



## Rosacea Concierge Fact Sheet

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### ***What is Rosacea Concierge?***

Rosacea Concierge is a one-of-a-kind program for people living with rosacea that offers information and support – both online and via phone – 24 hours a day, seven days a week. Rosacea Concierge is not intended to be a substitute for or to replace medical care. Bayer encourages rosacea patients to visit their healthcare professional for a proper diagnosis and for advice on treatment and care for their condition.

### ***What services are offered as part of the Rosacea Concierge program?***

By registering for Rosacea Concierge, rosacea patients will be able to:

- Speak live with nurses specializing in rosacea education
- Watch videos with information about rosacea from experts in dermatology, nutrition and aesthetics such as advice for handling flare ups, make-up advice and diet and exercise tips
- Access personalized online tools and a variety of other helpful resources such as medication refill reminders and symptom trackers
- Print copay cards to help cover the cost of purchasing medication

An additional free service is **The Rosacea App**, which helps patients get “in the know” by providing access to the latest news, tips and tools for understanding rosacea. To download, go to [www.theRosaceaApp.com](http://www.theRosaceaApp.com).

### ***Who can join the program?***

Anyone with rosacea can become a member of Rosacea Concierge. There is no cost associated with enrolling in the program.

### ***How do rosacea patients join the program?***

Rosacea patients can join by visiting [www.RosaceaConcierge.com](http://www.RosaceaConcierge.com) or by calling 1-855-346-2232

### ***Who answers patient questions about rosacea?***

The 24-hour Rosacea Concierge support line is staffed by nurses who specialize in rosacea education. They can provide information on many topics including rosacea triggers, how patients can track their triggers, and more.

### ***How many people have joined Rosacea Concierge?***

As of September 2013, more than 15,000 people have become members of Rosacea Concierge, with more joining every day.

## **INDICATION & USAGE**

Finacea<sup>®</sup> (azelaic acid) Gel, 15% is a topical prescription medication used to treat inflammatory papules (raised spots) and pustules (pimple-like bumps) of mild to moderate rosacea. Although Finacea<sup>®</sup> does reduce some redness when raised spots and pimple-like bumps are present, Finacea<sup>®</sup> has not been studied for treating people with only redness from rosacea.

## **IMPORTANT SAFETY INFORMATION**

Skin irritation (e.g., itching, burning or stinging) may occur during use with Finacea<sup>®</sup>, usually during the first few weeks of treatment. If sensitivity or severe irritation develops and persists during use with Finacea<sup>®</sup>, discontinue use and call your doctor for treatment.

Report abnormal changes in skin color to your doctor. There have been isolated reports of loss of skin color (a condition called hypopigmentation) after use of Finacea<sup>®</sup>. If you have a dark complexion, your doctor will monitor you for early signs of loss of skin color.

Avoid contact with the eyes, mouth or mucous membranes. In case of accidental eye exposure, wash eyes with large amounts of water and consult a physician if eye irritation persists. Wash hands immediately following application of Finacea<sup>®</sup>.

Avoid use of alcoholic cleansers, solutions, and astringents, abrasives and peeling agents while using Finacea<sup>®</sup>. Avoid the use of tight dressings or wrappings after using Finacea<sup>®</sup>.

The most common adverse reactions for Finacea<sup>®</sup> are: burning, stinging, or tingling of the skin, itching, dry or scaling skin, and skin irritation or redness.

Use only as directed by your physician. Finacea<sup>®</sup> is for topical use only. It is not for ophthalmic, oral or intravaginal use. Your healthcare provider will reassess you if no improvement is seen upon completing 12 weeks of therapy.

See full [Prescribing Information](#) for Finacea<sup>®</sup>.

**You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.**

## **About Bayer HealthCare**

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