



### Approved Uses for CRESTOR

When diet and exercise alone aren't enough, CRESTOR is prescribed, along with diet in adults, to lower LDL cholesterol and triglycerides, to increase HDL cholesterol, and to slow plaque buildup in arteries as part of a treatment plan to lower cholesterol to goal.

### Important Safety Information about CRESTOR Tablets

- CRESTOR is not right for everyone. Do not take CRESTOR if you are nursing, pregnant or may become pregnant; have liver problems; or have had an allergic reaction to CRESTOR
- Your doctor should do blood tests to check your liver before starting treatment with CRESTOR and if you have symptoms of liver problems while taking CRESTOR

Please read additional Important Safety Information about CRESTOR on page 4 and full Prescribing and Patient Information at CrestorPI.com

# MAKE YOUR MOVE

A QUICK GUIDE TO HIGH CHOLESTEROL

## WHAT YOU NEED TO KNOW About Cholesterol

Simply put, cholesterol is a fatty substance, also called a lipid, that is produced by the liver and found in your bloodstream. It is also found in foods that are high in saturated fat.

Cholesterol is a vital part of the structure and functioning of our cells. It's only when there is too much of it in your blood that cholesterol can be harmful to your health.



# 3 THINGS THAT IMPACT CHOLESTEROL LEVELS



**1**  
**DIET**  
(ESPECIALLY ONE HIGH IN CHOLESTEROL, SATURATED FATS, AND TRANS FATS)



**2**  
**LACK OF EXERCISE OR PHYSICAL ACTIVITY**



**3**  
**FAMILY HISTORY**

## GOOD CHOLESTEROL (HDL-C)

High-density lipoprotein cholesterol (HDL-C):  
**THE "GOOD" CHOLESTEROL**

Helps return cholesterol to the liver, where it can be removed from the body

Guidelines suggest keeping your HDL-C high (60 mg/dL or higher)



## BAD CHOLESTEROL (LDL-C)

Low-density lipoprotein cholesterol (LDL-C):  
**THE "BAD" CHOLESTEROL**

One of the major building blocks of plaque buildup in arteries

Guidelines suggest keeping your LDL-C low (less than 100 mg/dL)

It is important to recognize that LDL-C increases naturally by about 40% as you get older—between the ages of 20 and 60—based on changes in your body

## TRIGLYCERIDES

Triglycerides are another fat produced by the liver and also found in food. Like high cholesterol, high triglyceride levels can be harmful to your health.

# FAST FACTS



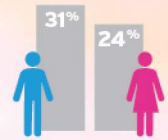
71 MILLION AMERICAN ADULTS (34%) HAVE HIGH LDL-C



ONLY 1 OUT OF EVERY 3 ADULTS WITH HIGH LDL-C HAS THE CONDITION UNDER CONTROL



LESS THAN HALF OF ADULTS WITH HIGH LDL-C GET TREATMENT



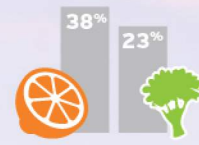
IN ADULTS 40-74 YEARS OF AGE, MORE MEN (31%) HAVE HIGH LDL-C THAN WOMEN (24%)

## DID YOU KNOW?

High cholesterol has no symptoms, so you may not know that your cholesterol is too high. Your doctor can measure your levels with a blood test.



MORE THAN HALF (52%) OF ADULTS 18 YEARS OF AGE OR OLDER DO NOT MEET RECOMMENDATIONS FOR AEROBIC EXERCISE OR PHYSICAL ACTIVITY



ADULTS AREN'T EATING ENOUGH FRUITS AND VEGGIES EACH DAY: 38% SAID THEY ATE FRUIT LESS THAN ONCE A DAY, AND 23% SAID THEY ATE VEGETABLES LESS THAN ONCE A DAY

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION

## Measuring Cholesterol

The American Heart Association recommends that adults age 20 and older with no heart disease or elevated risk have a cholesterol test every 4 to 6 years.

### CHOLESTEROL AND TRIGLYCERIDE RANGES

Be sure to discuss with your doctor what your cholesterol and triglyceride numbers mean, based on your complete health history, so that you can work together to manage your levels.

<b>LDL-C</b>	LESS THAN 100 mg/dL OPTIMAL	100-129 mg/dL NEAR OPTIMAL/ ABOVE OPTIMAL	130-159 mg/dL BORDERLINE HIGH	160-189 mg/dL HIGH	190 mg/dL OR HIGHER VERY HIGH
<b>HDL-C</b>	LESS THAN 40 mg/dL LOW			60 mg/dL OR HIGHER HIGH	
<b>Triglycerides</b>	LESS THAN 150 mg/dL NORMAL	150-199 mg/dL BORDERLINE HIGH	200-499 mg/dL HIGH	500 mg/dL OR HIGHER VERY HIGH	
<b>Total Cholesterol Level</b>	LESS THAN 200 mg/dL DESIRABLE	200-239 mg/dL BORDERLINE HIGH		240 mg/dL OR HIGHER HIGH	

Source: National Cholesterol Education Program (NCEP) Adult Treatment Panel (ATP) III, 2002

# Moving in the Right Direction

LIVING A HEALTHY LIFESTYLE MAY HELP LOWER CHOLESTEROL NATURALLY, AND INCLUDES A HEALTHY DIET AND PHYSICAL ACTIVITY.

## Diet

What you eat can make a difference in your cholesterol levels. That's why you should follow a diet low in saturated fat and cholesterol, such as the Therapeutic Lifestyle Changes (TLC) diet from the National Institutes of Health.

## Physical Activity

Aim for 40 minutes of moderate- to high-intensity activities 3 or 4 times a week. Don't think of it as all or nothing—the goal is to get moving and burn calories. It's okay to gradually increase the time you dedicate to physical activity.

## Medicine

When diet and physical activity alone aren't enough, your doctor may add a cholesterol-lowering medicine, such as a statin.

**It's up to you and your doctor to decide what will work best for you, based on your individual situation, your medical history, and your general health.**

### SMALL STEPS COULD MEAN BIG WINS



**EAT SMALLER PORTIONS**  
Reducing the amount you eat is an easy first step to a healthier diet



**CUT BACK ON SATURATED FATS**  
Try to limit foods with saturated fats, such as fatty beef, butter, and cheese



**EAT FRUITS AND VEGETABLES**  
Including a variety of fruits and vegetables in your diet can help control your cholesterol



**TAKE THE STAIRS**  
Skip the elevator and get your heart pumping by taking the stairs



**TALK TO YOUR DOCTOR**  
Have a conversation with your doctor to learn about your cholesterol-treatment options



**DON'T SMOKE**  
In addition to other health issues, smoking lowers levels of HDL-C and is a major risk factor for heart disease

## Reasons People May Stall or Stop Medication

You are not alone if you find it challenging to start or stay on a cholesterol-lowering medication. It is not uncommon for people to feel overwhelmed at first or try to "take a break" at some point during therapy. While there may be a variety of reasons why people are tempted to stall or stop taking their medication, it is essential to realize that staying on medicine as prescribed is important.

**"I don't think my meds are doing anything. I feel just fine!"**

For many patients, there are no symptoms of high cholesterol, so the only way you can know if your medicine is working is by reviewing cholesterol-screening results with your doctor. Your doctor will work with you to find the right treatment plan for you.

**"I worry about taking meds long term"**

Starting on medication is the first step in the right direction. Lifestyle changes can help but may not be enough to lower your cholesterol. Take one day at a time, and discuss any long-term concerns with your doctor.

**"I only need meds when I don't eat right"**

Medication should be taken as directed by your doctor to work properly. Food alone may not be the only cause of high cholesterol.

**"I don't like side effects"**

Before stopping your medication, talk to your doctor about any side effects you may be experiencing. Working together with your doctor will make sure you continue moving in the right direction in managing your cholesterol.

**"I can do it on my own!"**

It's okay to get help from a doctor who is trained to diagnose and treat patients with high cholesterol. You and your doctor have a shared responsibility for your success.

IF YOU FIND YOURSELF TAKING BREAKS FROM YOUR MEDICINE, OR EVEN THINKING ABOUT IT, TALK TO YOUR DOCTOR ABOUT YOUR CONCERNS.

# 3 SIMPLE THINGS FOR YOU TO KEEP IN MIND

**1** RECOGNIZE THAT MANAGING YOUR CHOLESTEROL CAN BE OVERWHELMING AT FIRST, BUT IT'S SOMETHING YOU CAN WORK ON AND HAVE CONTROL OVER

**2** FIND TIME TO CELEBRATE WHEN YOU ARE DOING WELL IN MANAGING YOUR CHOLESTEROL. REMEMBER, SMALL STEPS COUNT

**3** HIGH CHOLESTEROL IS A MANAGEABLE CONDITION. IT'S NEVER TOO LATE TO START GETTING YOUR CHOLESTEROL UNDER CONTROL

When it comes to lowering your cholesterol, both you and your doctor play an important role.

## YOU

Learn about the condition

Ask questions and discuss any concerns

Trust the professional opinion of the doctor



## YOUR DOCTOR

Help you understand your condition

Assist in developing a plan that's right for you

Answer medication questions

# MAKE YOUR MOVE

Ask your doctor if CRESTOR is right for you.

## Important Safety Information about CRESTOR® (rosuvastatin calcium) Tablets

- CRESTOR is not right for everyone. Do not take CRESTOR if you are nursing, pregnant or may become pregnant; have liver problems; or have had an allergic reaction to CRESTOR
- Your doctor should do blood tests to check your liver before starting treatment with CRESTOR and if you have symptoms of liver problems while taking CRESTOR
- Call your doctor right away if you:
  - Have unexplained muscle pain or weakness, especially with fever
  - Have muscle problems that do not go away even after your doctor told you to stop taking CRESTOR
  - Feel unusually tired
  - Have loss of appetite, upper belly pain, dark urine, or yellowing of skin or eyesThese could be signs of rare but serious side effects
- Elevated blood sugar levels have been reported with statins, including CRESTOR
- Side effects: The most common side effects may include headache, muscle aches, abdominal pain, weakness, and nausea. Memory loss and confusion have also been reported with statins, including CRESTOR
- Tell your doctor and pharmacist about other medicines you are taking

Talk to your doctor about prescription CRESTOR.

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### Please read Prescribing Information with Patient Information at CrestorPI.com

If you can't afford your medication, AstraZeneca may be able to help. For more information, please visit [www.AstraZeneca-us.com](http://www.AstraZeneca-us.com)

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.

 This information is intended for US consumers only.

This information should not take the place of talking with your doctor or health care professional. If you have any questions about your condition, or if you would like more information about CRESTOR, talk to your doctor or pharmacist. Only your health care professional can decide if CRESTOR is right for you.

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