

Breathe, smell, inhale...

TAKE BACK THOSE MOMENTS YOU MISS MOST



Model is for illustrative purposes only. Individual results may vary.

If you're 18 years or older and have chronic rhinosinusitis with nasal polyps not controlled with nasal steroid sprays, it may be time to add XOLAIR to your treatment.

Improve your sense of smell and see what's possible when you reduce nasal polyps and relieve nasal congestion with XOLAIR.

IMPORTANT SAFETY INFORMATION

What is the most important information I should know about XOLAIR?

Severe allergic reaction. A severe allergic reaction called anaphylaxis can happen when you receive XOLAIR. The reaction can occur after the first dose, or after many doses. It may also occur right after a XOLAIR injection or days later. Anaphylaxis is a life-threatening condition and can lead to death.

Xolair[®]
Omalizumab
FOR SUBCUTANEOUS USE 75 mg • 150 mg • 300 mg

Please see full [Prescribing Information](#), including [Medication Guide](#), for additional Important Safety Information and [Instructions for Use](#).

ABOUT NASAL POLYPS

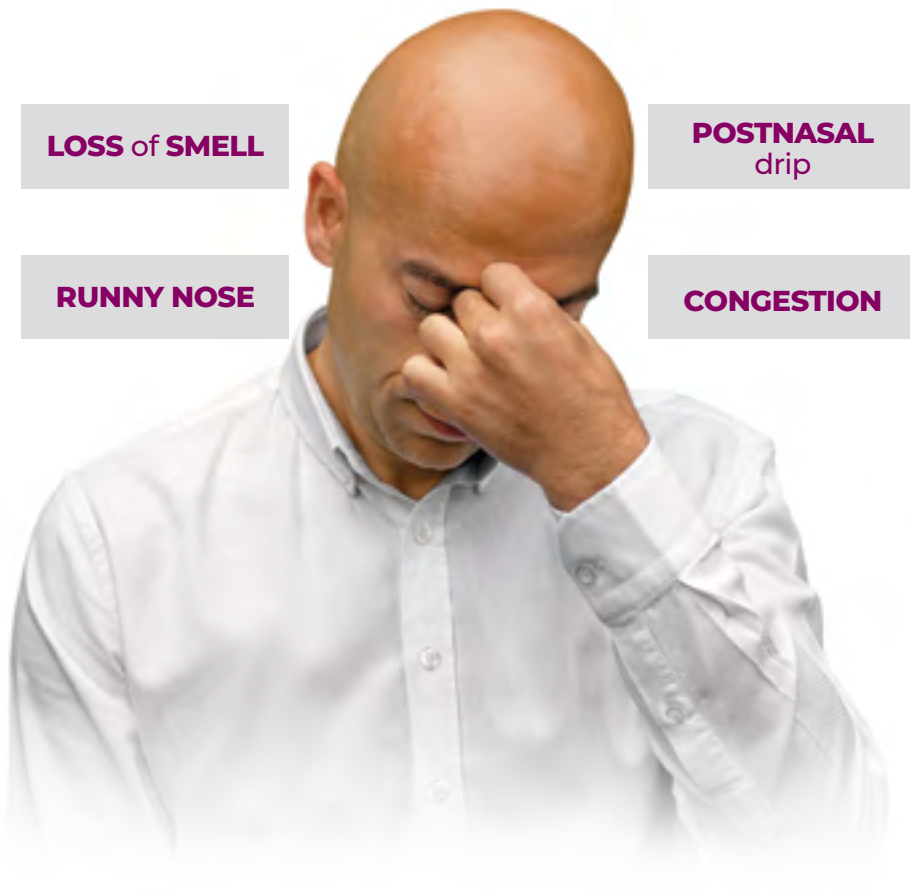
TREATMENT WITH XOLAIR

GETTING STARTED

TRACKING YOUR PROGRESS

ARE YOU STILL STRUGGLING WITH NASAL POLYPS?

No one can see your nasal polyps, but you feel them every day.



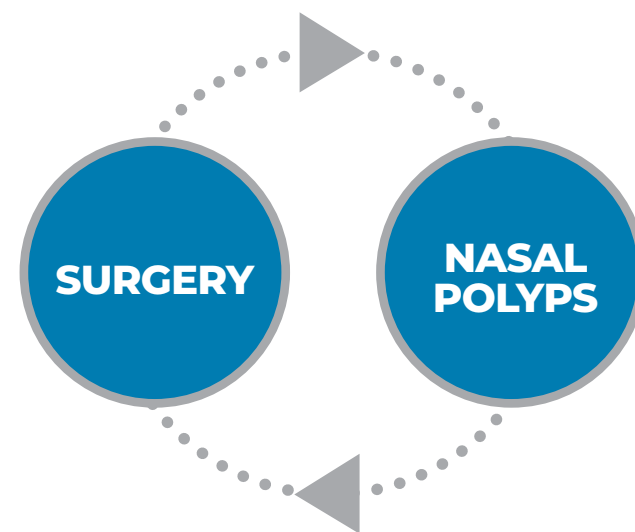
“ Nasal polyps don't just block my nose, they get in the way of my day. ”

Model is for illustrative purposes only.

DID YOU KNOW?

Nasal polyps often grow back despite surgery and nasal steroids.

It's frustrating and can result in a **cycle of suffering**.



Currently there is no cure for nasal polyps. **Even with surgery, 40% of patients have nasal polyps come back after 18 months.**

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“ I didn’t know there was another option besides surgery. ”

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IMPORTANT SAFETY INFORMATION (cont’d)

Go to the nearest emergency room right away if you have any of these symptoms of an allergic reaction:

- wheezing, shortness of breath, cough, chest tightness, or trouble breathing
- low blood pressure, dizziness, fainting, rapid or weak heartbeat, anxiety, or feeling of “impending doom”
- flushing, itching, hives, or feeling warm
- swelling of the throat or tongue, throat tightness, hoarse voice, or trouble swallowing

HELP MAKE NASAL POLYPS A SMALLER PART OF YOUR LIFE

XOLAIR is an injection that helps shrink nasal polyps and relieve congestion. It can be used if steroid nasal sprays aren’t giving you enough relief.

In some patients, XOLAIR could be an alternative to surgery. It may also be used after you have had surgery if your nasal polyps come back.

For appropriate patients, there is flexibility in terms of where and how they receive XOLAIR. It can be administered by your healthcare provider at their office or self-injected at home, as determined by your healthcare provider.

Is it time to consider XOLAIR? Speak to your doctor to see if XOLAIR is right for you.

What is XOLAIR?

XOLAIR is an injectable prescription medicine used to treat chronic rhinosinusitis with nasal polyps (CRSwNP) in people 18 years of age and older when medicines to treat CRSwNP called nasal corticosteroids have not worked well enough. It is not known if XOLAIR is safe and effective in people with CRSwNP under 18 years of age.

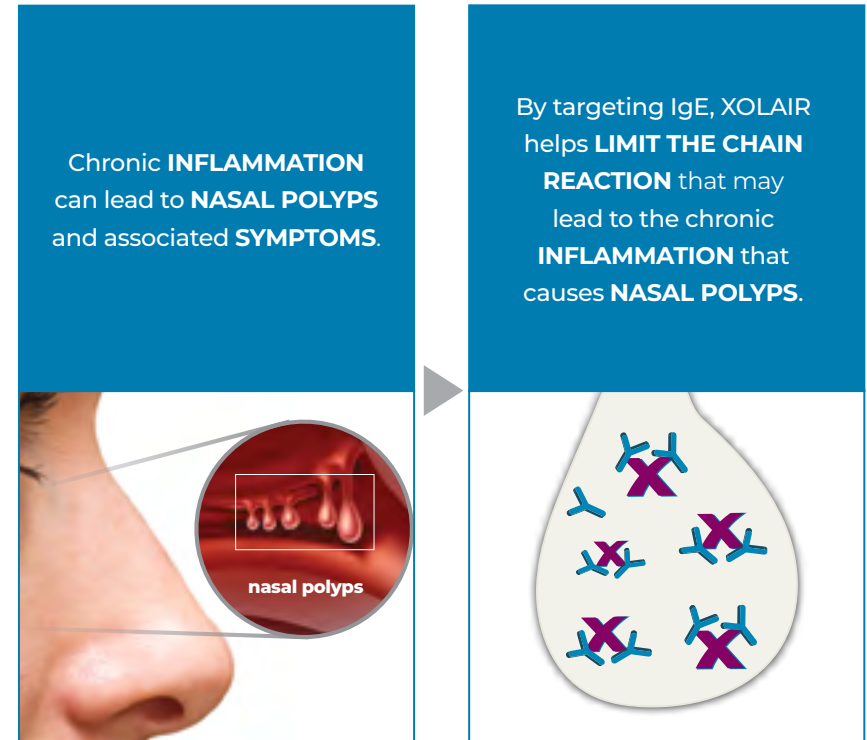
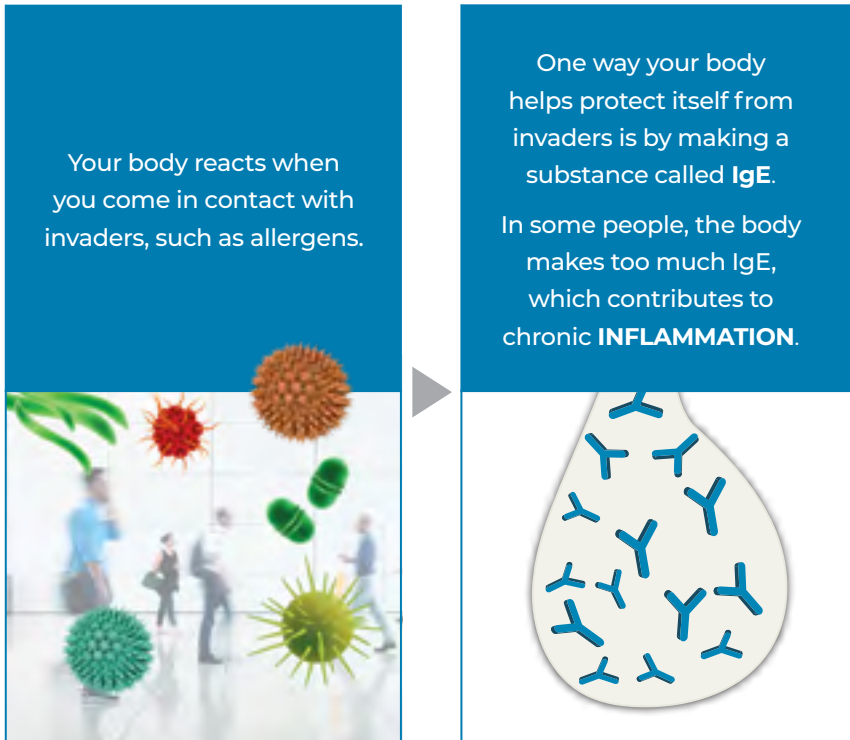
First approved in 2003 for another condition, XOLAIR is approved for chronic rhinosinusitis with nasal polyps (CRSwNP) in people 18 years of age and older.

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HOW XOLAIR MAY WORK

XOLAIR BLOCKS IgE (immunoglobulin E)—
a key substance that contributes to inflammation.



IMPORTANT SAFETY INFORMATION (cont'd)

Your healthcare provider will monitor you closely for symptoms of an allergic reaction while you are receiving XOLAIR and for a period of time after treatment is initiated. Your healthcare provider should talk to you about getting medical treatment if you have symptoms of an allergic reaction.

Do not receive and use XOLAIR if you are allergic to omalizumab or any of the ingredients in XOLAIR.

Before receiving XOLAIR, tell your healthcare provider about all of your medical conditions, including if you:

- have a latex allergy or any other allergies (such as seasonal allergies). The needle cap on the XOLAIR prefilled syringe contains a type of natural rubber latex.

IMPORTANT SAFETY INFORMATION (cont'd)

- have sudden breathing problems (bronchospasm)
- have ever had a severe allergic reaction called anaphylaxis
- have or have had a parasitic infection
- have or have had cancer
- are pregnant or plan to become pregnant. It is not known if XOLAIR may harm your unborn baby.
- are breastfeeding or plan to breastfeed. It is not known if XOLAIR passes into your breast milk. Talk with your healthcare provider about the best way to feed your baby while you receive and use XOLAIR.

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SHRINK THE POLYPS



SMALLER POLYPS

In clinical studies,* XOLAIR was proven to reduce the size of stubborn nasal polyps and help free up clogged nasal passages in as little as 4 weeks.

Proven results at 24 weeks

	XOLAIR	Steroid Nasal Spray
Study 1	18% Reduction	2% Worsening
Study 2	14% Reduction	5% Reduction

Nasal polyp scores were measured using endoscopy and scored according to size and extent of reach into the nasal cavity (on scale of 0 to 4 per nostril) for a total nasal polyp score (0/best to 8/worst).

IMPORTANT SAFETY INFORMATION (cont'd)

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

How should I receive and use XOLAIR?

- When starting treatment, XOLAIR should be given by your healthcare provider in a healthcare setting.

RELIEVE THE CONGESTION



LESS CONGESTION

In clinical studies,* XOLAIR rapidly cleared away congestion to provide noticeable relief in as little as 4 weeks.

Proven results at 24 weeks

	XOLAIR	Steroid Nasal Spray
Study 1	38% Reduction	16% Reduction
Study 2	30% Reduction	9% Reduction

Nasal congestion was measured by a daily assessment on a severity scale of 0 to 3 (0=none, 1=mild, 2=moderate, 3=severe) by those participating in the clinical trials.

*XOLAIR was studied in 2 clinical trials of 265 adults with uncontrolled nasal polyps. Each study lasted 24 weeks, and patients were not required to be taking oral steroids or have had surgery. All patients received steroid nasal spray.

IMPORTANT SAFETY INFORMATION (cont'd)

- Do not try to inject XOLAIR until you have been shown the right way to give XOLAIR prefilled syringe or autoinjector injections by a healthcare provider. Use XOLAIR exactly as prescribed by your healthcare provider.

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EXPERIENCE RELIEF YOU CAN FEEL

HELP IMPROVE YOUR SENSE OF SMELL AND TAKE IN MORE FRAGRANT MOMENTS

In clinical studies lasting 24 weeks, XOLAIR improved sense of smell 2 times more than steroid nasal spray alone.*

- Up to 22% compared to 8% for steroid nasal spray alone



“ I can smell fresh air again. ”

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MEASURABLE RELIEF OF NUISANCE NASAL SYMPTOMS

XOLAIR improved both runny nose and postnasal drip at week 24.

RELIEVE YOUR RUNNY NOSE

**UP TO A 41% REDUCTION
COMPARED TO 16%**
for steroid nasal
spray alone.†

DECREASE YOUR POSTNASAL DRIP

**UP TO A 42% REDUCTION
COMPARED TO 8%**
for steroid nasal
spray alone.‡

*The average Sense of Smell Score was better for people taking XOLAIR and steroid nasal spray compared to those taking steroid nasal spray alone. Sense of smell was recorded by patients each day over 24 weeks on a severity scale of 0 to 3 points (0=none, 1=mild, 2=moderate, 3=severe). At the end of the survey, the daily scores were averaged and compared to the scores at the beginning to measure improvement.

†Symptom severity was recorded by patients over 24 weeks on a scale of 0 to 3 points (0=none, 1=mild, 2=moderate, 3=severe). At the end of the survey, the daily scores were averaged and compared to the scores at the beginning to measure improvement.

‡Symptom severity was recorded by patients over 24 weeks on a scale of 0 to 3 points (0=none, 1=mild, 2=moderate, 3=severe). At the end of the survey, the daily scores were averaged and compared to the scores at the beginning to measure improvement.

IMPORTANT SAFETY INFORMATION (cont'd)

- The XOLAIR autoinjector (all doses) is intended for use only in adults and adolescents aged 12 years and older. For children 12 years of age and older, XOLAIR prefilled syringe or autoinjector may be self-injected under adult supervision.
- See the detailed Instructions for Use that comes with XOLAIR for information on the right way to prepare and inject XOLAIR.

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THERE MAY BE OPTIONS TO HELP YOU AFFORD XOLAIR

The XOLAIR Co-pay Program*

Support for Your Drug Out-of-Pocket Costs

If you have commercial health insurance and meet other eligibility criteria, you may pay as little as **\$0 per XOLAIR drug out-of-pocket cost**.^{*†} The program covers the rest, up to **\$15,000** per 12-month calendar year benefit period.

Support for Your Administration Out-of-Pocket Costs

If you have commercial health insurance and meet other eligibility criteria, you may pay as little as **\$0 per administration out-of-pocket cost**.^{*†} The program covers the rest, up to **\$1,500** per 12-month calendar year benefit period.

For more information about the XOLAIR Co-pay Program, call **(855) 965-2472**. Or visit XOLAIRcopay.com

*The Product and Administration Co-pay Programs ("Programs") are valid ONLY for patients with commercial (private or non-governmental) insurance who have a valid prescription for a Food and Drug Administration (FDA)-approved indication of a Genentech medicine. Patients using Medicare, Medicaid or any other federal or state government program (collectively, "Government Programs") to pay for their Genentech medicine and/or administration services are not eligible.

Under the Programs, the patient may be required to pay a co-pay for drug costs and a co-pay for administration costs. The final amount owed by a patient may be as little as \$0 for the Genentech medicine or administration of the Genentech medicine (see Program specific details available at the Program website). The total patient out-of-pocket cost is dependent on the patient's health insurance plan. The Programs assist with the cost of the Genentech medicine and the Genentech medicine administration only. It does not assist with the cost of other administrations, medicines, procedures or office visit fees. After reaching the maximum Programs' benefit amounts, the patient will be responsible for all remaining out-of-pocket expenses. The amount of the Programs' benefits cannot exceed the patient's out-of-pocket expenses for the cost of the Genentech medicine or administration fees for the Genentech medicine.

All participants are responsible for reporting the receipt of all Programs' benefits as required by any insurer or by law. The Programs are only valid in the United States and U.S. Territories and are void where prohibited by law. The Drug Co-pay Program shall follow state restrictions in relation to AB-rated generic equivalents (e.g., MA, CA) where applicable. The Administration Co-pay Program is not valid for Massachusetts or Rhode Island residents. No party may seek reimbursement for all or any part of the benefit received through the Programs. The value of the Programs is intended exclusively for the benefit of the patient. The funds made available through the Programs may only be used to reduce the out-of-pocket costs for the patient enrolled in the Programs. The Programs are not intended for the benefit of third parties, including without limitation third party payers, pharmacy benefit managers, or their agents. If Genentech determines that a third party has implemented programs that adjust patient cost-sharing obligations based on the availability of support under the Programs and/or excludes the assistance provided under the Programs from counting towards the patient's deductible or out-of-pocket cost limitations, Genentech may impose a per fill cap on the cost-sharing assistance available under the Programs. Submission of true and accurate information is a requirement for eligibility and Genentech reserves the right to disqualify patients who do not comply from Genentech programs. Genentech reserves the right to rescind, revoke or amend the Programs without notice at any time.

Additional terms and conditions apply. Please visit the co-pay Program website for the full list of Terms and Conditions.

OTHER FINANCIAL ASSISTANCE OPTIONS

Referrals to Independent Co-pay Assistance Foundations[‡]

If you have public or commercial health insurance, you may be able to get help from an independent co-pay assistance foundation.

Referrals to the Genentech Patient Foundation[§]

If you don't have health insurance coverage or have financial concerns and meet eligibility criteria, you may be able to get free XOLAIR from the Genentech Patient Foundation.

Learn more at XOLAIR.com/financial-support, or call **1-866-4XOLAIR (1-866-496-5247)** Monday through Friday, 9 AM to 8 PM ET.

[†]The final amount owed by patients may be as little as \$0, but may vary depending on the patient's health insurance plan.

[‡]Independent co-pay assistance foundations have their own rules for eligibility. Genentech and Novartis Pharmaceuticals Corporation have no involvement or influence in independent foundation decision-making or eligibility criteria and do not know if a foundation will be able to help you. We can only refer you to a foundation that supports your disease state. Genentech and Novartis Pharmaceuticals Corporation do not endorse or show preference for any particular foundation. The foundations we refer you to may not be the only ones that might be able to help you.

[§]If you have health insurance, you should try to get other types of financial assistance, if available. You also need to meet income requirements. If you do not have insurance, or if your insurance does not cover your Genentech medicine, you must meet a different set of income requirements. Genentech reserves the right to modify or discontinue the program at any time and to verify the accuracy of information submitted.

IMPORTANT SAFETY INFORMATION (cont'd)

- XOLAIR is given in 1 or more injections under the skin (subcutaneous), 1 time every 2 or 4 weeks.
- In people with CRSwNP, a blood test for a substance called IgE must be performed before starting XOLAIR to determine the appropriate dose and dosing frequency.
- Do not decrease or stop taking any of your other asthma or CRSwNP medicine unless your healthcare providers tell you to.

Xolair
Omalizumab
FOR SUBCUTANEOUS USE 75 mg + 150 mg + 300 mg

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SIMPLE STEPS TO GETTING XOLAIR

You don't have to go to your local pharmacy. We work with your doctor's office and **Specialty Pharmacy** to deliver XOLAIR to your doctor's office or your home (if you are doing the injection yourself).

These steps may vary for some patients and/or doctor's offices.

1

Sign and date the Patient Consent Form. You can fill out this form in your doctor's office or online at Genentech-Access.com/PatientConsent.*

2

XOLAIR Access Solutions will let you know your coverage, out-of-pocket cost, and financial assistance options.

3

Your Specialty Pharmacy may call you to confirm insurance and shipment details for XOLAIR. Be sure to return all calls from the Specialty Pharmacy. This helps them send your XOLAIR on time.

What is a Specialty Pharmacy?

A Specialty Pharmacy supplies certain medicines for patients. Some plans require you to use a certain Specialty Pharmacy to receive your medicine. They may also offer other services, such as suggestions of programs that can help you afford your medicine.

*Your doctor must also complete a different form. You do not have to fill out anything on this form.

IMPORTANT SAFETY INFORMATION (cont'd)

- You may not see improvement in your symptoms right away after XOLAIR treatment. If your symptoms do not improve or get worse, call your healthcare provider.

Please see full [Prescribing Information](#), including [Medication Guide](#), for additional Important Safety Information and [Instructions for Use](#).

STARTING XOLAIR



- Your doctor will customize the dose of XOLAIR for you, and will determine if injections will be needed every 2 or 4 weeks
- You will need to start XOLAIR treatment in a healthcare setting. A nurse or doctor will inject XOLAIR under the skin
- After treatment has been established at your doctor's office, your doctor may determine that self-injection with the XOLAIR Autoinjector or prefilled syringe is right for you. For appropriate patients, XOLAIR may provide flexibility on where it can be injected—at home or while traveling

During and after the injection, your healthcare provider will monitor you closely for signs of anaphylaxis. If determined appropriate for self-injection, your healthcare provider will help you recognize the signs and symptoms of a severe allergic reaction and what to do if this occurs. Patients with a history of anaphylaxis to foods, medications, or other causes can be at an increased risk of anaphylaxis associated with XOLAIR, compared with those with no prior history of anaphylaxis.

Autoinjector



75 mg



150 mg



300 mg

Single-Dose Prefilled Syringe



75 mg



150 mg



300 mg

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PREPARING FOR INJECTION DAY



- Read the Medication Guide and Instructions for Use before every injection
- Before your visit, ask your healthcare provider where the injection will be applied so what you wear gives them easy access to the injection site
- Fear of needles? If receiving your injection in-office or by a caregiver, try to focus your attention elsewhere with a game, book, or movie while you get your injection

IMPORTANT SAFETY INFORMATION (cont'd)

- If you inject more XOLAIR than prescribed, call your healthcare provider right away.

What are the possible side effects of XOLAIR?

XOLAIR may cause serious side effects, including:

- **Cancer.** Cases of cancer were observed in some people who received XOLAIR.
- **Inflammation of your blood vessels.** Rarely, this can happen in people with asthma who receive XOLAIR. This usually, but not always, happens in people who also take a steroid medicine by mouth that is being stopped or the dose is being lowered. It is not known whether this is caused by XOLAIR. Tell your healthcare provider right away if you have rash; chest pain; shortness of breath; or a feeling of pins and needles or numbness of your arms or legs.
- **Fever, muscle aches, and rash.** Some people get these symptoms 1 to 5 days after receiving a XOLAIR injection. If you have any of these symptoms, tell your healthcare provider.

SELF INJECTION FOR XOLAIR

After you've established your XOLAIR treatment in a doctor's office or infusion center, your doctor may determine that self-injection is right for you. Here is what you need to know:

- If your doctor decides that you or a caregiver may be able to give your own XOLAIR Autoinjector or prefilled syringe injections, you should receive training on the right way to prepare and inject XOLAIR. Do not try to inject your XOLAIR Autoinjector or prefilled syringe until you have been shown the right way to give XOLAIR injections by your doctor
- Your doctor may ask you about your confidence with self-injection and about your at-home support team, if you require injection assistance
- See the detailed Instructions for Use that comes with XOLAIR for information on the right way to prepare and inject XOLAIR

Have more questions about self-injection after your doctor's training?

You're not alone! You can:

- Schedule a virtual session with certified personnel at [1-866-878-0493](tel:1-866-878-0493) or learn more at XOLAIR.com
- Call [1-866-4XOLAIR \(1-866-496-5247\)](tel:1-866-4XOLAIR) if you have any questions
- Watch videos about self-injecting with the autoinjector or prefilled syringe at XOLAIR.com

IMPORTANT SAFETY INFORMATION (cont'd)

- **Parasitic infection.** Some people who are at a high risk for parasite (worm) infections, get a parasite infection after receiving XOLAIR. Your healthcare provider can test your stool to check if you have a parasite infection.



YOUR RESULTS WITH XOLAIR

When can I expect to see results?

It may take some time for your condition to improve after starting XOLAIR. In clinical studies, some patients saw symptom improvement in as little as 4 weeks. Working closely with your doctor is important. It may also help to keep these suggestions in mind:

- Stay on schedule with your XOLAIR injections
- Do not stop taking any other nasal polyps medicine unless your doctor tells you to
- Talk to your doctor about when you may expect to see results

Tracking your progress

Tracking your nasal polyp symptoms may help you learn if XOLAIR is working for you. Comparing symptoms you are having with symptoms you are NOT having may reveal how you are doing with XOLAIR. After some time, you may experience symptom improvement, such as:



Less
nasal
congestion



Improved
sense of
smell



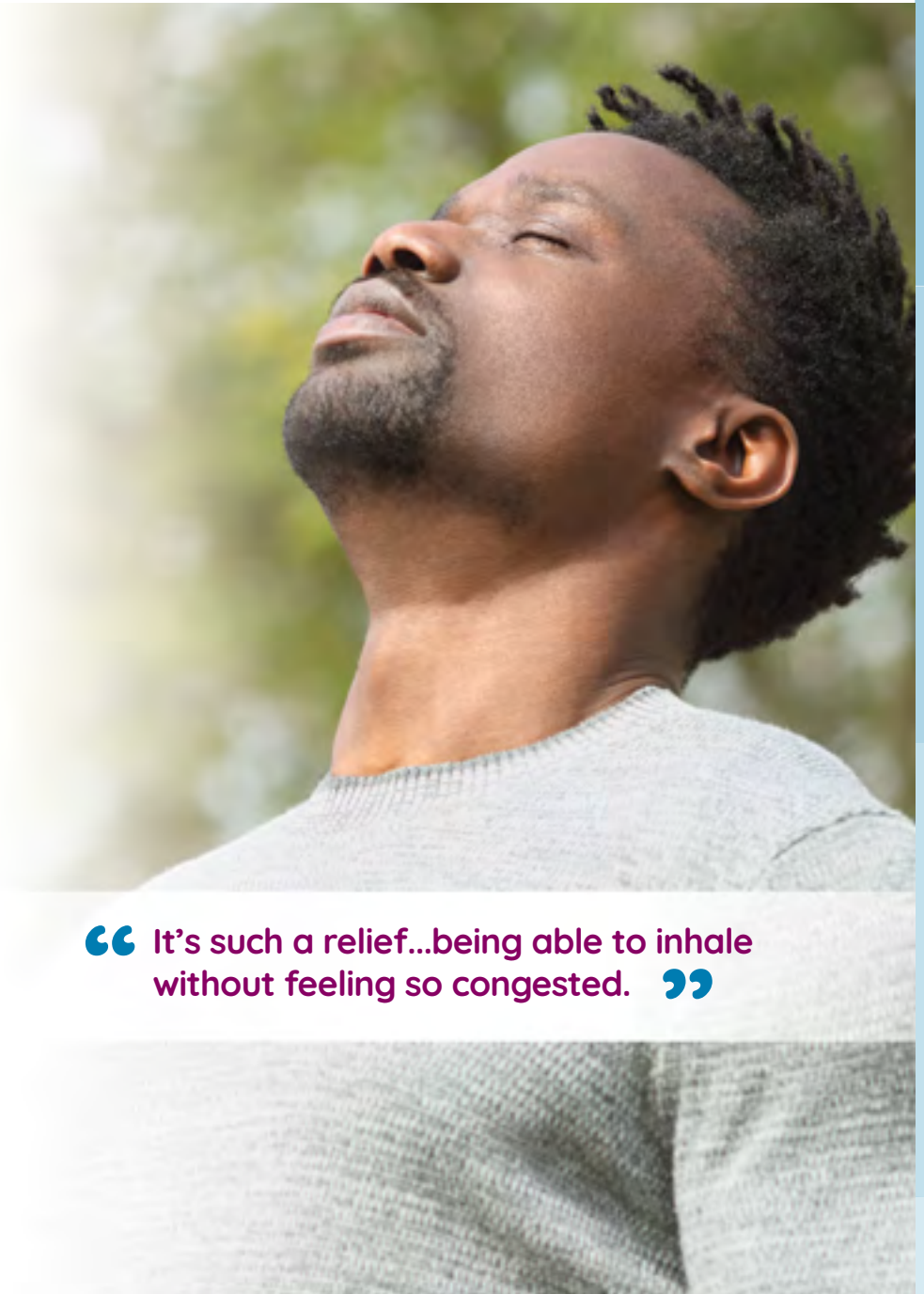
Relief
of runny
nose



Less
postnasal
drip

IMPORTANT SAFETY INFORMATION (cont'd)

- **Heart and circulation problems.** Some people who receive XOLAIR have had chest pain, heart attack, blood clots in the lungs or legs, or temporary symptoms of weakness on one side of the body, slurred speech, or altered vision. It is not known whether these are caused by XOLAIR.



“ It’s such a relief...being able to inhale without feeling so congested. ”

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What is the most important information I should know about XOLAIR?

Severe allergic reaction. A severe allergic reaction called anaphylaxis can happen when you receive XOLAIR. The reaction can occur after the first dose, or after many doses. It may also occur right after a XOLAIR injection or days later. Anaphylaxis is a life-threatening condition and can lead to death. Go to the nearest emergency room right away if you have any of these symptoms of an allergic reaction:

- wheezing, shortness of breath, cough, chest tightness, or trouble breathing
- low blood pressure, dizziness, fainting, rapid or weak heartbeat, anxiety, or feeling of “impending doom”
- flushing, itching, hives, or feeling warm
- swelling of the throat or tongue, throat tightness, hoarse voice, or trouble swallowing

Your healthcare provider will monitor you closely for symptoms of an allergic reaction while you are receiving XOLAIR and for a period of time after treatment is initiated. Your healthcare provider should talk to you about getting medical treatment if you have symptoms of an allergic reaction.

Do not receive and use XOLAIR if you are allergic to omalizumab or any of the ingredients in XOLAIR.

Before receiving XOLAIR, tell your healthcare provider about all of your medical conditions, including if you:

- have a latex allergy or any other allergies (such as seasonal allergies). The needle cap on the XOLAIR prefilled syringe contains a type of natural rubber latex.

- have sudden breathing problems (bronchospasm)
- have ever had a severe allergic reaction called anaphylaxis
- have or have had a parasitic infection
- have or have had cancer
- are pregnant or plan to become pregnant. It is not known if XOLAIR may harm your unborn baby.
- are breastfeeding or plan to breastfeed. It is not known if XOLAIR passes into your breast milk. Talk with your healthcare provider about the best way to feed your baby while you receive and use XOLAIR.

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

How should I receive and use XOLAIR?

- When starting treatment, XOLAIR should be given by your healthcare provider in a healthcare setting.
- Do not try to inject XOLAIR until you have been shown the right way to give XOLAIR prefilled syringe or autoinjector injections by a healthcare provider. Use XOLAIR exactly as prescribed by your healthcare provider.
- The XOLAIR autoinjector (all doses) is intended for use only in adults and adolescents aged 12 years and older. For children 12 years of age and older, XOLAIR prefilled syringe or autoinjector may be self-injected under adult supervision.



IMPORTANT SAFETY INFORMATION (cont'd)

- See the detailed Instructions for Use that comes with XOLAIR for information on the right way to prepare and inject XOLAIR.
- XOLAIR is given in 1 or more injections under the skin (subcutaneous), 1 time every 2 or 4 weeks.
- In people with CRSwNP, a blood test for a substance called IgE must be performed before starting XOLAIR to determine the appropriate dose and dosing frequency.
- Do not decrease or stop taking any of your other asthma or CRSwNP medicine unless your healthcare providers tell you to.
- You may not see improvement in your symptoms right away after XOLAIR treatment. If your symptoms do not improve or get worse, call your healthcare provider.
- If you inject more XOLAIR than prescribed, call your healthcare provider right away.

What are the possible side effects of XOLAIR?

XOLAIR may cause serious side effects, including:

- **Cancer.** Cases of cancer were observed in some people who received XOLAIR.
- **Inflammation of your blood vessels.** Rarely, this can happen in people with asthma who receive XOLAIR. This usually, but not always, happens in people who also take a steroid medicine by mouth that is being stopped or the dose is being lowered. It is not known whether this is caused by XOLAIR. Tell your healthcare provider right away if you have rash; chest pain; shortness of breath; or a feeling of pins and needles or numbness of your arms or legs.

- **Fever, muscle aches, and rash.** Some people get these symptoms 1 to 5 days after receiving a XOLAIR injection. If you have any of these symptoms, tell your healthcare provider.
- **Parasitic infection.** Some people who are at a high risk for parasite (worm) infections, get a parasite infection after receiving XOLAIR. Your healthcare provider can test your stool to check if you have a parasite infection.
- **Heart and circulation problems.** Some people who receive XOLAIR have had chest pain, heart attack, blood clots in the lungs or legs, or temporary symptoms of weakness on one side of the body, slurred speech, or altered vision. It is not known whether these are caused by XOLAIR.

The most common side effects of XOLAIR in adults with chronic rhinosinusitis with nasal polyps: headache, injection site reactions, joint pain, upper abdominal pain, and dizziness.

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

You may report side effects to the FDA at [\(800\) FDA-1088](tel:800-FDA-1088) or www.fda.gov/medwatch. You may also report side effects to Genentech at [\(888\) 835-2555](tel:888-835-2555) or Novartis Pharmaceuticals Corporation at [\(888\) 669-6682](tel:888-669-6682).





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If you're over 18 and steroid nasal sprays haven't worked well enough to control your chronic rhinosinusitis with nasal polyps

ASK YOUR DOCTOR **ABOUT XOLAIR**

IT'S A **TARGETED MEDICINE THAT HELPS SHRINK NASAL POLYPS AND RELIEVE CONGESTION**

IMPORTANT SAFETY INFORMATION (cont'd)

The most common side effects of XOLAIR in adults with chronic rhinosinusitis with nasal polyps: headache, injection site reactions, joint pain, upper abdominal pain, and dizziness.

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Genentech
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 **NOVARTIS**

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