



**Nexium Direct Mail Package**

*(Freelance project for Publicis' Saatchi & Saatchi Healthcare Communications)*

(Outer envelope - front)

**THERE'S SOMETHING  
ABOUT ACID REFLUX  
YOU DON'T KNOW.**

(Outer envelope - back)

**FREE  
TRIAL OFFER  
INSIDE.**

(Brochure cover - copy seen through die cut)

**FROM THE  
MAKERS OF  
PRILOSEC...**

(First brochure spread)

**INTRODUCING  
NEXIUM.**

**THE NEXT  
PURPLE PILL.**

(Second brochure spread)

**ANNOUNCING AN IMPORTANT  
NEW DRUG THERAPY FOR FREQUENT,  
PERSISTENT HEARTBURN.**

Now, from the makers of Prilosec, comes new prescription Nexium—the next purple pill.

Nexium is a powerful acid control medicine that treats acid reflux disease (also known as GERD) in two important ways. It relieves the painful symptoms of heartburn. *And* it heals damage to the esophagus that prolonged acid reflux can cause.

**NEW NEXIUM CAN PROVIDE  
COMPLETE RESOLUTION OF  
HEARTBURN SYMPTOMS.**

Everyone who has ever suffered the pain of frequent, persistent heartburn knows the importance of getting fast, total relief.

New Nexium acts quickly to stop the flow of acid backing up into the esophagus and causing pain and discomfort. Just one Nexium a day gives many people *complete* resolution of heartburn symptoms. All-day, all-night, round-the-clock relief.

If you've been treated for heartburn, changed your diet, but the pain comes back 2 or more days a week, you should ask your doctor if Nexium is right for you.

There's another important reason you should speak to your doctor about Nexium...

**NEW NEXIUM ALSO HEALS  
EROSIONS OF THE ESOPHAGUS  
CAUSED BY ACID REFLUX.**

Did you know acid reflux can cause more than heartburn? Over time, that acid churning up from your stomach can actually erode the delicate lining of your esophagus—a potentially serious condition.

New Nexium has been proven to *heal* damaging erosions of the esophagus. Only a doctor can determine if you have this damage, and if prescription Nexium is right for you.

Just one Nexium a day, therefore, can provide both relief and peace of mind—with complete resolution of heartburn symptoms *and* reversal of the damage to the lining of the esophagus.

(Last spread - left side)

**WHILE OTHER DRUGS MAY CLAIM TO HEAL, IT'S IMPORTANT TO ASK YOUR DOCTOR ABOUT NEXIUM.**

Today, there are many acid-reducing drugs—both prescription and over the counter. And while some may also claim to heal, it's important to ask your doctor about the excellent, proven performance of Nexium.

New prescription Nexium has the power to actually heal damage to the lining of the esophagus that acid from frequent, persistent heartburn can cause.

And, for many people, just one Nexium capsule per day can mean heartburn pain is finally a thing of the past.

Relieve the heartburn, repair the damage. Ask your doctor today about Nexium. The next purple pill.

(Last spread - right side)

**NEXIUM** (logo)

**LET THE HEALING BEGIN.**

(Letter)

**NEW NEXIUM CAN  
PROVIDE COMPLETE RESOLUTION  
OF HEARTBURN SYMPTOMS...**

**AND HEAL EROSIONS OF THE  
ESOPHAGUS ACID REFLUX  
CAN CAUSE.**

Dear Friend,

For everyone who has suffered—or knows someone who has suffered—from frequent, persistent heartburn...there's important news.

New prescription Nexium—from the makers of Prilosec—treats acid reflux disease (also called gastroesophageal reflux disease or GERD) in two significant ways.

One, for many people *new Nexium gives complete resolution of heartburn symptoms*. Just one pill a day provides fast, all-day, all-night relief.

And two, you may not know this, but over time that acid churning up from your stomach can actually erode the delicate lining of your esophagus—a potentially serious condition. *New Nexium also heals damage to the esophagus that prolonged acid reflux can cause*.

Only a doctor can determine if you have this damage. If your doctor agrees prescription Nexium is right for you, we invite you to take advantage of the attached 7-Day FREE Trial Certificate.

How reassuring to know the medicine you're taking for relief of heartburn is also healing the damage acid reflux can cause! Ask your doctor today about Nexium. The next purple pill.

Sincerely,

P.S. If you know anyone else who suffers from frequent, persistent heartburn call us at **1-800-000-0000**. We'll send them a Nexium FREE Trial Certificate...and you a FREE purple Nexium notebook as a thank you.

(Certificate - front)

**FREE 7-Day supply of Nexium when you fill your prescription.**

**Good for seven 20mg or 40mg tablets.**

If your doctor prescribes Nexium, you can get seven days of free medication from your pharmacy with this offer.

All information is confidential. We do not sell names or information to others. From time to time, we may wish to contact you about your condition or other medical conditions.

Please check here if you do *not* want to receive future informational mailings or special offers.

Please check here if you do *not* want to participate in market research.

(Need disclosure language from PCS for DTC tracker)

PCS Code Line (all for 2 ten digit numbers)

Name

Address

City, State Zip

Present this trial certificate with your doctor's prescription to your pharmacist.

To the Physician and Pharmacist: See reverse side for prescribing and processing instructions.

(Certificate - back)

**To the Physician:**

In order for your patient to take advantage of AstraZeneca's 7-day free trial offer, this certificate must be accompanied by a prescription.

This certificate is valid for seven 20mg or 40mg capsules of Nexium, whichever is the most appropriate therapy for your patient.

In order for your patient to recognize the full benefit of new Nexium, and extend their course of therapy beyond the trial period, AstraZeneca suggests you provide your patient with additional prescriptions/refills as you deem appropriate for their condition.

**To the Pharmacist:**

This certificate is part of the AstraZeneca Performance Script trial program for Nexium.

Please dispense this AstraZeneca product at no co-pay for the patient. Transmit the claim to PCS.

This certificate must be accompanied by a prescription. This certificate is valid for seven 20mg or 40mg capsules of Nexium.

- ❑ This certificate is good for one fill only. Refills are not authorized with this certificate.
- ❑ Please remove this certificate identification number from the patient profile after the claim is processed.
- ❑ For assistance with this claim, please call the PCS Help Desk.
- ❑ No substitutions permitted.
- ❑ No purchase required.

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