



248898_KISQALI_MBC_Long Live-Post Meno_US_11.22



Frame 1

0:02

Frame 2

0:04



VO: Post-menopausal women...
SUPER: KISQALI is used to treat HR+ HER2- breast cancer that has spread to other parts of the body (metastatic) in combination with a nonsteroidal aromatase inhibitor (NSAI) in adults as the first endocrine-based therapy.

VO: ...with HR+ HER2- metastatic...
SUPER: KISQALI is used to treat HR+ HER2- breast cancer that has spread to other parts of the body (metastatic) in combination with a nonsteroidal aromatase inhibitor (NSAI) in adults as the first endocrine-based therapy

Frame 3

0:07

Frame 4

0:09



VO:... breast cancer are living longer with KISQALI.
GRAPHIC: KISQALI logo lockup
SUPER: KISQALI is used to treat HR+ HER2- breast cancer that has spread to other parts of the body (metastatic) in combination with a nonsteroidal aromatase inhibitor (NSAI) in adults as the first endocrine-based therapy.

VO: So, Long live family time.
GRAPHIC: Long Live Family Time
SUPER: Progression-free survival (PFS) was the primary outcome measure of the clinical trial.

Frame 5

0:11



VO: Long live dreams.

GRAPHIC: Long Live Dreams

SUPER: Progression-free survival (PFS) was the primary outcome measure of the clinical trial.

Frame 6

0:12



VO: And long live you.

GRAPHIC: Long Live You

SUPER: Progression-free survival (PFS) was the primary outcome measure of the clinical trial.

Frame 7

0:18



VO: KISQALI is a pill proven to help women live longer when taken with an aromatase inhibitor.

GRAPHIC: Helps Women Live Longer

SUPER: Overall survival (OS) was a secondary end point of the trial. Overall survival (OS) is the length of time patients are alive from the start of treatment. At an 80-month check-in, median OS was 63.9 months for KISQALI + an NSAI vs 51.4 months for an NSAI alone.

Frame 8

0:21



VO: And KISQALI helps preserve quality of life...

GRAPHIC: Preserves Quality of Life

SUPER: Overall survival (OS) was a secondary end point of the trial. Overall survival (OS) is the length of time patients are alive from the start of treatment. At an 80-month check-in, median OS was 63.9 months for KISQALI + an NSAI vs 51.4 months for an NSAI alone.

Frame 9

0:24



VO: ...so you're not just living, you're living well.

GRAPHIC: Preserves Quality of Life

SUPER: Quality of life was a secondary outcome measure of the trial. At a 26-month check-in, median time to worsening of at least 10% in quality of life score was 27.7 months with KISQALI + letrozole vs 27.6 months with placebo + letrozole. This analysis was not pre-planned to detect a false positive.

Frame 10

0:28

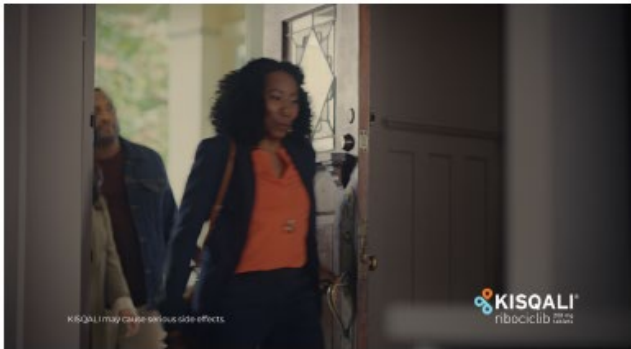


VO: KISQALI can cause lung problems or an abnormal heartbeat, which can lead to death.

SUPER: KISQALI may cause serious side effects.

Frame 11

0:33

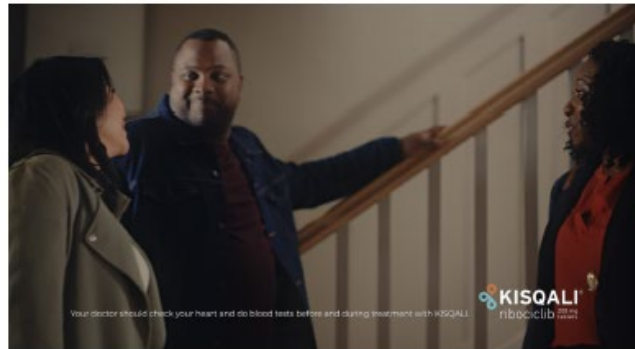


VO: It can cause serious skin reactions, liver problems, and low white blood cell counts that may result in severe infections.

SUPER: KISQALI may cause serious side effects.

Frame 12

0:35

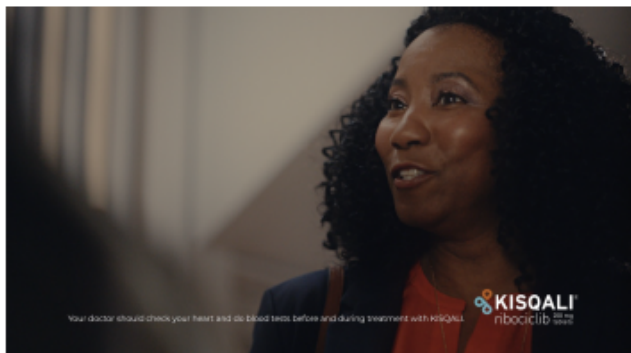


VO: Avoid grapefruit during treatment.

SUPER: Your doctor should check your heart and do blood tests before and during treatment with KISQALI.

Frame 13

0:36



VO: Tell your doctor right away if you have new or...

SUPER: Your doctor should check your heart and do blood tests before and during treatment with KISQALI.

Frame 14

0:40

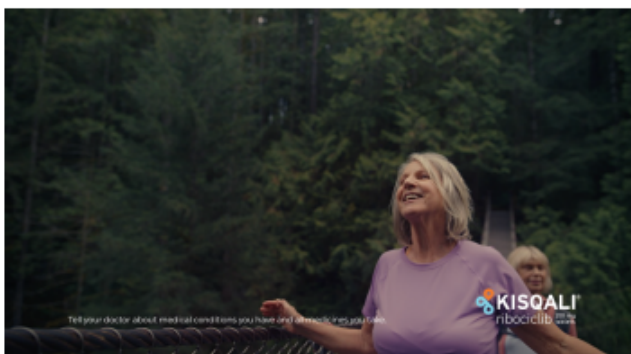


VO: ...worsening symptoms, including breathing problems, cough, chest pain,...

SUPER: Your doctor should check your heart and do blood tests before and during treatment with KISQALI.

Frame 15

0:44



VO: ...a change in your heartbeat, dizziness, yellowing of the skin or eyes, dark urine,...

SUPER: Tell your doctor about medical conditions you have and all medicines you take.

Frame 16

0:48



VO:... tiredness, loss of appetite, abdomen pain, bleeding, bruising,...

SUPER: Common side effects include low white blood cells, nausea, infections, tiredness, diarrhea, vomiting, hair loss, headache, constipation, rash, and cough. These are not all the possible side effects of KISQALI.

Frame 17

0:50

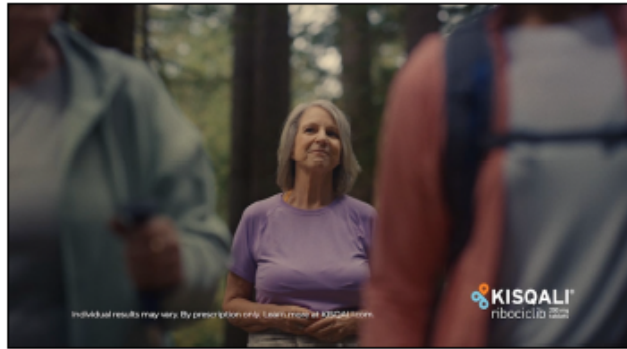


VO: ...fever, chills, or other symptoms of an infection,...

SUPER: Common side effects include low white blood cells, nausea, infections, tiredness, diarrhea, vomiting, hair loss, headache, constipation, rash, and cough. These are not all the possible side effects of KISQALI.

Frame 18

0:52

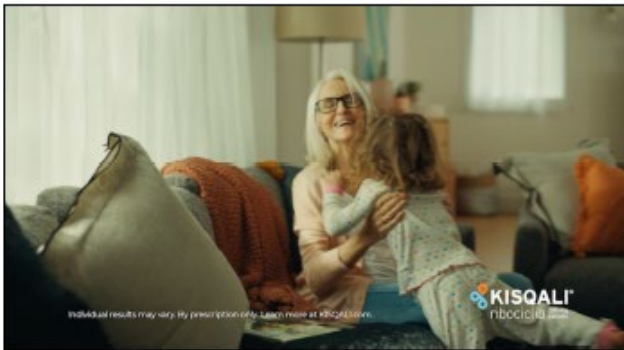


VO: ...a severe or worsening rash...

SUPER: Individual results may vary. By prescription only. Learn more at KISQALI.com.

Frame 19

0:55



VO: ...are, or plan to become, pregnant, or breastfeeding.

SUPER: Individual results may vary. By prescription only. Learn more at KISQALI.com.

Frame 20

0:57



VO: Long live hugs and kisses.

GRAPHIC: Long Live Hugs and Kisses

Frame 21

1:00



VO: Ask about KISQALI. And long live life.

GRAPHIC: Long Live Life

GRAPHIC: KISQALI logo lockup

GRAPHIC: NOVARTIS Logo

SUPER: Visit KISQALI.com to learn about cost and how Novartis can help. 1-800-282-7630