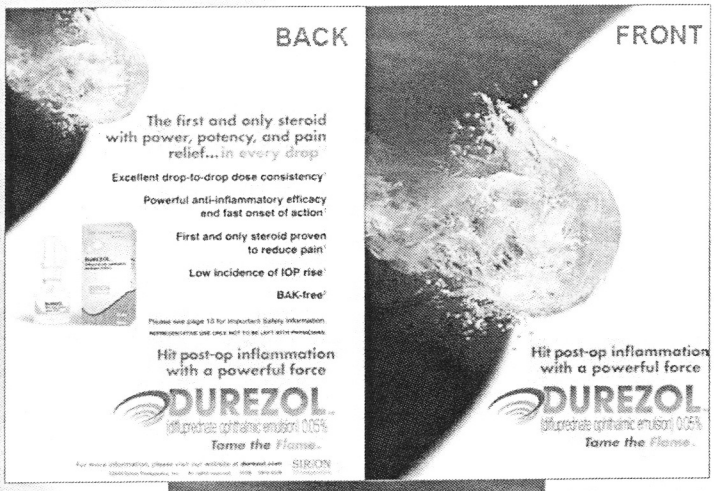
Our market research continues to reveal that once physicians understand the clinical data, they are more likely to prescribe Durezol . We want to help you present the Durezol data as easily and effectively as possible.

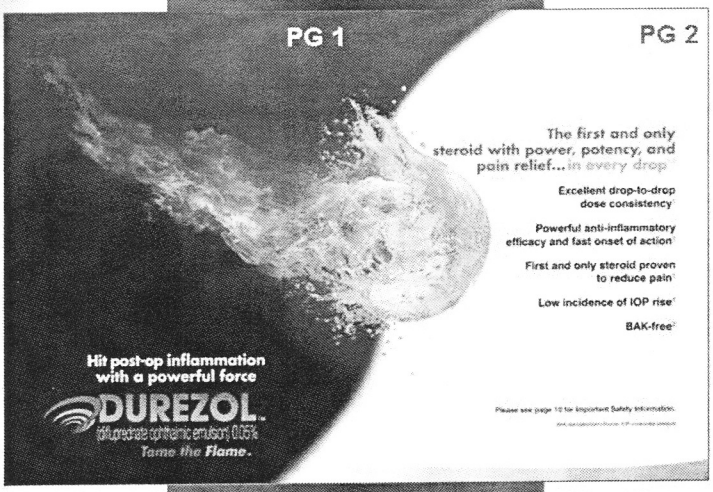
Your Feedback Was:

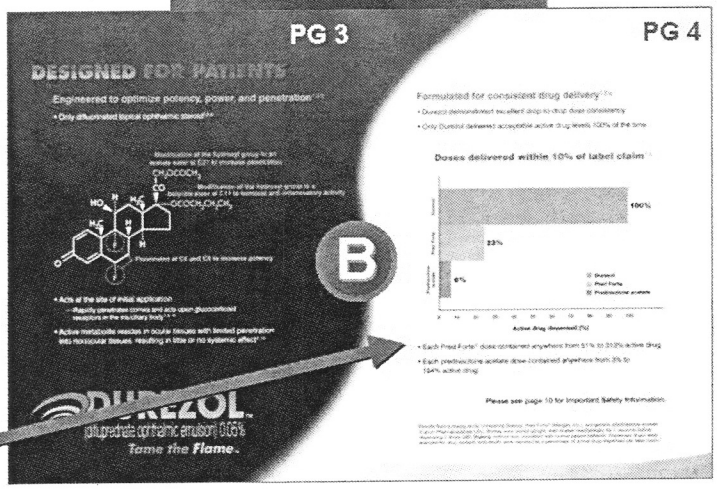
- The detailing material is difficult to use.
- Physicians are not interested in the placebo trials.
- It is difficult to explain the difference between the pivotal and Phase 3B trials.
- It is difficult to maneuver through the detail aid between the pivotal data and the Phase 3B data.

We Are Responding! :

- The new detailing material has an easier format for guiding the listener through critical clinical data.
- Pivotal data and Phase 3B data are now positioned side-by-side. **(see A)**
- The data has been simplified to foster easier discussion.
  (see **Clinical Impact** *)*
- Highlights and summary of the drop study have been added to the product difference area. **(see B)**







THE DUREZOL DIFFERENCE