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Take a closer look

A new study published in Archives of Internal Medicine demonstrates that weight loss can be achieved and maintained using overnight repositioning incorporating meal replacement strategies. A parallel study also suggests that a meal replacement product like the Slim-Fast Plan can assist in initiating and sustaining healthy eating.

The Slim-Fast Plan

An effective first-line weight management strategy that is consistent with a healthy lifestyle. Includes:

- one Slim-Fast meal replacement product
- fruit and vegetable snacks
- one healthy balanced meal
- 8 glasses of water
- daily physical activity

For long-term weight maintenance, researchers recommend one daily Slim-Fast meal replacement instead of two.

The Slim-Fast Active Weight Loss Plan

2 Slim-Fast meal replacement products • fruit and vegetable snacks • one healthy balanced meal • 8 glasses of water • daily physical activity

In clinical studies^{1,2} the Slim-Fast Plan successfully reduced body weight during active weight loss and successfully maintained body weight over the long term, resulting in improved diabetes risk biomarkers.

For clinical study reprints and copies of the Slim-Fast Guide to Healthy Living please call toll free: 1-800-254-2024 or log on to: www.slimfast.ca/professional for more information about the Slim-Fast Plan.



Slim-Fast
Meal replacement
Proven positive

Take a closer look

The balanced nutrition of a healthy meal

Each 240 calorie Slim-Fast serving contains:

- fat: 4.5 g
- saturated: 1.0 g
- polyunsaturated: 1.3 g
- Omega 6: 0.9 g
- Omega 3: 0.1 g
- monounsaturated: 2.2 g
- cholesterol: 0 mg
- sodium: 200 mg
- carbohydrates: 38 g
- fiber: 2.8 g
- sugar: 22 g
- protein: 12 g

With 24 essential vitamins and minerals

In clinical studies^{1,2} nutritious Slim-Fast meal replacements helped overweight and obese patients lose weight and achieve long-term weight management without causing unwanted side effects.

The Slim-Fast Plan encourages patients to adopt a healthy lifestyle while exercising, eating healthy meals, and staying hydrated. Slim-Fast meal replacements can help you stay on track for weight management, or even assist in long-term maintenance with reduced diabetes risk, insulin or glucose.

Slim-Fast
Meal replacement
Proven positive

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Take a closer look

Proven Efficacy

"... a meal replacement strategy can assist in initiating and sustaining healthy eating."

2 year¹ and 5 year² clinical studies showed that modifying the dietary habits of overweight and obese patients with Slim-Fast meal replacements^{1,2} can:

- successfully reduce body weight at an average of 1 to 2 pounds (0.5 to 1.0 kg) per week
- successfully maintain body weight over the long term²
- activate weight loss-induced improvement of diabetes risk biomarkers^{1,2}

Help your overweight and obese patients effectively manage their weight by recommending the Slim-Fast Plan¹ - a complete first-line weight management strategy.

Slim-Fast
Meal replacement
Proven positive

1 study reprints and copies of the "Guide to Healthy Living" please call toll free: 1-800-254-2024 or log on to: www.slimfast.ca/professional for more information about the Slim-Fast Plan.



Take a closer look...

...at an effective first-line weight management strategy

2 year¹ and 5 year² clinical studies have shown that modifying the dietary habits of overweight and obese patients with Slim-Fast meal replacements can:

- successfully reduce body weight at an average of 1 to 2 pounds (0.5 to 1.0 kg) per week;
- successfully maintain body weight over the long term²;
- activate weight loss-induced improvement of diabetes risk biomarkers^{1,2}.

Each 230-360 calorie Slim-Fast meal replacement serving contains the balanced nutrition of a healthy meal plus 24 essential vitamins and minerals.

The Slim-Fast Weight Loss Plan

2 Slim-Fast meal replacement products • fruit and vegetable snacks • one healthy balanced meal • 8 glasses of water • daily physical activity. For long-term weight maintenance, researchers recommend one daily Slim-Fast meal replacement instead of two.

For clinical study reprints and copies of the Slim-Fast Guide to Healthy Living please call toll free: 1-800-254-2024 or log on to: www.slimfast.ca/professional

Slim-Fast
Meal replacement
Proven positive



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Slim-Fast TAKE A CLOSER LOOK Campaign.
Launched to doctors and pharmacists



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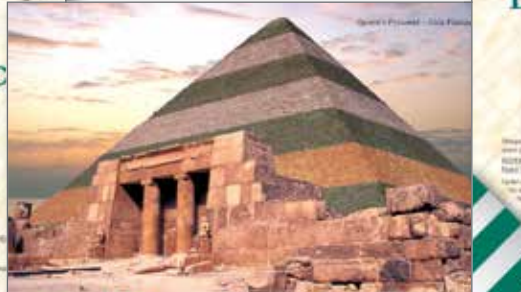


Building a lasting legacy
1993 Celebrating 10 years 2003

Over the past decade, physicians have chosen RISPERDAL[®] to help thousands of people, young and old – and have made RISPERDAL the #1 prescribed atypical agent in North America.¹

We're proud of our contributions to improving mental health, and we will continue our commitment to helping physicians extend new hope to many thousands more.

Risperdal
SERENITY AND HOPE
OUR LEGACY CONTINUES




Building a lasting legacy
The many facets of RISPERDAL[®]

POSITIVE SYMPTOMS
RISPERDAL demonstrated significantly greater improvement in positive symptoms compared to olanzapine, (p < 0.001).²

Hallucinations Delusions Involuntariness Hostility/Excitement Grandiosity

Risperdal
SERENITY AND HOPE
OUR LEGACY CONTINUES

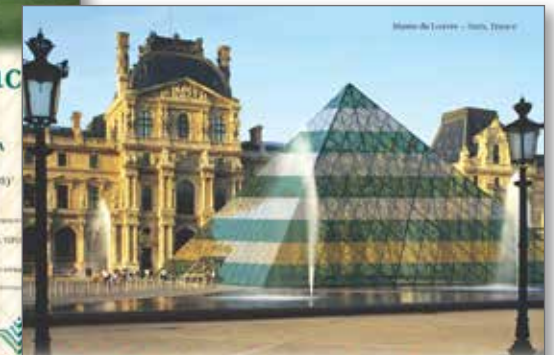


Building a lasting legacy
The many facets of RISPERDAL[®]

ANXIETY/DEPRESSION SYMPTOMS IN SCHIZOPHRENIA
RISPERDAL demonstrated significantly greater improvement in PANSS items relating to depression and anxiety vs. olanzapine, (p < 0.05).³

Depression Anxiety Guilt Worry

Risperdal
SERENITY AND HOPE
OUR LEGACY CONTINUES



Building a lasting legacy
Celebrating innovation and achievement

1995 Prix Galien Innovation
The most prestigious award in the European pharmaceutical industry, honoring the best in European research and innovation.

2002 Prix Belleau-Nickerson Achievement
Awarded for distinguished contributions to pharmaceuticals that have improved scientific and medical knowledge.

Risperdal
SERENITY AND HOPE
OUR LEGACY CONTINUES

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RISPERDAL – Re-launch Pyramid Campaign



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For migraine treatment...

Proven efficacy and tolerability profile together

POWERFUL EFFICACY

Axert[®] 12.5 mg gave

- **Fast-acting migraine pain relief equivalent¹ to sumatriptan 100 mg**
~ 35.5% (n=183) of patients attained pain relief at 1 hour (vs 37.8% sumatriptan; n=193)¹⁴
~ 56.8% of patients attained pain relief at 2 hours (vs 63.7% sumatriptan)¹⁵
- **Long-lasting relief**
~ no recurrence of migraine reported in 82% of responders within 24 hours¹⁴



AXERT[®] (almotriptan malate) tablets are indicated for the acute treatment of migraine with or without aura in adults. AXERT[®] is not indicated for the prophylactic therapy of migraine or for use in the management of hemiplegic, ophthalmoplegic or basilar migraine. Safety and effectiveness of AXERT[®] have not been established for cluster headache, which presents in an older, predominantly male population.

As with other triptans, AXERT[®] is contraindicated in patients with history, symptoms or signs of ischemic cardiac, cerebrovascular or peripheral vascular syndromes, valvular heart disease, cardiac arrhythmias, uncontrolled hypertension, or in patients with other significant underlying cardiovascular disease. AXERT[®] should not be administered within 24 hours of treatment with another 5-HT₁ agonist or an ergotamine-containing or ergot-type medication. Cases of life-threatening serotonin syndrome have been reported during combined use of selective-serotonin reuptake inhibitors (SSRIs) or serotonin norepinephrine reuptake inhibitors (SNRIs) and triptans; if concomitant treatment with AXERT[®] and SSRIs or SNRIs is clinically warranted careful observation of the patient is advised, particularly during treatment initiation and dose increases. Overall, in controlled clinical trials, only three side effects occurred in more than 1% of AXERT[®] patients and more frequently than in patients taking placebo: nausea (2%), dry mouth (1%) and paresthesia (1%).

EXCELLENT TOLERABILITY PROFILE

- **Adverse event profile shown to be similar to placebo**
~ less than 1 in 10 patients reported adverse events in a clinical trial (8.7% vs 6.1% placebo; p=ns)¹⁶

Pr **Axert**^{*}
almotriptan malate tablets

Fastlasting[™] Relief

¹Triptan efficacy was assessed in the 100% combination trial (S) was within 0.15 and 0.11.
¹⁴Based on a randomized, single-blind, double-blind, parallel-group migration study of 688 patients comparing the efficacy and tolerability of AXERT[®] 12.5 mg (n=343), sumatriptan 100 mg (n=176) and placebo (n=69) in the acute treatment of migraine. Pain relief was defined as a reduction in pain to no pain.

¹⁵Most common adverse events reported by AXERT[®] 12.5 mg were back pain (1.1%), fatigue (0.5%), paresthesia (0.5%), and somnolence (0.5%).

¹⁶Based on a randomized, single-blind, double-blind, parallel-group migration study of 688 patients comparing the efficacy and tolerability of AXERT[®] 12.5 mg (n=343), sumatriptan 100 mg (n=176) and placebo (n=69) in the acute treatment of migraine. Pain relief was defined as a reduction in pain to no pain.



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AXERT – Re-launch Campaign
-After 3 years



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Newsletter Series

Options For Aging
Men's Health and Wellness Update

Options For Aging
Men's Health and Wellness Update

The first follow-up visit with your doctor is an important part of your treatment for andropause. In a regular follow-up visit with your doctor, you probably focus on many of the symptoms of andropause with testosterone replacement therapy. You also want to ask your doctor any other questions you may have.

Getting the most out of your first follow-up visit

There are a few suggestions:

1. Tell your doctor about any symptoms you may have.
2. Do not take any other drugs you may be taking without telling your doctor. It is important to make your doctor aware of all the medicines you are taking.
3. Make sure you have had your blood work done before your first follow-up visit.
4. Tell your doctor about any other medicines you are taking.

What more information?

For more information about ANDRIOL, please visit andriol.ca, a website designed specifically for ANDRIOL patients. Use the site to "Ask the Expert" questions about issues or concerns you might have, and you can fill out your treatment history online if you prefer and then make your appointment. Visit the site often - you could even become a member or one of the "Andriol Ambassadors" for testosterone replacement therapy.

TESTOSTERONE

Andriol
(testosterone undecanoate)
THE ONLY ORAL TRT

TESTOSTERONE

Display Panel



New Formulation Trade Packaging

What may be **LOST...**

Libido
Sexual performance
Mental well-being

These symptoms, characteristic of andropause, have been linked to decreasing levels of bioavailable testosterone.^{1,2}

INTRODUCING New Formulation ANDRIOL[®]

- The only oral TRT¹
- Proven effective therapy for hypogonadal patients¹
- Now...
 - extended stability¹
 - individual blister-wrapped 40 mg capsules

Andriol[®]
(testosterone undecanoate)
THE ONLY ORAL TRT

Men's Health Matters | Options For Aging
Visit andriol.ca

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ANDRIOL – "Balls" Launch Concept
Journal Ad, Booth Panel, Newsletters, Product Packaging
and Logo/Brand Design Development





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Logo/brand development



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IMPRUV – Brand Identity & Packaging
- North American Launch



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A LITTLE
REASSURANCE...

...GOES A LONG WAY

EFFECTIVE RELIEF FROM ATOPIC ECZEMA IN A STEROID-FREE TOPICAL CREAM

THE COMFORT ZONE

NOVARTIS

New Non-Steroid
ELIDEL[®]
(pimecrolimus) Cream 1%

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Concept Development
Some of the ideas that were never selected!
We won the pitch ... this was the 2nd runner up after testing



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SET THE STAGE FOR A
PASSIONATE PERFORMANCE.

Why ANDRIOL® can play an important role

Andriol®
(testosterone undecanoate)
THE ONLY ORAL TRT

Original Canada Ltd. Inc.

SEXUAL PERFORMANCE

LIBIDO

A MUST FOR A
STAND-UP
PERFORMANCE

HELP SET THE STAGE.

Andriol®
(testosterone undecanoate)
THE ONLY ORAL TRT

Original Canada Ltd. Inc.

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Concept Development
Some of the ideas that were never selected!
ANDRIOL - 2006



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Website



Stationary Package



Presentation Folder



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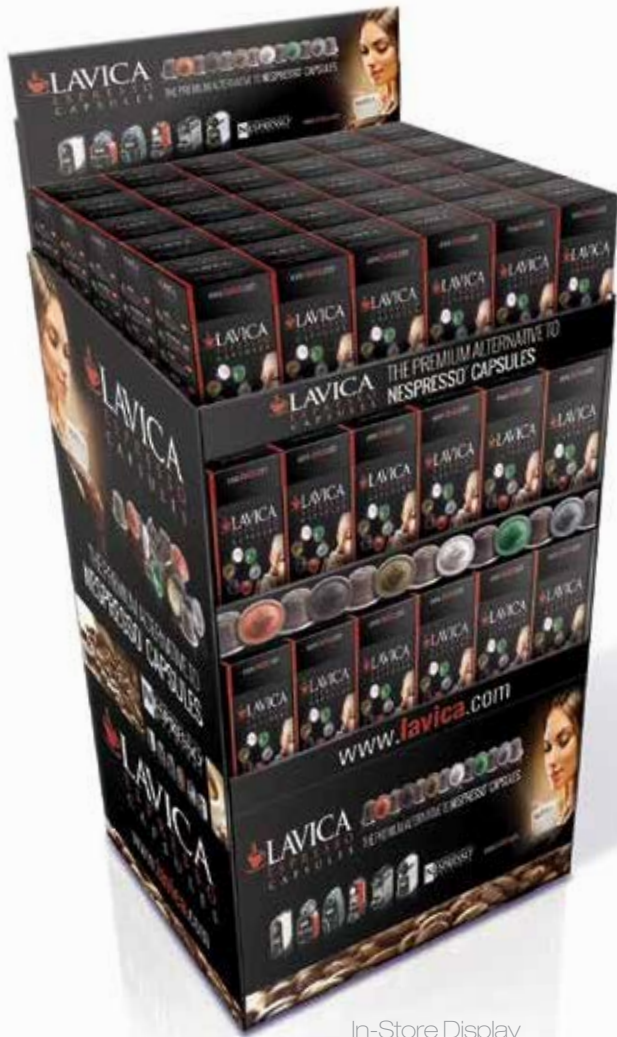
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Re-branding for BOUTY INC.
A Quebec based designer and manufacturer of office chairs and furniture for public and private clients with over 60 years of success in Canada and North America. Here is part of the new branding applied to their stationary and pochette.



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In-Store Display



Shelf Talkers



Retail Packaging

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LAVICA Inc. – Launch Creative for Café.
Brand development, logo design, website design, packaging and retail display for
a “Nespresso-Compatible” capsules and machines launched January 2014.

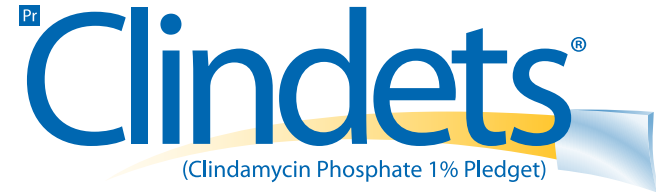


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Consortium for
Health
Education

Consortium pour
Éducation médicale
Continue



oxeon[®]
joint technology



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logos · branding · identity



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