



Patient portrayal

It's time to grow out loud

LITFULO is a once-daily prescription pill for severe alopecia areata in both adults and adolescents as young as 12.

In just under 6 months, some people saw 80% or more scalp hair coverage. See [study results](#). Individual results may vary.

SELECT SAFETY INFORMATION

LITFULO may cause serious side effects, including:

- Serious Infections, Cancer and Immune System Problems, Blood Clots, Allergic Reactions, and Changes in Certain Laboratory Test Results
- Increased risk of death and major cardiovascular events such as heart attack, stroke, or death in people 50+ who have at least one heart disease (cardiovascular) risk factor and are taking a JAK inhibitor

Learn more about these and other serious risks inside.

Please see full Important Safety Information on pages 14-15. Please click for full [Prescribing Information](#), including [BOXED WARNING](#), and [Medication Guide](#) or visit [LITFULO.com](https://www.litfulo.com).

If you have
severe
alopecia
areata,
it's time to see what

80%

or more
scalp hair
coverage
can look like

In just under 6 months, some people saw 80% or more scalp hair coverage. See [study results](#). Individual results may vary.

IMPORTANT SAFETY INFORMATION

LITFULO may cause serious side effects, including:

Serious infections. LITFULO can lower the ability of your immune system to fight infections. Do not start LITFULO if you have any kind of infection unless your healthcare provider tells you it is okay. Some people have had serious infections while taking LITFULO or other similar medicines, including tuberculosis (TB), and infections caused by bacteria, fungi, or viruses that can spread throughout the body and have been hospitalized. Some people taking similar medicines to LITFULO have died from these infections.

You may be at a higher risk of developing shingles (herpes zoster).

Your healthcare provider should test you for TB before starting treatment with LITFULO and should watch you closely for signs and symptoms of TB during treatment with LITFULO.

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Patient portrayal

Some people saw regrowth in just under 6 months

And some, in just over 4 months

In just under 6 months, nearly 25% of adults and adolescents taking LITFULO **saw significant hair regrowth that covered 80% or more of their scalp.***

Some people even saw this amount of regrowth **in just over 4 months.†**

*In just under 6 months, 23% of people on LITFULO saw 80% or more scalp hair coverage (vs 1.6% on placebo) and 13.4% saw 90% or more scalp hair coverage (vs 1.5% on placebo) in the clinical study.

†In just over 4 months, in 13.1% of people taking LITFULO vs 1.6% on placebo in the clinical study.

IMPORTANT SAFETY INFORMATION (CONT'D)

Before and after starting LITFULO, tell your healthcare provider if you think you have an infection, are being treated for one, or have symptoms of an infection, including fever, sweating, or chills; muscle aches; cough or shortness of breath; blood in your phlegm; weight loss; warm, red, or painful skin or sores on your body; diarrhea or stomach pain; burning when you urinate or urinating more often than usual; or feeling very tired.

LITFULO can make you more likely to get infections or worsen infections you have. If you get a serious infection, your healthcare provider may stop treatment with LITFULO until your infection is controlled.

There is an increased risk of death in people 50 years of age and older who have at least one heart disease (cardiovascular) risk factor and are taking a Janus kinase (JAK) inhibitor. LITFULO is a kinase inhibitor medicine.

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Clinically proven regrowth

LITFULO is the first and only FDA-approved prescription pill for people ages 12 and up with severe alopecia areata. And it's **a treatment that's backed by clinical data**. Join the growing number of people taking LITFULO for their severe alopecia areata.

How was LITFULO studied?

In a 48-week, randomized, double-blind, placebo-controlled clinical study, participants (261 people, ages 12+, who had lost at least half of their scalp hair due to alopecia areata) took either LITFULO or placebo (an inactive pill). Results were measured at 24 weeks. Find out more information about the study at [LITFULO.com/faq](https://litfulo.com/faq).

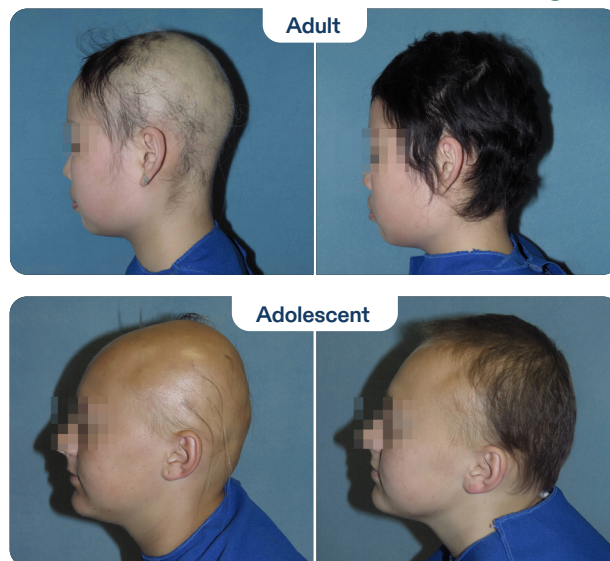
In just under 6 months, 23% of people on LITFULO saw 80% or more scalp hair coverage (vs 1.6% on placebo) and **13.4% saw 90% or more scalp hair coverage** (vs 1.5% on placebo) in the clinical study.

IMPORTANT SAFETY INFORMATION (CONT'D)

Cancer and immune system problems. LITFULO may increase your risk of certain cancers by changing the way your immune system works. Lymphoma and other cancers, including skin cancers, can happen.

Before LITFULO

6 months on
LITFULO 50 mg



Clinical study photos show examples of hair regrowth observed on the scalp of actual adult or adolescent patients with alopecia areata taking LITFULO. Individual results may vary.

Studies show that the safety and effectiveness of LITFULO were consistent between adults and adolescents. Safety and effectiveness have not been studied in people under 12 years of age.

For a deeper dive into LITFULO—including **additional Before & After photos** and data from the clinical study—visit [LITFULO.com/photos](https://litfulo.com/photos).



People taking JAK inhibitors have a higher risk of certain cancers including lymphoma and lung cancer, especially if you are a current or past smoker. Follow your healthcare provider's advice about having your skin checked for skin cancer during treatment. Tell your healthcare provider if you have ever had any type of cancer.

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Serious and possible side effects

LITFULO may cause serious side effects, including:

- **Serious infections.** LITFULO can lower your ability to fight infections. Serious infections have happened, and some people taking similar medicines to LITFULO have died. Do not start LITFULO if you have an infection
- **Increased risk of death and major cardiovascular events** such as heart attack, stroke, or death in people 50+ with at least 1 heart disease (cardiovascular) risk factor taking a Janus kinase (JAK) inhibitor, especially if you are a current or past smoker
- **Cancer and immune system problems.** Lymphoma and other cancers, including skin cancers, can happen in people taking LITFULO. People taking JAK inhibitors have a higher risk of certain cancers including lymphoma and lung cancer, especially if you are a current or past smoker
- **Blood clots** in the veins of the legs, lungs, or eyes can happen and may be life-threatening. This has happened more often in people 50+ with at least 1 heart disease (cardiovascular) risk factor taking a JAK inhibitor
- Other serious side effects include allergic reactions and changes in certain laboratory test results

The most common side effects of LITFULO include headache; diarrhea; acne; rash; hives; inflamed hair pores (folliculitis); fever; eczema; dizziness; shingles; decreased red blood cell counts; and mouth sores, redness and swelling of the lining of your mouth.

These are not all the possible side effects of LITFULO. Tell your doctor if you have any side effects. You can report side effects by calling Pfizer at **1-800-438-1985**, or by contacting the U.S. Food and Drug Administration (FDA) directly at www.fda.gov/MedWatch or **1-800-FDA-1088**.

Litfulo
(ritlecitinib) capsules
50mg

Patient portrayal

More on LITFULO

After regrowth was measured at Week 24, participants continued taking LITFULO (50 mg) through Week 48. Those still on placebo at Week 24 were switched to LITFULO (50 mg), but data from this subset of patients are not reflected below.

Scalp hair regrowth at Week 48

At Week 48, the percentage of patients with 80% or more scalp hair coverage was measured. This additional analysis of patients was not specifically designed to find the differences between LITFULO and placebo.

At Week 24: 23% of people on LITFULO saw 80% or more scalp hair coverage.

At Week 48: 43% of people taking LITFULO saw 80% or more scalp hair coverage.

Please see full Important Safety Information on pages 14-15. Please click for full Prescribing Information, including **BOXED WARNING**, and Medication Guide or visit LITFULO.com.



Watch our latest commercial and listen to the original *grow out loud* soundtrack by visiting LITFULO.com/watch.

grow out loud is...

IMPORTANT SAFETY INFORMATION (CONT'D)

There is an increased risk of major cardiovascular events such as heart attack, stroke, or death in people 50 years of age and older who have at least one heart disease (cardiovascular) risk factor and are taking a JAK inhibitor, especially if you are a current or past smoker.

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Listening to yourself in spite of the noise and the naysayers.

Betting on yourself and believing in better.

Looking forward, never back.

Taking the first step in a journey. And then the next.

In just under 6 months, some people saw 80% or more scalp hair coverage. [See study results](#). Individual results may vary.

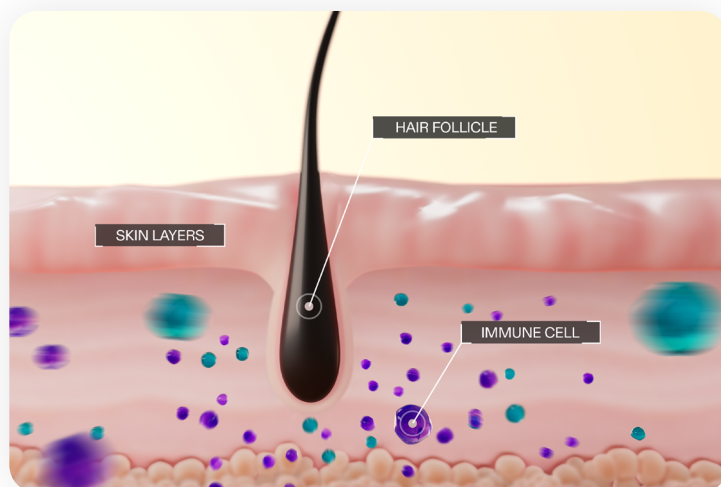
LITFULO in action

LitfuloTM
(ritlecitinib) capsules
50mg

Alopecia areata is an autoimmune disease in which the immune system attacks the hair follicle and causes hair to fall out.

LITFULO is a pill that works inside the body to **block the immune system's attack** on the hair follicle.

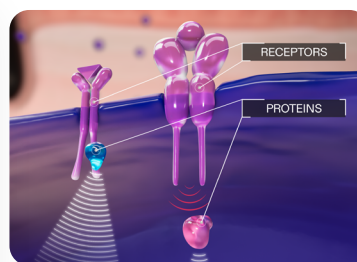
For an even closer look at how LITFULO works, watch this video at LITFULO.com/works.



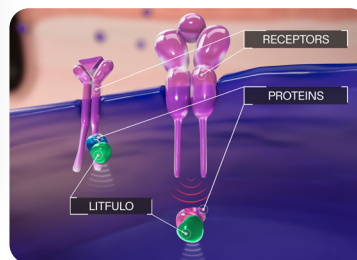
In alopecia areata, immune cells mistakenly receive signals to swarm and attack the hair follicle, leading to inflammation at the hair follicle and causing hair loss.

IMPORTANT SAFETY INFORMATION (CONT'D)

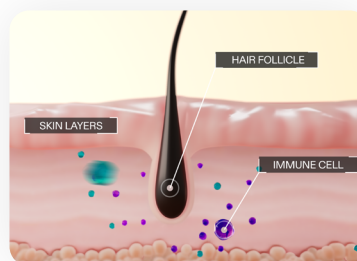
Get emergency help right away if you have any symptoms of a heart attack or stroke while using LITFULO, including discomfort in the center of your chest that lasts for more than a few minutes, or that goes away and comes back; severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw; pain or discomfort in your arms, back, neck, jaw, or stomach; shortness of breath with or without chest discomfort; breaking out in a cold sweat; nausea or vomiting; feeling lightheaded; weakness in one part or on one side of your body; or slurred speech.



Some of these signals are sent from proteins deep within the immune cells.



LITFULO binds to select proteins within immune cells and blocks their signaling process ...



... to decrease the number of immune cells attacking the hair follicle.

For illustrative purposes. It's not currently known how blocking specific proteins can affect alopecia areata.

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Starting a candid conversation

Finding the right treatment starts by having a candid conversation with your dermatologist about what it's really like to live with this disease. **Looking for some conversation starters? Look below.**



Your hair history

Talk about how much hair you've lost, where it's occurred, and any changes you've noticed. Share photos, too.



Your treatment journey

Share any treatments you've been on for alopecia areata. Make a list ahead of your appointment.



Your Doctor Discussion Guide

Create a personalized guide at LITFULO.com/guide to help prepare for this conversation.

IMPORTANT SAFETY INFORMATION (CONT'D)

Blood clots. Blood clots in the veins of your legs (deep vein thrombosis, DVT), lungs (pulmonary embolism, PE), or eyes can happen in some people taking LITFULO. This may be life-threatening. Blood clots in the veins of the legs and lungs have happened more often in people 50 years of age and older with at least one heart disease (cardiovascular) risk factor taking a JAK inhibitor. Tell your healthcare provider if you have had blood clots in the past.

Ask your dermatologist if LITFULO may be right for you

Before taking LITFULO, be sure to let them know if you:

- have an infection or symptoms of an infection
- have diabetes, chronic lung disease, HIV, or a weak immune system; have tuberculosis (TB) or have been in close contact with someone with TB; have had shingles; have had hepatitis B or hepatitis C
- live, have lived, or traveled to certain parts of the country (such as the Ohio & Mississippi River Valleys and the Southwest) where there is an increased chance for getting certain kinds of fungal infections
- have ever had any type of cancer; have had blood clots; have had a heart attack, other heart problems, or stroke; have liver problems; have low platelet counts or white blood cell counts
- are a current or past smoker
- have recently received vaccinations, or plan to
- are pregnant or breastfeeding, or plan to be

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. LITFULO and other medicines may affect each other causing side effects.

Please see full Important Safety Information on pages 14-15. Please click for full Prescribing Information, including **BOXED WARNING**, and [Medication Guide](https://LITFULO.com) or visit LITFULO.com.

Just one pill once a day

Swallow LITFULO whole. Do not split, crush, or chew it. You can take LITFULO with or without food.

If you miss a dose of LITFULO, take it as soon as possible. If it is less than 8 hours before your next pill, skip the dose. Take the next pill at your usual scheduled time.

Your dermatologist will do blood tests before you start LITFULO and during treatment. They may adjust your treatment plan based on changes in these blood test results.

IMPORTANT SAFETY INFORMATION (CONT'D)

Blood clots (cont'd). Stop taking LITFULO and get medical help right away if you have any signs and symptoms of blood clots, including swelling, pain or tenderness in one or both legs; sudden, unexplained chest or upper back pain; shortness of breath or difficulty breathing; or changes in vision, especially in one eye only.



LITFULO is a pill taken once a day. It is not a steroid, injection, or ointment.

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Let's see what grows



Staying on track with treatment



Remember your dose by setting a reminder on your phone or integrating it into a daily routine.



Take monthly photos of your progress.

Capture the same angles of your scalp at the same time every month. And don't forget to capture your "before" shot.



Share photos with your dermatologist at each appointment so they can see any progress. Save your photos in a "favorites" album for easy access.

Share your LITFULO story. Help others grow out loud.

Hair growth looks different on everyone. Tell us about yours—it may inspire others to see what's possible with LITFULO. Start by filling out a quick questionnaire at LITFULO.com/share.

IMPORTANT SAFETY INFORMATION (CONT'D)

Allergic reactions. Symptoms that may mean you are having an allergic reaction have been seen during treatment with LITFULO. Some of these reactions were serious. Stop taking LITFULO and get emergency medical help right away if you have symptoms of allergic reaction, including hives; rash; trouble breathing; feeling faint or dizzy; or swelling of your lips, tongue, or throat.

Changes in certain laboratory test results. Your healthcare provider should do blood tests before you start taking LITFULO and during treatment to check your lymphocyte and platelet counts and liver enzyme and creatine phosphokinase (CPK) levels. You should not take LITFULO if your lymphocyte counts or platelet counts are too low or your liver tests are too high. Increased CPK levels in the blood are common with LITFULO and can also be severe. Your healthcare provider may stop treatment for a period of time if there are changes in these blood test results.

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savings & support



Pay as little as \$0 for LITFULO*

If eligible, sign up for savings at LITFULO.com/copay, or get a Copay Savings Card texted to you now. Text **SAVECARD to 82000**.[†]

Terms and Conditions apply.



Stay in the know about LITFULO

Sign up at LITFULO.com/support to receive information about LITFULO, resources to support your treatment journey, and helpful tips.

*Please see full Important Safety Information on pages 14-15. Please click for full [Prescribing Information](#), including **BOXED WARNING**, and [Medication Guide](#) or visit LITFULO.com.*

PFIZER DERMATOLOGY patient access[™]

Through Pfizer Dermatology Patient Access[™] (PDPA), you can receive:

- Live support from a Patient Support Representative
- A review of insurance coverage with a Patient Access Coordinator (PAC)
- Financial assistance resources

If you ever have any questions, a Patient Support Representative is with you every step of the way. You can also get support by calling **1-833-956-DERM (1-833-956-3376)**, Monday-Friday, 8 AM-8 PM ET.

Interim Care Rx

If there is an issue with your insurance coverage—for example, a delay or coverage denial—eligible, commercially insured patients enrolled in **PDPA may receive LITFULO for up to 2 years at no cost, shipped to them through Interim Care Rx.**[‡]

*Eligibility required. No membership fees. This is not health insurance. The maximum benefit per patient is \$15,000 per calendar year. Only for use with commercial insurance. If you are enrolled in a state or federally funded prescription insurance program, you may not use the copay card. [Please see Terms and Conditions.](#)

[†]Mobile Terms and Conditions apply. Msg & data rates may apply. Msg frequency varies. Text HELP for info, STOP to opt out. Pfizer's privacy policy can be found at Pfizer.com/privacy.

[‡]The free product for this program is for certain commercially insured patients only. Not available to residents in the states of Massachusetts, Michigan, Minnesota, or Rhode Island. [See Terms and Conditions.](#)

Already prescribed?

Here's what's next

In just under 6 months, some people saw 80% or more scalp hair coverage. See study results. Individual results may vary.

Prescription sent

Once your healthcare provider has decided to prescribe LITFULO, the office will send your prescription to Pfizer Dermatology Patient Access[™] (PDPA) or a specialty pharmacy.

Keep in touch

PDPA or a specialty pharmacy will reach out to you by email, or call or text you from a phone number you may not recognize. Because they're getting in touch with you to confirm important details and schedule pickup or delivery, your prompt reply can help minimize delays.

Check in

If you haven't received your medication within 2 weeks, call your specialty pharmacy or healthcare provider's office to check on the status.

Delivery

The moment is here. Now that you've got LITFULO in hand, take your "before" photo and let's get growing.

What is a specialty pharmacy?

Each month, your LITFULO prescription will be filled by a specialty pharmacy. This kind of pharmacy fills select medications and can arrange delivery right to your door. Some specialty pharmacies even offer support services to help you on your journey to treatment.

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Questions? Answers

What is alopecia areata?

Alopecia areata is an autoimmune disease in which the immune system mistakenly attacks hair follicles, causing hair to fall out. Typically, hair is protected from an immune system attack, but in alopecia areata, this protection is lost.

Who is affected by alopecia areata?

Alopecia areata can affect all ages, genders, and races/ethnicities. It affects both males and females at similar rates. Typically, the first signs of hair loss from alopecia areata occur between the ages of 25 and 36, but alopecia areata can occur at any age.

What types of alopecia areata are there?

There are different types of this autoimmune disease, including:

- **Patchy alopecia areata:** round patches of hair loss on the scalp
- **Alopecia totalis:** complete hair loss on the scalp
- **Alopecia universalis:** complete hair loss on the scalp and body

The more you know about this autoimmune disease, the more equipped you may be to take it on. There's even more to explore at LITFULO.com/about-alopecia-areata

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Patient portrayal

IMPORTANT SAFETY INFORMATION

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Serious infections. LITFULO can lower the ability of your immune system to fight infections. Do not start LITFULO if you have any kind of infection unless your healthcare provider tells you it is okay. Some people have had serious infections while taking LITFULO or other similar medicines, including tuberculosis (TB), and infections caused by bacteria, fungi, or viruses that can spread throughout the body and have been hospitalized. Some people taking similar medicines to LITFULO have died from these infections. You may be at a higher risk of developing shingles (herpes zoster).

Your healthcare provider should test you for TB before starting treatment with LITFULO and should watch you closely for signs and symptoms of TB during treatment with LITFULO.

Before and after starting LITFULO, tell your healthcare provider if you think you have an infection, are being treated for one, or have symptoms of an infection, including:

- fever, sweating, or chills
- muscle aches
- cough or shortness of breath
- blood in your phlegm
- weight loss
- warm, red, or painful skin or sores on your body
- diarrhea or stomach pain
- burning when you urinate or urinating more often than usual
- feeling very tired

LITFULO can make you more likely to get infections or worsen infections you have. If you get a serious infection, your healthcare provider may stop treatment with LITFULO until your infection is controlled.

There is an increased risk of death in people 50 years of age and older who have at least one heart disease (cardiovascular) risk factor and are taking a Janus kinase (JAK) inhibitor. LITFULO is a kinase inhibitor medicine.

Cancer and immune system problems. LITFULO may increase your risk of certain cancers by changing the way your immune system works. Lymphoma and other cancers, including skin cancers, can happen. People taking JAK inhibitors have a higher risk of certain cancers including lymphoma and lung cancer, especially if you are a current or past smoker. Follow your healthcare provider's advice about having your skin checked for skin cancer during treatment.

Cancer and immune system problems (cont'd). Tell your healthcare provider if you have ever had any type of cancer.

There is an increased risk of major cardiovascular events such as heart attack, stroke, or death in people 50 years of age and older who have at least one heart disease (cardiovascular) risk factor and are taking a JAK inhibitor, especially if you are a current or past smoker.

Get emergency help right away if you have any symptoms of a heart attack or stroke while taking LITFULO, including:

- discomfort in the center of your chest that lasts for more than a few minutes, or that goes away and comes back
- severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw
- pain or discomfort in your arms, back, neck, jaw, or stomach
- shortness of breath with or without chest discomfort
- breaking out in a cold sweat
- nausea or vomiting
- feeling lightheaded
- weakness in one part or on one side of your body
- slurred speech

Blood clots. Blood clots in the veins of your legs (deep vein thrombosis, DVT), lungs (pulmonary embolism, PE), or eyes can happen in some people taking LITFULO. This may be life-threatening. Blood clots in the veins of the legs and lungs have happened more often in people 50 years of age and older with at least one heart disease (cardiovascular) risk factor taking a JAK inhibitor. Tell your healthcare provider if you have had blood clots in the past.

Stop taking LITFULO and get medical help right away if you have any signs and symptoms of blood clots, including swelling, pain or tenderness in one or both legs; sudden, unexplained chest or upper back pain; shortness of breath or difficulty breathing; or changes in vision, especially in one eye only.

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IMPORTANT SAFETY INFORMATION (CONT'D)

Allergic reactions. Symptoms that may mean you are having an allergic reaction have been seen during treatment with LITFULO. Some of these reactions were serious. Stop taking LITFULO and get emergency medical help right away if you have symptoms of allergic reaction, including hives; rash; trouble breathing; feeling faint or dizzy; or swelling of your lips, tongue, or throat.

Changes in certain laboratory test results. Your healthcare provider should do blood tests before you start taking LITFULO and during treatment to check your lymphocyte and platelet counts and liver enzyme and creatine phosphokinase (CPK) levels. You should not take LITFULO if your lymphocyte counts or platelet counts are too low or your liver tests are too high. Increased CPK levels in the blood are common with LITFULO and can also be severe. Your healthcare provider may stop treatment for a period of time if there are changes in these blood test results.

Do not take LITFULO if you are allergic to ritlecitinib or any of the ingredients in LITFULO. See the Medication Guide for a complete list of ingredients.

Before taking LITFULO, tell your healthcare provider if you:

- have an infection, are being treated for one, or have one that won't go away or keeps returning
- have diabetes, chronic lung disease, HIV, or a weak immune system
- have TB or have been in close contact with someone with TB
- have had shingles (herpes zoster)
- have had hepatitis B or hepatitis C
- live, have lived, or traveled to certain parts of the country (such as the Ohio & Mississippi River Valleys and the Southwest) where there is an increased chance for getting certain kinds of fungal infections. These infections may happen or worsen when taking LITFULO. Ask your healthcare provider if you're unsure if you have lived in an area where these infections are common.
- have had any type of cancer
- have had blood clots
- are a current or past smoker
- have had a heart attack, other heart problems, or stroke
- have liver problems
- have low platelet counts or white blood cell counts
- have recently received or are scheduled to receive any vaccinations. People who take LITFULO should not receive live vaccines right before or during treatment.

Before taking LITFULO, tell your healthcare provider if you (cont'd):

- are pregnant or plan to become pregnant. It is not known if LITFULO will harm your unborn baby. Tell your healthcare provider if you are pregnant or plan to become pregnant during treatment with LITFULO. There is a pregnancy registry for people who take LITFULO during pregnancy. Report pregnancies to Pfizer Inc. at 1-877-390-2940.
- are breastfeeding or plan to breastfeed. It is not known if LITFULO passes into your breast milk. Do not breastfeed during treatment with LITFULO and for 14 hours after your last dose of LITFULO. Talk to your healthcare provider about the best way to feed your baby during treatment with LITFULO.

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. LITFULO and other medicines may affect each other causing side effects.

The most common side effects of LITFULO include headache; diarrhea; acne; rash; hives; inflamed hair pores (folliculitis); fever; eczema; dizziness; shingles; decreased red blood cell counts; and mouth sores, redness and swelling of the lining of your mouth. These are not all of the possible side effects of LITFULO.

What is LITFULO?

LITFULO (ritlecitinib) is a prescription medicine used to treat severe alopecia areata in adults and adolescents 12 years and older.

It is not known if LITFULO is safe and effective in children under 12 years of age.

You are encouraged to report adverse events related to Pfizer products by calling **1-800-438-1985** (U.S. only). If you prefer, you may contact the U.S. Food and Drug Administration (FDA) directly. Visit www.fda.gov/MedWatch or call **1-800-FDA-1088**.

Please click for full [Prescribing Information](#), including **BOXED WARNING**, and [Medication Guide](#) or visit LITFULO.com.

Get ready to **grow out loud** Ask your dermatologist about LITFULO today.

A once-daily prescription pill for severe alopecia areata in both adults and adolescents as young as 12.

In just under 6 months, some people **saw 80% or more scalp hair coverage**. See study results. Individual results may vary.

Ready to take the next step? Visit LITFULO.com/guide.

SELECT SAFETY INFORMATION

LITFULO may cause serious side effects, including:

- Serious Infections, Cancer and Immune System Problems, Blood Clots, Allergic Reactions, and Changes in Certain Laboratory Test Results
- Increased risk of death and major cardiovascular events such as heart attack, stroke, or death in people 50+ who have at least one heart disease (cardiovascular) risk factor and are taking a JAK inhibitor

Learn more about these and other serious risks inside.

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