



connetics®  
3290 West Bayshore Road  
Palo Alto, CA 94303



NEW  
evoclin  
(clindamycin  
phosphate) Foam, 1%  
FOR ACNE ANYWHERE.

Dear Pharmacist:

Connetics Corporation, a specialty pharmaceutical company that develops and commercializes dermatology products, is excited to announce the availability of new EVOCLIN™ (clindamycin phosphate) Foam, 1%.

Approved by the U.S. Food and Drug Administration on October 22, 2004, EVOCLIN is the first and only foam for the treatment of acne vulgaris. It is easy to apply and dissipates with body heat upon application, offering convenient coverage of large body surfaces including both hair-bearing and non-hair-bearing areas.<sup>1</sup>

EVOCLIN, because of its unique foam delivery vehicle, cannot be generically substituted. The Connetics Corporation 124 member Dermatology specialty sales force will begin detailing EVOCLIN to Dermatologists on December 15, 2004 and product will be available from your wholesalers on December 6, 2004.

Please check with your wholesalers for detailed pricing and launch incentive information.

Once-daily EVOCLIN foam is available in 50 g and 100 g cans. The foam vehicle has patient-preferred attributes including:<sup>1</sup>

- No greasiness/minimal residue
- Dissipates quickly/nondripping
- Nonstaining/nonbleaching
- Minimal dryness

EVOCLIN was shown to be effective in reducing acne lesions in a 12-week, double-blind, vehicle-controlled safety and efficacy study (N=1,026). Results showed a significant reduction of total lesions—inflammatory and noninflammatory. Overall treatment response was significantly greater with EVOCLIN vs vehicle foam.<sup>2,3</sup>

EVOCLIN is a once-a-day topical clindamycin foam for the treatment of acne vulgaris. The most common adverse events were headache (3%) and application-site reactions including burning (6%), itching (1%), and dryness (1%).

EVOCLIN is contraindicated in individuals with a history of hypersensitivity to preparations containing clindamycin or lincomycin, or a history of regional enteritis, ulcerative colitis, or antibiotic-associated colitis. Diarrhea, bloody diarrhea, and pseudomembranous colitis have been reported with systemic and rarely with topical clindamycin. Discontinuation is recommended if diarrhea develops.

For more information about EVOCLIN, call Connetics Customer Service Toll Free Line at (800) 280-2879 or Connetics Medical Information Department at (888) 500-DERM. Questions regarding insurance and reimbursement issues can be answered by calling ConneticsCare<sup>SM</sup> at (800) 572-3225.

Sincerely,



Eldon Mayer  
Senior Director, Acne Therapeutics

For further details, visit [www.evoclin.com](http://www.evoclin.com) or refer to the enclosed full prescribing information.

**References:** 1. Feldman SR, Sangha N, Setaluri V. Topical corticosteroid in vehicle foam offers comparable coverage compared with traditional vehicles. *J Am Acad Dermatol*. 2000;42:1017-1020. 2. EVOCLIN™ prescribing information. 3. Data on file [001], Connetics Corporation.

ConneticsCare is a service mark, Evoclin, the interlocking "C" logo, and the "whisp" logo are trademarks, and Connetics is a registered trademark of Connetics Corporation.