

**PROMIUS PHARMA LLC EXPANDS  
THE REACH OF THE PROMIUS PROMISE WITH  
A NEW APP FOR ISOTRETINOIN PATIENTS**

Princeton, NJ – January 14, 2015 – According to an Food and Drug Administration (FDA) review of Year 5 of the iPLEDGE™ program (3/1/10 – 2/28/11), over 400,000 attempts to fill isotretinoin prescriptions were denied due to failures to meet iPLEDGE™ requirements†. To help support patients, Promius Pharma, marketers of Zenatane™ (Isotretinoin Capsules USP), a generic form of isotretinoin, has created the **Promius Promise App** designed to help educate and guide patients through the various treatment requirements.

The **Promius Promise App** can be downloaded free of charge by anyone who has received a prescription for Zenatane™ through the Promius Promise program. It provides answers to frequently asked questions and makes it easy for the patient to find important information, which may make sticking with treatment requirements easier. The App, which acknowledges that there are many steps involved in the treatment process, and outlines them with an easy-to-follow roadmap. The idea for the App came from market research that suggested it may be especially beneficial for young adults and teenagers. It can serve as a tool for parents as well, who may want easy access to Promius Promise information and phone numbers in the event a question arises, so they can support the isotretinoin patient in their life. Providers can also use the App to access the new secure web portal if they desire current information on prescriptions of Zenatane™ for their patients.

Features of the App include sections such as ***“At My First Visit,” “Before My Next Visit,” “At My Next Office Visit,”*** and ***“Between All Office Visits,”*** which continue to move the patient through the isotretinoin treatment protocols to help ensure successful continuation of treatment. Especially useful features of the new App are the sections that come at the end of the treatment period; ***“At My Last Visit,”*** and ***“30 Days After My Last Dose,”*** which effectively continue to “hold the patient’s hand.”

“We wanted to include all the features that would help to support a successful outcome,” said Victor Caliman, Associate Director of Marketing for Promius Pharma. “Adhering to a strict set of guidelines, as required with the use of isotretinoin, may be challenging for some patients, so we included an easy access path to the Promius Promise call center and pharmacy staff. We also added a feature to set up notifications, reminding the patient to take their required dose at a certain time, and not to miss follow up visits with their doctor. Through the App we facilitate easy linking to [iPLEDGE.com](http://iPLEDGE.com), [myrxcoupons.com](http://myrxcoupons.com), so patients can obtain rebates for other medications, and [Zenatane.com](http://Zenatane.com) for further information on the medication. The App is designed so that on almost every screen the user is just a touch away from reaching the call center staff by phone. It’s like having a built-in coach to help get you to the finish line.”

###

## INDICATION

Zenatane™ (Isotretinoin) Capsules are indicated for the treatment of severe recalcitrant nodular acne. Because of significant adverse effects associated with its use, Zenatane™ should be reserved for patients with severe nodular acne who are unresponsive to conventional therapy, including systemic antibiotics.

## IMPORTANT SAFETY INFORMATION

CAUSES BIRTH DEFECTS



DO NOT GET PREGNANT

Zenatane™ must not be used by female patients who are or may become pregnant. There is an extremely high risk that severe birth defects will result if pregnancy occurs while taking Zenatane™ in any amount, even for short periods of time. Potentially any fetus exposed during pregnancy can be affected. There are no accurate means for determining whether an exposed fetus has been affected.

Other serious side effects include depression, psychosis, and rarely, suicidal ideation, suicide attempts and suicide, and aggressive and/or violent behavior; Pseudotumor Cerebri, pancreatitis, hearing impairment, inflammatory bowel disease, skeletal changes, hyperostosis, premature epiphyseal closure, vision impairment, corneal opacities, decreased night vision.

Please see Full Prescribing Information at <http://zenatane.com/PI-FD0213.pdf>

## About Promius Pharma, LLC

Promius Pharma is a wholly owned, branded specialty company, of Dr. Reddy's Laboratories, Inc. It is located in Princeton, NJ. Promius Pharma is a focused, leading-edge company that develops and markets innovative solutions for challenging dermatological conditions with an eye to the future to redefine therapeutic options for physicians and patients. For more information visit: [www.promiuspharma.com](http://www.promiuspharma.com).

†2010 FDA review of iPLEDGE™ program: Drug Safety and Risk Management Advisory Committee, Dermatologic and Ophthalmic Drugs Advisory Committee Briefing Document for iPLEDGE™.

For information about the iPLEDGE™ program, call 1.866.495.0654 or visit [www.ipledgeprogram.com](http://www.ipledgeprogram.com)

iPLEDGE™ is a trademark of McKesson Specialty Arizona Inc.

CONTACT: Suzanne Lane  
Lane Communications Group  
212.757.6880  
[slane@thelcgroup.com](mailto:slane@thelcgroup.com)

