

Conditions of Use:

- Limited to one ACIPHEX free trial voucher redemption per person.
- Eisai Inc. and Ortho-McNeil, Inc. reserve the right to rescind, revoke, or amend this offer at any time without notice.
- This voucher is not valid through mail order pharmacies.
- **Subject to eligibility restrictions listed on the bottom of this voucher.**

Eligibility Restrictions: Claims for any product dispensed pursuant to terms of voucher shall not be submitted to any public (eg, Medicaid) or private (eg, insurance company) payer for reimbursement. It is illegal for any person to sell, purchase, trade, or counterfeit this voucher. No purchase or co-pay required. No substitutions permitted. Not valid through mail order pharmacies. Void where prohibited by law. Void outside the United States. Eisai Inc. and Ortho-McNeil, Inc. reserve the right to rescind, revoke, or amend this offer at any time without notice. **NO PHOTOCOPIES ACCEPTED.**

Pharmacy Processing:

- Submit claim to McKesson Health Solutions using the information listed below.
- This voucher must be attached to the original prescription and retained by pharmacy for audit purposes for the period of 3 years or the usual period for which your pharmacy records are kept, whichever is longer.
- For additional information or questions regarding pharmacy processing or rules and regulations governing this program, please call the Help Desk at 1-800-750-9835.

I certify that: (i) I have dispensed the ACIPHEX product to an eligible patient, (ii) I have not submitted and will not submit a claim for reimbursement to the patient or any third-party payer, and (iii) my participation in this program complies with all applicable laws and contractual or other obligations I have as a pharmacy provider.

Pharmacist's signature _____ Date _____

Utilize the following codes for processing:

BIN # 610500

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Manufactured
and
Marketed by



Woodcliff Lake, NJ 07677

Marketed by

PriCara[™]
Unit of Ortho-McNeil, Inc.

Raritan, NJ 08869-0602

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ACIPHEX[®] is a registered trademark of Eisai Co., Ltd.
Coumadin[®] is a registered trademark of Bristol-Myers Squibb Company.

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May 2007



See the enclosed voucher and ask your doctor about ACIPHEX today!

www.ACIPHEX.com

1800 XXX XXXX

ASK YOUR DOCTOR IF
ACIPHEX[®]

**IS RIGHT
FOR YOU.**

One ACIPHEX 20 mg tablet daily is used for the treatment of persistent, frequent (2 or more days a week) heartburn and other symptoms associated with acid reflux disease.

ACIPHEX is also used for the short-term (4 to 8 weeks) treatment in the healing and symptom relief of damaging (erosive) acid reflux disease (gastroesophageal reflux disease) and to maintain healing of damage (erosions) and relief of heartburn symptoms that happen with acid reflux disease. ACIPHEX has not been studied for treatment lasting longer than 12 months (1 year).

Important Safety Information

ACIPHEX has a well-established safety profile. The most common side effect possibly related to ACIPHEX is headache. Symptom relief does not rule out other serious stomach conditions. Patients on warfarin (such as Coumadin[®]) may need to be monitored more closely by their doctors.

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KNOWING YOUR **TRIGGERS...**

**IS YOUR FAVORITE FOOD
ONE OF THEM?**

WHAT IS pH?

Learn the role pH plays in your body and the foods you eat.

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THE COMMON TRIGGERS

Find out what causes your heartburn and what you can do to help.

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THE UNUSUAL SUSPECTS

Discover surprising facts you never knew about acid reflux disease.

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VOUCHER INSIDE

Tear it off and ask your doctor about starting your free trial today!

pg.6



| Please see important safety information on back cover. | PLEASE SEE FULL PRESCRIBING INFORMATION ATTACHED. |

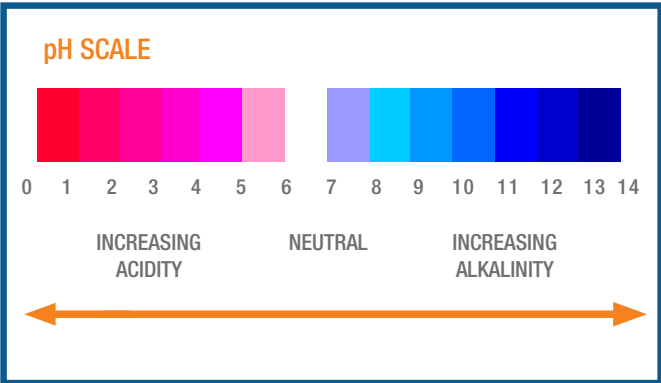
GET THE FACTS

If you have acid reflux disease, it's important to understand pH, its role in the body, and the food you eat.

UNDERSTANDING pH

The term pH may take you back to your high school chemistry days, but it doesn't have to be complicated.

pH is a scale that measures the acid level in a solution or liquid. The scale is from 0 to 14. A pH less than 7 is *acidic* and a pH greater than 7 is *alkaline* or *basic*. A pH of 7 means that a fluid is neutral—it is neither acidic nor alkaline.



about pH

THE ROLE OF pH IN YOUR BODY

Many of the fluids in your body, like blood, have a pH that is slightly alkaline. But in your stomach, pH is much lower because your stomach has many cells that release acid to break down food. This is usually not a problem when the acid stays in your stomach where it belongs.

Acid reflux is a physical condition that happens when contents of the stomach—including acid—back up (or *reflux*) into the esophagus (the tube that carries food from your mouth to your stomach).

Acid reflux can lead to heartburn and other symptoms that tell your body something might be wrong.



UNCOMMON KNOWLEDGE ABOUT pH

- The concept of pH has been around for almost a century. In 1909, Søren Peter Lauritz Sørensen, a Danish chemist, established pH
- The term pH stands for the potential for hydrogen



pH IN YOUR FOOD

While your body has its own pH, the foods you eat also have a pH value that determines if they are acidic or alkaline.

HERE ARE SOME EXAMPLES OF ALKALINE AND ACIDIC FOODS:

ALKALINE:

- BANANAS
- MINERAL WATER
- BEETS
- APRICOTS
- CUCUMBERS
- AVOCADOS
- MUSHROOMS
- CELERY
- EGGPLANT

ACIDIC:

- CHERRIES
- GRAPEFRUIT
- PEACHES
- APPLES
- CHEESE
- BLUEBERRIES
- CRANBERRIES
- ORANGES
- PLUMS

THE COMMON TRIGGERS

of acid reflux disease:
WHAT YOU NEED TO KNOW

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Heartburn associated with acid reflux disease is a symptom that occurs when the acidic contents of the stomach escape up into the esophagus. A sour or bitter taste in the mouth or back of the throat can accompany heartburn. This often is called regurgitation (re-gur-ji-ta-shen). That means the contents of the stomach back up into the mouth or back of the throat without nausea or gagging.

While everyone is different, there are many common heartburn triggers. What you eat—foods that are spicy, high in fat, or acidic—often can bring on heartburn.

FOODS AND DRINKS THAT SHOULD MAKE YOU WARY

Certain foods, often called trigger foods, can bring on heartburn symptoms. Some foods contain large amounts of acid. Other foods can relax the *lower esophageal sphincter* (LES), allowing acid to escape into the esophagus. Some examples of important foods to avoid include chocolate, fatty and fried foods, and carbonated drinks.

DON'T TAKE HEARTBURN LYING DOWN

Many people experience heartburn at night when they are lying down. That's because when the body is horizontal, it is hard to keep acid in the stomach. Here are some tips to help with nighttime acid reflux:

- **Allow 2 to 3 hours between dinner and bedtime.** You will have digested what you've eaten and your stomach will be empty. Food and acid will be less likely to enter the esophagus
- **Give yourself a lift.** Most experts recommend lifting the head of your bed 4 to 6 inches. Try putting a 4" x 4" piece of wood under the legs at the head of your bed, or try a special foam wedge designed to raise your body from the waist up. Pillows alone won't help—they only raise your head, which can put more pressure on your esophagus
- **Sleep on your left side and make gravity work for you.** Even when



Certain foods like carbonated drinks can bring on heartburn.

you're lying down, sleeping on your left side may help you avoid symptoms.

GOING OUT TO EAT? LEAVE YOUR SYMPTOMS HOME

Eating at restaurants can be filled with temptations and pitfalls. Here are a few ways to help you stay the course when dining out:

- **Pick restaurants that offer variety.** It's easier to avoid trigger foods when you have more choices
- **Speak up.** If you're not sure what's in a dish, ask your server. Ask if dishes can be made without your trigger foods or in a low-fat version, even if they're not on the menu
- **Limit alcohol consumption.** Eating out can make you feel festive, but remember that alcoholic beverages can bring on a bout of reflux
- **Ask for sauces on the side.** It lets you test the waters before you dive in. Some sauces and dressings can be acidic or too rich.

DID YOU KNOW?

At least 25 million people experience heartburn everyday.

TAKE STEPS TO LOWER STRESS



While stress might not be a trigger for acid reflux, it can still lead to behaviors that can cause symptoms, like eating fatty foods or drinking too much caffeinated coffee. But you don't have to let stress get the better of you. Here are a few tips to help lower your stress.

- **Make time for yourself.** Take the time to read a book, watch a movie, garden, or indulge in a warm bath. You also might find it helps to try a new hobby or join a club.
- **Set realistic goals.** Don't take on too much at once. If you feel overwhelmed by responsibilities and events in your schedule, learn to say no or find an acceptable compromise.
- **Don't worry about what you can't control.** Some things, like traffic and weather, are just completely out of your control. Identify what you can't change and learn to let it go.



WHAT YOU NEVER KNEW

about acid reflux disease

There's a lot of information out there about acid reflux disease. And if you've had acid reflux disease for a while, you might be frustrated with the symptoms, like heartburn. You also might consider yourself an expert on acid reflux disease. But there are some facts you might not know that could help improve your symptoms.

LARGE MEALS CAN BRING ON THE PAIN
You probably know that what you eat

can cause acid reflux symptoms. But did you know that how much you eat can too? Large portions will empty slowly from the stomach and cause pressure. That's why some people find that eating 5 or 6 small meals, instead of 3 large ones, can help improve their symptoms.

WATCH YOUR WEIGHT AND YOUR WAIST
You might know that being overweight is linked to acid reflux, but do you know why? One of the reasons is that extra

weight, especially around your waist, presses on the abdomen. This pressure forces the stomach up against the diaphragm. It also can distort the lower natural barrier, or valve, between the stomach and the esophagus called the LES. Stomach acids can then be forced up into the esophagus.

So watch out for those extra pounds. And if you're overweight, consider losing a few. Be sure to check with your doctor before starting a weight loss

program. Wearing tight clothes around your waist also can put pressure on your abdomen. If you have acid reflux disease, give your waist a break and choose loose-fitting, comfortable clothing.

HIGH-IMPACT HEARTBURN
Exercise is part of a healthy lifestyle. But some forms of exercise can cause acid reflux disease symptoms. High-impact activities, like aerobics and running, can put pressure on your stomach. Try walking briskly instead of jogging. Try gentle toning exercises like yoga or Pilates instead of lifting

weights. If you have acid reflux disease, don't throw in the towel on exercise! Just choose your exercise carefully and watch what you eat before you work out.

YOU'VE GOT ALL THE FACTS. NOW ASK ABOUT ACIPHEX® (rabeprazole sodium)
How do you know when you should see your doctor about your heartburn symptoms? Listen to your body, pay attention to your symptoms, and keep track of how often you use over-the-counter (OTC) medication.

- Do you get heartburn 2 or more days a week?
- Does heartburn wake you at night?
- Do antacids or OTC acid blockers only provide temporary relief from your symptoms?
- Is your heartburn more severe or occurring more frequently over time?
- Are you experiencing other symptoms such as regurgitation, belching, bloating, early satiety (feeling full too soon), nausea, or vomiting?

If you answered **yes to one or more of these questions, ask your doctor about ACIPHEX. Here's why:**

- ACIPHEX treats heartburn and other symptoms of acid reflux disease
- Just 1 tiny pill has the power to work all day and through the night

DID YOU KNOW?

Every year, more than 5 million people with chest pain are admitted to emergency rooms. But more than half of them are not having a heart attack—they're having a *heartburn attack!*

Acid reflux disease is responsible for up to 60% of patients with noncardiac chest pain who visit the emergency room.

SO HOW DOES IT WORK?
ACIPHEX reduces your stomach acid. So there's less acid to irritate your esophagus. And there's less burn. Many people taking ACIPHEX in clinical studies experienced complete heartburn relief. That makes a tiny pill easy to swallow!

Talk to your doctor about ACIPHEX to find out if it's right for you. And bring the attached voucher to get a **FREE** trial.

THE UNUSUAL SUSPECTS



To the Patient:

1. Contact your doctor to find out if ACIPHEX is right for you. ACIPHEX is available by prescription only.
 2. If you and your doctor decide ACIPHEX is right for you, ask your doctor for a prescription for up to 7 free ACIPHEX tablets.
 3. Present your written prescription for up to 7 ACIPHEX tablets AND this voucher to your pharmacist to receive your free trial of ACIPHEX. In order to process your voucher, please read and sign below.
- Patient's Signature _____
- Date _____
- By signing and dating above, you understand and consent that your personal information will be used and disclosed to vendors working on behalf of Eisai Inc. and Ortho-McNeil, Inc. solely to administer reimbursement to your pharmacy and/or verify compliance with program rules and restrictions.

TRIAL OFFER
UP TO 7 TABLETS
FREE



ID # XXXX Expires 12/31/07
Group # H1430203 See details on back.

To the Physician:

- In order to use this voucher, your patients will require a valid signed prescription for up to 7 ACIPHEX 20 mg tablets.
 - Please provide your patient with a separate prescription if you wish them to continue beyond this trial.
 - Also refer to eligibility restrictions.
- To the Pharmacist:**
- This voucher must be accompanied by a valid prescription for up to 7 ACIPHEX 20 mg tablets.
 - Please dispense up to 7 ACIPHEX 20 mg tablets at no charge to the patient.
 - Voucher valid only with patient signature.
 - Claim must be submitted within 14 days of prescription fill.
 - Limited to one free trial voucher redemption per person for the duration of the program.
 - Also refer to eligibility restrictions.

FREE VOUCHER