

Antibiotic misuse

Signs and symptoms

Need for change

One change

PROTECT
FUTURE HEALTH

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ACT NOW AGAINST ANTIBIOTIC RESISTANCE

YOUR CHOICES TODAY COULD
TRANSFORM YOUR TOMORROWS

LEAD THE WAY

With dermatology being the top antibiotic prescriber specialty in the U.S., you are uniquely positioned to take the lead in what has become a global initiative against antibiotic resistance¹

PROTECT
FUTURE HEALTH

Advancing the fight against
antibiotic resistance



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ANTIBIOTIC MISUSE

The problem we are facing is real. Without **urgent action**, antibiotic resistance could claim **10 million lives** a year by **2050**²

Without a real change in prescribing behavior, we risk the effectiveness of our antibiotics^{3,4}

What are currently safe medical procedures, could become life-threatening^{3,4}

In the U.S. healthcare system alone, antibiotic resistance has led to economic productivity losses of around **\$35 billion annually**⁵

DID YOU KNOW:



oral antibiotic prescriptions are prescribed for dermatological conditions every year¹



of all oral antibiotics prescribed in dermatology are tetracyclines, particularly doxycycline and minocycline¹



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SIGNS AND SYMPTOMS

The consequences of antibiotic resistance may not always be easy to spot.¹ However, where high doses of antibiotics have been used, signs of resistance may begin to emerge:^{4,6-8}

Treatment failure of skin conditions in **response to antibiotics**

Disturbance in the **normal flora of the skin**, possibly increasing the chance of infection*



The introduction and growth of **opportunistic pathogens**, locally, and systemically

Physical presentation is similar to **common infections** and the infected area is usually **red, hot, and painful**

*Culture and susceptibility testing before and after antibiotic treatment can help identify changes in skin flora and the presence, type and severity of resistance bacteria, if infection is suspected⁶



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NEED FOR CHANGE

What you can do today:^{1,6}



Identify and assess whether an antibiotic is truly needed



Consider sub/non-antibiotic alternatives where possible



Use the shortest regimen required to treat when there is no alternative



Don't forget to ask your patients if they have been on an antibiotic in the past 12 months to avoid cumulative effects of any medication

ACT NOW AGAINST ANTIBIOTIC RESISTANCE¹⁰



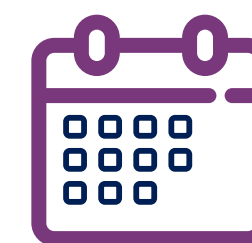
Right Drug

+



Right Dose

+



Right Duration

=

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PRESCRIBE ORACEA CAPSULES

THE SUBMICROBIAL DOSE FOR YOUR PATIENTS WITH INFLAMMATORY LESIONS OF ROSACEA

ORACEA® (doxycycline, USP) 40 mg* Capsules keeps your patients at the center, by targeting rosacea from the inside out, all while remaining below the antimicrobial threshold¹⁰⁻¹⁴

Become a leader in your field; **uphold your responsibility** to antibiotic resistance, and choose to **protect** the many generations to come^{3,15}

ORACEA Capsules – a powerful once-daily non-antibiotic dose, specifically designed to effectively treat inflammatory lesions of rosacea, without crossing the antimicrobial threshold¹⁰⁻¹⁴

*30 mg immediate release and 10 mg delayed release beads

IMPORTANT SAFETY INFORMATION

Indication: ORACEA® (doxycycline, USP) 40 mg* Capsules are indicated for the treatment of only inflammatory lesions (papules and pustules) of rosacea in adult patients. ORACEA Capsules do not lessen the facial redness caused by rosacea. **Adverse Events:** In controlled clinical studies, the most commonly reported adverse events (>2%) in patients treated with ORACEA Capsules were nasopharyngitis, sinusitis, diarrhea, hypertension and aspartate aminotransferase increase. **Warnings/Precautions:** ORACEA Capsules should not be used to treat or prevent infections. ORACEA Capsules should not be taken by patients who have a known hypersensitivity to doxycycline or other tetracyclines. ORACEA Capsules should not be taken during pregnancy, by nursing mothers, or during tooth development (up to the age of 8 years). Although photosensitivity was not observed in clinical trials, ORACEA Capsules patients should minimize or avoid exposure to natural or artificial sunlight. The efficacy of ORACEA Capsules treatment beyond 16 weeks and safety beyond 9 months have not been established

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

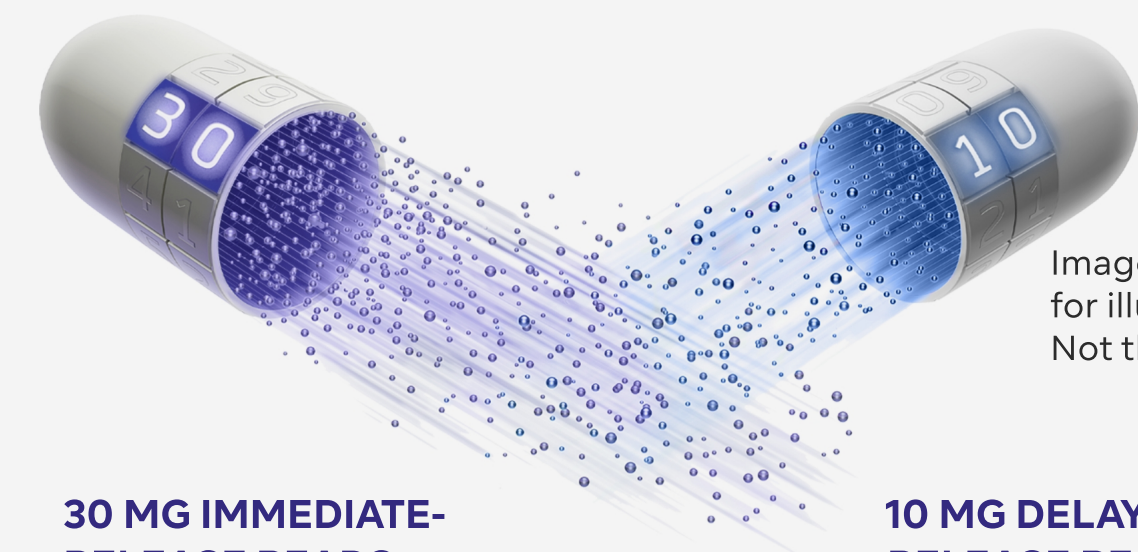


Image of capsule is a simulation, for illustrative purposes only. Not the actual capsule

30 MG IMMEDIATE-RELEASE BEADS
Released in the stomach (pH 1.1)¹⁶

10 MG DELAYED-RELEASE BEADS
Released in the small intestine (pH 6)¹⁶

REAL CHANGE STARTS WITH YOU
[Click here](#) to find out more



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References

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