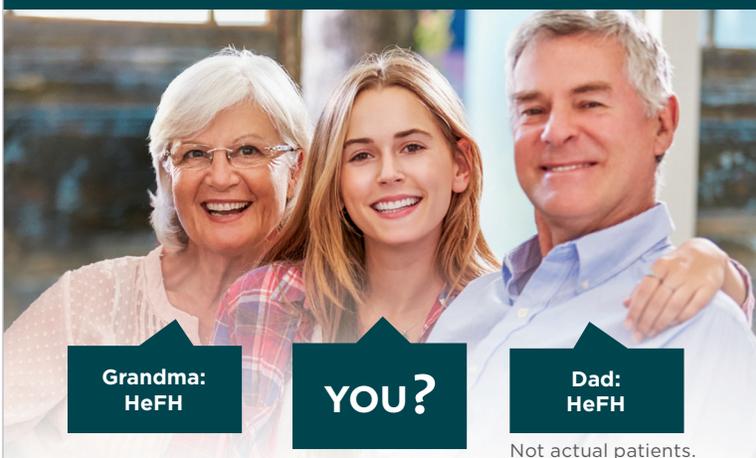


DOES  
**HIGH BAD  
CHOLESTEROL**  
RUN IN YOUR FAMILY?  
YOU MAY HAVE **HeFH**.



Not actual patients.

**LEARN MORE ABOUT HeFH, AND ASK YOUR DOCTOR IF PRALUENT IS RIGHT FOR YOU.**

**What is PRALUENT® (alirocumab)?**

PRALUENT is an injectable prescription medicine used:

- in adults with cardiovascular disease to reduce the risk of heart attack, stroke, and certain types of chest pain conditions (unstable angina) requiring hospitalization.
- along with diet, alone or together with other cholesterol-lowering medicines in adults with high blood cholesterol levels called primary hyperlipidemia (including a type of high cholesterol called heterozygous familial hypercholesterolemia [HeFH]), to reduce low-density lipoprotein cholesterol (LDL-C) or bad cholesterol.

It is not known if PRALUENT is safe and effective in children.

**Important Safety Information**

Do not use PRALUENT if you are allergic to alicrocumab or to any of the ingredients in PRALUENT.

**Please see full Important Safety Information on last page.**

**Please see full Prescribing Information on [PRALUENT.com](http://PRALUENT.com).**

  
**Praluent®**  
(alirocumab) Injection 75mg/mL  
150mg/mL

# What is HeFH?

**HeFH**, or heterozygous familial hypercholesterolemia, is a **genetic condition** that leads to high levels of bad (LDL) cholesterol.

**Inherited bad (LDL) cholesterol is a serious but not uncommon disorder, affecting approximately 1 in 250 people.**

Even if you've made lifestyle changes and may already be taking a cholesterol lowering medication for bad (LDL) cholesterol, that might not bring your LDL number down far enough.

Now that you know the facts, let's talk about how to know if you have HeFH.

## How do I know if I have HeFH?

- If you have inherited bad (LDL) cholesterol, you got it from one of your parents. Reach out to your grandparents, mom, or dad if you can to better understand your family history.
- Get your blood tested at your doctor's office. Don't wait: adults with untreated HeFH can have very high bad (LDL) cholesterol levels (> 190 mg/dL). The earlier you start treatment, the better.
- Look for visible signs, like fat deposits on the skin, joints of the hand, or under the eyelid.
- If you have high bad (LDL) cholesterol or a family history of early heart disease, heart attack, or stroke, a genetic test may help your doctor determine if you have HeFH.

As you begin exploring treatment options, knowing your LDL number is a good place to start.

## Your LDL-C number and CV risk

Use this chart, and talk to your doctor about your goals and treatment options.

LDL Cholesterol Level	Risk Level
Less than 70 mg/dL	Ideal for patients at very high risk, or with existing heart disease
Less than 100 mg/dL	Ideal for patients at high risk, without heart disease
100-129 mg/dL	Near ideal if there is no heart disease; high if there is heart disease
130-159 mg/dL	<b>Borderline high if there is no heart disease; high if there is heart disease</b>
160-189 mg/dL	<b>High if there is no heart disease; very high if there is heart disease</b>
190 mg/dL and above	<b>Very high</b>

- **Are you at risk?**  
**If very high LDL-C is left untreated, people with HeFH have about a 20x increase in risk for heart disease.**
- **How important is it to take action?**  
**Without diagnosis and treatment, HeFH can lead to heart disease, heart attack, or stroke.**  
Take action and talk to your doctor about getting tested.



## DO YOU HAVE HeFH?

Ask your doctor about PRALUENT.

If you are an adult with inherited bad (LDL) cholesterol, your doctor may prescribe PRALUENT to help bring down your high bad (LDL) cholesterol. Remember, if left untreated, high bad (LDL) cholesterol can increase your risk for heart disease, including heart attack or stroke.



IN ADULTS WITH HEART DISEASE,  
**PRALUENT IS PROVEN TO HELP REDUCE THE RISK OF HEART ATTACK, STROKE, OR UNSTABLE ANGINA REQUIRING HOSPITALIZATION**

## WHAT IS PRALUENT?

Let's start by saying what PRALUENT isn't:

**PRALUENT is not a statin.**

PRALUENT is an injectable prescription medicine called a PCSK9 inhibitor, which works differently than statins. While statins help lower the production of LDL cholesterol, PRALUENT works to increase your liver's ability to clear LDL cholesterol from your bloodstream.

**Proven**  
LDL REDUCTION

**PRALUENT**  
lowered bad (LDL) cholesterol up to  
**47% on average\***  
at 24 weeks in clinical studies of patients  
with HeFH.

\*When taken with other cholesterol lowering medicines and a healthy diet.



## HOW DO I GET PRALUENT?

Ask your doctor to find out if PRALUENT may be right for you. If your doctor prescribes PRALUENT, visit [PRALUENT.com](http://PRALUENT.com) for more information.

### Important Safety Information

Before you start using PRALUENT, tell your healthcare provider about all of your medical conditions, including allergies, and if you are pregnant or plan to become pregnant or if you are breastfeeding or plan to breastfeed.

Tell your healthcare provider or pharmacist about any medicines you take, including prescription and over-the-counter medicines, vitamins or herbal supplements.

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**Praluent**<sup>®</sup>  
(alirocumab) Injection 75mg/mL  
150mg/mL



## HOW DO I TAKE PRALUENT?

PRALUENT comes in a pre-filled pen and is injected every 2 or 4 weeks at home (your doctor will determine the frequency).

Visit [PRALUENT.com](https://www.praluent.com) for more information, including instructions for use.



## INSURANCE COVERAGE & COPAY PROGRAMS

PRALUENT is covered by most major health insurance and Medicare plans. Additionally, if you have commercial health insurance, you may qualify for a lower copay per month for your PRALUENT treatment. Check your eligibility and program terms today by visiting [PRALUENT.com](https://www.praluent.com).

## TAKING THE NEXT STEP

Talk to your doctor today to find out if you have HeFH and see if PRALUENT may be right for you. For more information, visit [PRALUENT.com](https://www.praluent.com).

PRALUENT has been shown to be generally well tolerated and effective when used as prescribed for adults who need additional help lowering their bad (LDL) cholesterol.

Understanding possible side effects for any medication is very important. Talk with your doctor to learn more about them.

## IMPORTANT SAFETY INFORMATION

PRALUENT can cause serious side effects, including allergic reactions that can be severe and require treatment in a hospital. Stop using PRALUENT and call your healthcare provider or go to the nearest hospital emergency room right away if you have any symptoms of an allergic reaction including a severe rash, redness, hives, severe itching, trouble breathing or swelling of the face, lips, throat, or tongue.

The most common side effects of PRALUENT include: redness, itching, swelling, or pain/tenderness at the injection site, symptoms of the common cold, and flu or flu-like symptoms. Tell your healthcare provider if you have any side effect that bothers you or that does not go away.

Talk to your doctor about the right way to prepare and give yourself a PRALUENT injection and follow the "Instructions For Use" that comes with PRALUENT.

[Please see full Important Safety Information on last page.](#)

[Please see full Prescribing Information on PRALUENT.com.](#)

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You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

**Please see full Prescribing Information on [PRALUENT.com](http://PRALUENT.com).**

  
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