



P.O. Box 4964, Trenton, NJ 08650

Dear Pharmacist,

Boehringer Ingelheim Pharmaceuticals, Inc. (BIPI) and Pfizer Inc are committed to keeping healthcare professionals informed concerning the latest information we communicate to patients about chronic obstructive pulmonary disease (COPD). To encourage a strong relationship between patients and their healthcare providers, we're educating patients about their COPD treatment options and encouraging them to discuss their symptoms with their doctors.

This summer we introduced the Experts' Guide to Better Breathing booklet to provide comprehensive educational information for patients about COPD, including information about nutrition, fitness and treatment options. Now, we're pleased to inform you of a new TV and print advertising campaign designed to educate patients about Spiriva® HandiHaler® (tiotropium bromide inhalation powder) and help them understand its benefits and risks.

The new TV and print advertising campaign for SPIRIVA will launch on November 6th, 2006. This campaign will educate consumers about COPD. The campaign describes COPD as a condition that includes chronic bronchitis and emphysema. It also informs patients about SPIRIVA, an inhaled maintenance prescription treatment option for COPD that may help them breathe better.

The TV and print campaign is consistent with industry guidelines and is reflective of our ongoing mission to make our consumer advertising more valuable to patients and the healthcare provider-patient discussion.

Our new campaign relays the following information:

- COPD includes chronic bronchitis and emphysema.
- Current and former smokers that have breathing problems may have COPD.
- SPIRIVA is the only once-daily inhaled maintenance prescription treatment for COPD.
- SPIRIVA helps improve lung function by keeping airways open to help patients breathe better for a full 24 hours.
- SPIRIVA is not a steroid.
- SPIRIVA is a prescription treatment option for patients and their doctors to consider for COPD.
- There is important information to consider when taking SPIRIVA. The TV commercial and print ads discuss this important safety information, including warnings, precautions, and most common adverse events.
- The Partnership for Prescription Assistance (PPA) — patients can learn more about how to get help paying for medicines by calling 1-888-4PPA-NOW or logging on to [www.pparx.org](http://www.pparx.org).

You are a valuable source of information for patients. We hope this new campaign will encourage patients to discuss their COPD symptoms and treatment options with you. To further assist you, BIPI and Pfizer have created patient education materials and programs about COPD and Spiriva® HandiHaler® (tiotropium bromide inhalation powder) that BIPI and Pfizer representatives can share with you. You can also direct patients to call 1-877-SPIRIVA or visit [www.spiriva.com](http://www.spiriva.com) for more important information.

Sincerely,



Thomas A. D'Eletto, MD  
Senior Medical Director/Team Leader,  
Pfizer Global Communications  
Pfizer Inc



Cara Cassino, MD  
Executive Director,  
Medical Affairs, Respiratory  
Boehringer Ingelheim Pharmaceuticals, Inc.

P.S. We invite you to log on to [www.spiriva.com](http://www.spiriva.com) this November to see the new advertising campaign.

SPIRIVA HandiHaler is indicated for the long-term, once-daily, maintenance treatment of bronchospasm associated with chronic obstructive pulmonary disease (COPD), including chronic bronchitis and emphysema.

SPIRIVA HandiHaler is contraindicated in patients with a history of hypersensitivity to atropine or its derivatives, i.e., ipratropium, or to any component of this product.

The most commonly reported adverse drug reaction was dry mouth, which was usually mild and often resolved during continued treatment. Other reactions reported in individual patients and consistent with possible anticholinergic effects included constipation, increased heart rate, blurred vision, glaucoma, urinary difficulty and urinary retention.

SPIRIVA HandiHaler is intended as a once-daily maintenance treatment for COPD and is not indicated for the initial treatment of acute episodes of bronchospasm, i.e., rescue therapy.

Immediate hypersensitivity reactions, including angioedema, may occur after administration of SPIRIVA. If such a reaction occurs, therapy with SPIRIVA should be stopped at once and alternative treatments should be considered.

Inhaled medicines, including SPIRIVA, may cause paradoxical bronchospasm. If this occurs, treatment with SPIRIVA should be stopped and other treatments considered.

As an anticholinergic drug, SPIRIVA may potentially worsen symptoms and signs associated with narrow-angle glaucoma, prostatic hyperplasia or bladder-neck obstruction and should be used with caution in patients with any of these conditions.

As a predominantly renally excreted drug, SPIRIVA use should be monitored closely in patients with moderate to severe renal impairment (creatinine clearance of  $\leq 50$  mL/min).

#### Information for Patients:

SPIRIVA capsules are intended for oral inhalation only and are to be used only with the HandiHaler inhalation device. The HandiHaler device should not be used for administering other medications.

SPIRIVA capsules should always be stored in the sealed blisters, and only removed immediately before use.

SPIRIVA has been used concomitantly with other drugs commonly used in COPD (these include sympathomimetic bronchodilators, methylxanthines, and oral and inhaled steroids) without increases in adverse drug reactions. However, the co-administration of SPIRIVA with other anticholinergic-containing drugs (e.g., ipratropium) has not been studied and is therefore not recommended.

SPIRIVA should be used immediately after the packaging over an individual capsule is opened, or else its effectiveness may be reduced.

Please refer to the "Patient's Instructions for Use" for additional information on the use of the SPIRIVA HandiHaler.

Please see enclosed full Prescribing Information for SPIRIVA.

