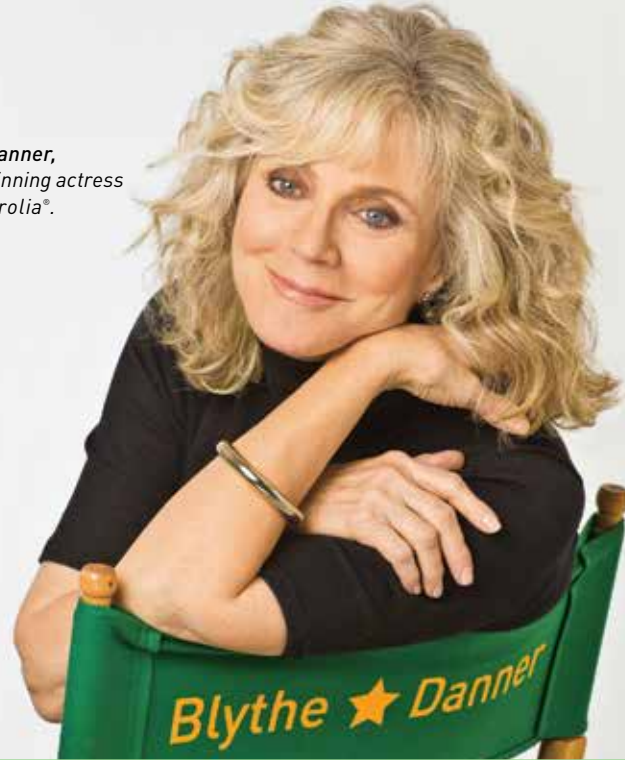


For women with postmenopausal osteoporosis at high risk for fracture: there's Prolia®.

Prolia® — 2 shots a year
proven to help strengthen bones.

Ask your doctor if **Prolia® (denosumab)**
is right for you
and visit us at www.prolia.com

*Blythe Danner,
Award winning actress
taking Prolia®.*



Prolia® is a prescription medicine used to treat osteoporosis in women after menopause who:

- are at high risk for fracture, meaning women who have had a fracture related to osteoporosis, or who have multiple risk factors for fracture
- cannot use another osteoporosis medicine or other osteoporosis medicines did not work well

Please see additional Important Safety Information on pages 19–20.

Please see accompanying Prolia® full Prescribing Information and Medication Guide.

AMGEN® Amgen Inc., One Amgen Center Drive, Thousand Oaks, CA 91320-1799.
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 **prolia**®
(denosumab)injection
Prolia.com

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For women with postmenopausal osteoporosis at high risk for fracture:

Prolia® is proven to help increase bone density.

Important Safety Information

Do not take Prolia® if you: have low blood calcium; or are pregnant or plan to become pregnant, as Prolia® may harm your unborn baby; or are allergic to denosumab or any ingredients in Prolia®.



Please see additional Important Safety Information on pages 19–20.



It's important to stay informed about postmenopausal osteoporosis.

Postmenopausal osteoporosis is a disease that weakens bones. So if you have been told by your doctor that you have postmenopausal osteoporosis, you are at risk for fracture.

That's why it's important to make the strength of your bones a priority.

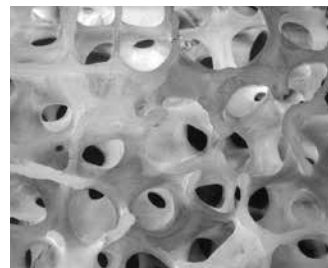
Your bones form the framework for your body. They enable you to move, and help protect your internal organs.

Your bones are alive and ever-changing. Each of us has cells that remove bones in our body and other cells that rebuild bones. This ongoing process is part of what keeps our bones strong.

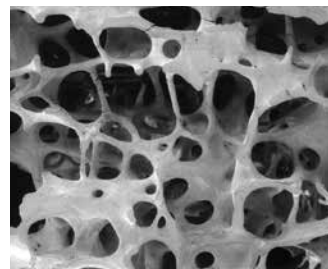
But when you have postmenopausal osteoporosis, the bone-removing cells cause you to lose bone at a rate that is too fast. This weakens bones and can ultimately make them fragile and more likely to break.

Bones can become so weak that they can break from a minor fall.

You can see below, the difference between normal bone and osteoporotic bone, and how the bone thins with osteoporosis, putting you at risk for fracture.



Normal bone



Osteoporotic bone

Bone images courtesy of David W. Dempster, Ph.D., 2000. Reproduced with permission.

Make your bone strength a priority.

- In the 5 to 7 years after menopause, women can lose up to 20% of their bone mass, leaving them at risk for fracture
- 1 in 2 women over the age of 50 will have a fracture related to osteoporosis in their lifetime
- When your bones become weaker, they are more likely to fracture or break
- A fracture due to postmenopausal osteoporosis can make it hard to get around and do things on your own, and can be a life-changing event
- Once you have a fracture, your chance of another is much higher

All of these are reasons why every woman with postmenopausal osteoporosis should make strengthening her bones a priority. And encourage her friends and sisters to do the same.



2 shots of Prolia® a year is proven to help strengthen your bones.



For women with postmenopausal osteoporosis at high risk for fracture:

Prolia® has been proven to help:

- Protect bones from fracture
- Increase bone density
- Make bones stronger

Prolia® was proven to significantly reduce fractures of the spine, hip, and other bones.

Important Safety Information

Prolia® can cause serious side effects. Possible serious side effects include serious allergic reactions, low blood calcium, severe jaw bone problems, unusual thigh bone fractures, increased risk of broken bones, including broken bones in the spine after stopping Prolia®, serious infections, skin problems, and severe bone, joint, or muscle pain.

Ask your doctor today if Prolia® is right for you.

Please see additional Important Safety Information on pages 19–20.



How does Prolia® work?

Prolia® was developed as a result of a scientific understanding of how bones stay strong.

It helps stop the development of bone-removing cells before they can reach and damage the bone.

Prolia® works by targeting a molecule that the bone-removing cells need in order to work.

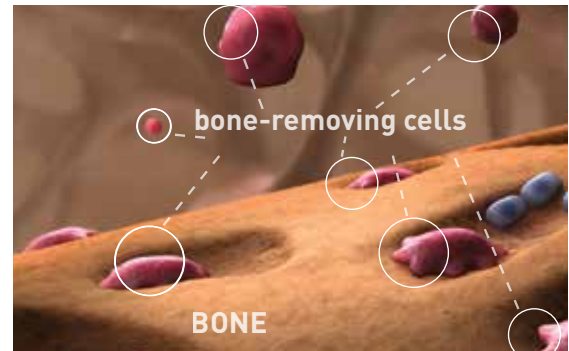
Important Safety Information

The most common side effects of Prolia® are back pain, pain in your arms and legs, high cholesterol, muscle pain, and bladder infection.

For a more detailed explanation and video showing how Prolia® works, visit www.prolia.com/howproliaworks.

Without Prolia®

When you have postmenopausal osteoporosis, there is an excess of bone-removing cells.



Prolia® targets a molecule that the bone-removing cells need to work.

With Prolia®

Prolia® has helped stop most of the bone-removing cells from getting to the bone and causing bone loss.



Please see additional Important Safety Information on pages 19–20.

Why Prolia® is different.

- Prolia® is the first and only prescription medicine for postmenopausal osteoporosis that is a shot given 2 times a year in your doctor's office
- It's not a pill, so it doesn't go down your esophagus or through your stomach

Important Safety Information

You should take calcium and vitamin D as your doctor tells you to while you receive Prolia®.

After your treatment with Prolia® is stopped, your risk for breaking bones, including bones in your spine, is increased. Do not stop taking Prolia® without first talking with your doctor.

Ask your doctor today if Prolia® is right for you.



Please see additional Important Safety Information on pages 19–20.

Is it time for your next bone density scan?

A commonly used bone density scan is called a DXA. A bone density scan can help your doctor assess your bone strength.

- If you are taking a postmenopausal osteoporosis medicine, the National Osteoporosis Foundation recommends that you have a bone density scan every 2 years



Here's an example of what a DXA image looks like.

- A bone density scan is an X-ray test that is fast, painless, and accurate
- A bone density scan is covered by Medicare every 2 years for qualified patients with postmenopausal osteoporosis

Ask your doctor if you are due for your next bone density scan.

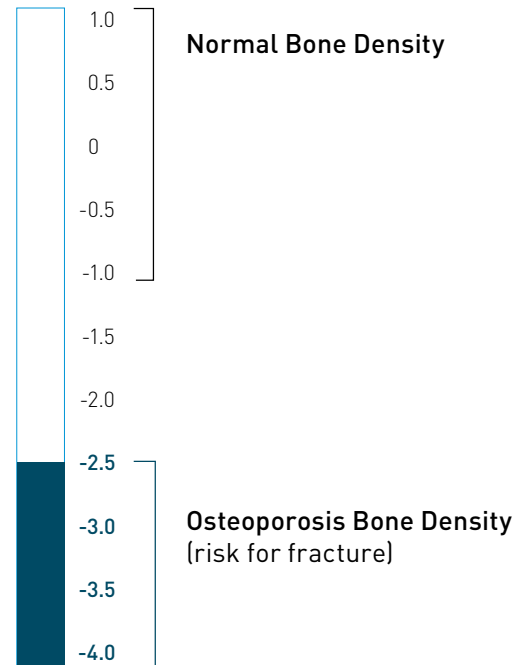


Why it's important to know your T-score.

The results of a bone density scan are reported as a T-score, which compares your bone density to that of a healthy young adult.

- A T-score of -2.5 or lower is defined as osteoporosis
- The lower the score, the greater your risk for fractures can be
- Your doctor uses your T-score to help assess your postmenopausal osteoporosis management plan

Do you know your T-score?



Ask your doctor about your bone strength.

Prolia® is a prescription medicine used to treat osteoporosis in women after menopause who:

- are at high risk for fracture, meaning women who have had a fracture related to osteoporosis, or who have multiple risk factors for fracture
- cannot use another osteoporosis medicine or other osteoporosis medicines did not work well



Please see Important Safety Information on pages 19–20.

Review/answer these questions and share them with your doctor. Together, you can come up with a plan to manage your postmenopausal osteoporosis.

- 1 What is your T-score? Is it at or below -2.5?

The lower your T-score, the greater your risk for fracture can be.

- 2 Are you at high risk for fracture?
- 3 Have you ever had a fracture since you were diagnosed with postmenopausal osteoporosis?

If you are taking a postmenopausal osteoporosis medication:

- 4 Was your last bone density scan more than 2 years ago?
- 5 Does your medication frequently irritate your stomach?
- 6 Are you having difficulty taking your medication as prescribed?

Prolia® may be an option for you if you cannot use another osteoporosis medicine.

Ask your doctor if Prolia® is right for you.



Important Safety Information

Do not take Prolia® if you: have low blood calcium; or are pregnant or plan to become pregnant, as Prolia® may harm your unborn baby; or are allergic to denosumab or any ingredients in Prolia®.

What is the most important information I should know about Prolia®?

If you receive Prolia®, you should not receive XGEVA®. Prolia® contains the same medicine as XGEVA® (denosumab).

Prolia® can cause serious side effects:

Serious allergic reactions have happened in people who take Prolia®. Call your doctor or go to your nearest emergency room right away if you have any symptoms of a serious allergic reaction, including low blood pressure (hypotension); trouble breathing; throat tightness; swelling of your face, lips, or tongue; rash; itching; or hives.

Low blood calcium (hypocalcemia). Prolia® may lower the calcium levels in your blood. If you have low blood calcium, it may get worse during treatment. Your low blood calcium must be treated before you receive Prolia®.

Take calcium and vitamin D as your doctor tells you to help prevent low blood calcium.

Severe jaw bone problems (osteonecrosis) may occur. Your doctor should examine your mouth before you start Prolia® and may tell you to see your dentist. It is important for you to practice good mouth care during treatment with Prolia®.

Unusual thigh bone fractures. Some people have developed unusual fractures in their thigh bone. Symptoms of a fracture include new or unusual pain in your hip, groin, or thigh.

Increased risk of broken bones, including broken bones in the spine, after stopping Prolia®. After your treatment with Prolia® is stopped, your risk for breaking bones, including bones in your spine, is increased. Your risk for having more than 1 broken bone in your spine is increased if you have already had a broken bone in your spine. Do not stop taking Prolia® without first talking with your doctor. If your Prolia® treatment is stopped, talk to your doctor about other medicine that you can take.

Serious infections in your skin, lower stomach area (abdomen), bladder, or ear may happen. Inflammation of the inner lining of the heart (endocarditis) due to an infection may also happen more often in people who take Prolia®. You may need to go to the hospital for treatment.

Prolia® is a medicine that may affect the ability of your body to fight infections. People who have weakened immune systems or take medicines that affect the immune system may have an increased risk for developing serious infections.

Skin problems such as inflammation of your skin (dermatitis), rash, and eczema have been reported.

Bone, joint, or muscle pain. Some people who take Prolia® develop severe bone, joint, or muscle pain.

Before taking Prolia®, tell your doctor about all of your medical conditions, including if you:

- Take the medicine XGEVA® (denosumab)
- Have low blood calcium
- Cannot take daily calcium and vitamin D
- Had parathyroid or thyroid surgery (glands located in your neck)
- Have been told you have trouble absorbing minerals in your stomach or intestines (malabsorption syndrome)
- Have kidney problems or are on kidney dialysis
- Plan to have dental surgery or teeth removed
- Are pregnant or plan to become pregnant
- Are breast-feeding or plan to breast-feed

What are the possible side effects of Prolia®?

It is not known if the use of Prolia® over a long period of time may cause slow healing of broken bones. The most common side effects of Prolia® are back pain, pain in your arms and legs, high cholesterol, muscle pain, and bladder infection.

These are not all the possible side effects of Prolia®. Call your doctor for medical advice about side effects.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see accompanying Prolia® full Prescribing Information and Medication Guide.



Three important steps to take after your doctor prescribes Prolia®.

1 Make an appointment to get your first shot.

Once your doctor prescribes Prolia®, it's time to take that first step toward stronger bones by scheduling, and getting, your first shot.

2 Join the Prolia® Patient Support Program.

The Prolia® Patient Support Program helps you manage your Prolia® treatment.

Enroll and receive:

- Reminders to help keep you on schedule for your next Prolia® shot
- Information to help you manage your condition
- Free tips on easy exercises to help strengthen bones

3 Make sure to get your Prolia® shot every 6 months.

To help lower your risk of fracture and help maintain the effects of Prolia®, it's very important to take it every 6 months as directed by your doctor.

To join, fill out the card on the next page and return. You can also sign up at www.prolia.com, or by calling 1 888-PROLIA6 (1-888-776-5426).

Please see Important Safety Information on pages 19–20.

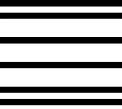
You should take calcium and vitamin D as your doctor tells you while you receive Prolia®.

After your treatment with Prolia® is stopped, your risk for breaking bones, including bones in your spine, is increased. Do not stop taking Prolia® without first talking with your doctor.

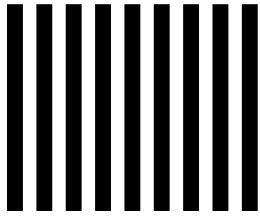
Call your doctor and make an appointment for your next shot of Prolia® well ahead of time.

Join our Patient Support Program—fill out this card and send it in.





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 4848 INDIANAPOLIS IN

POSTAGE WILL BE PAID BY ADDRESSEE

AMGEN
PO BOX 781046
INDIANAPOLIS IN 46209-7845



Join our Patient Support Program—fill out this card and send it in.





BBC014

1 Sign up for Free Support

Prolia® Patient Support Program helps you manage and stay on track with your treatment. Please fill out all of the fields below.

Date of Prolia® injection (mm/dd/yyyy) ____/____/____

Name _____

Address _____

City _____

State _____ ZIP _____

Phone _____ Cell Phone _____

Check box if it is the same as cell phone

Gender _____

Date of Birth (mm/dd/yyyy) ____/____/____

Must be 18 years of age or older

Authorization

I authorize Amgen and its contractors and business partners ("Amgen") to use and/or disclose my personal information, including my personal health information, only for the following purposes: (1) To operate, administer, enroll me in, and/or continue my participation in the Prolia® Patient Support Program and related activities (welcome kit, reminder postcards, tips to manage your condition); (2) **To provide me with informational and promotional materials relating to Prolia®, and/or my condition or treatment;** and/or (3) To improve, develop, and evaluate products, services, materials and programs related to my condition or treatment. I understand that the operation and administration of certain of these services and/or programs may require that Amgen contact me by mail, email, telephone or SMS/text. I understand and consent to Amgen contacting me using the contact information provided in this form to enroll me in, operate, and administer Amgen patient support services and/or programs as described above other than promotional and injection reminder communications by telephone or SMS/text (which I can separately opt-in below). I further understand that the Prolia® Patient Support Program and additional informational and marketing communications related to my condition and treatment are optional and free services. I do not have to sign this authorization and this authorization in no way affects my right to obtain any medications. To obtain a copy of this authorization or to opt out at any time, I can contact Amgen by calling 800-917-1622 or by writing to PO Box 781046, Indianapolis, IN 46278. The Amgen Privacy Statement can be found at www.Prolia.com. By signing this form below, I agree to enroll in the Prolia® Patient Support Program, and to receive informational and marketing communications from Amgen. If you do not want your information used for the purposes described above, you can opt out at any time.

I accept.
In addition to the above consent, I understand that by checking this box above, I am also enrolling into the Prolia® Patient Support injection reminder program and consenting to Amgen calling and texting me at the phone number(s) I have provided with injection reminder communications relating to my condition or treatment with Prolia®. Amgen may use automatic dialing machines or artificial or prerecorded messages to contact me and may leave a voicemail or SMS/text message (standard text messaging rates may apply). I understand that I am not required to provide this consent as a condition of purchasing any goods or services. If you are under the age of 18, you are not eligible to participate, and we ask you not to submit any personal information to us.

BB6/12

2 Please be sure to sign, then seal and mail.

Name of Patient _____

Signature of Patient or Caregiver _____

Relationship to Patient _____ Date _____

FOLD, MOISTEN AND SEAL.