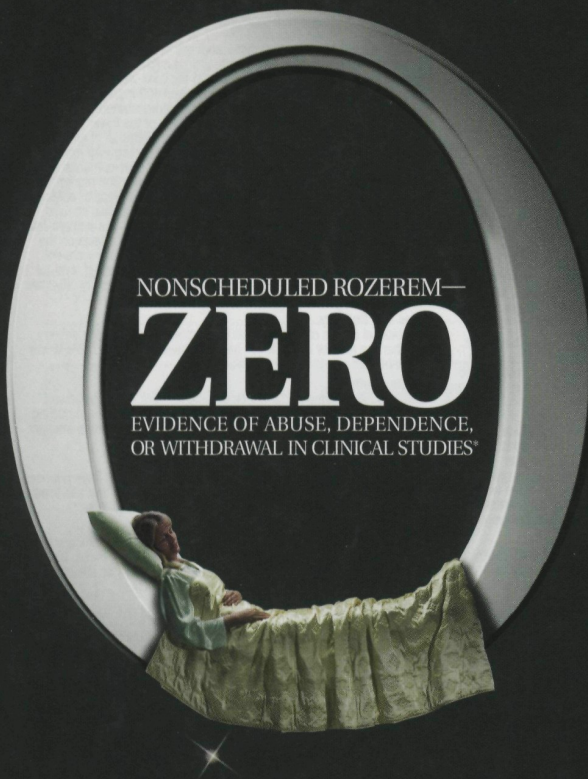




# Rozerem delivers efficacy and safety, night after night<sup>†</sup>



NONSCHEDULED ROZEREM—

# ZERO

EVIDENCE OF ABUSE, DEPENDENCE, OR WITHDRAWAL IN CLINICAL STUDIES\*

- Rozerem significantly reduced objective time to fall asleep from the first night and demonstrated sustained efficacy through 5 weeks<sup>3,5</sup>
- Rozerem is the only prescription insomnia medication that works with the body's sleep-wake cycle to promote sleep and has not been associated with sedation<sup>1,6-10</sup>
- Clinical studies have shown no evidence of potential abuse, dependence, or withdrawal\*
- A single 8-mg dose can be used safely in a variety of patients, including older adults, patients with mild-to-moderate COPD, and patients for whom substance abuse may be a concern<sup>1</sup>

\*Rozerem is not a controlled substance. A clinical abuse liability study showed no differences indicative of abuse potential between Rozerem and placebo at doses up to 20 times the recommended dose (N=14). Three 35-day insomnia studies showed no evidence of rebound insomnia or withdrawal symptoms with Rozerem compared to placebo (N=2082).<sup>1,2</sup>

<sup>†</sup>Sustained efficacy has been shown over 5 weeks in clinical studies in adults and older patients.<sup>3,4</sup>

**References:** 1. Rozerem package insert, Takeda Pharmaceuticals America, Inc. 2. Johnson MW, Suess PE, Griffiths RR. Ramelteon: a novel hypnotic lacking abuse liability and sedative adverse effects. *Arch Gen Psychiatry*. 2006;63:1149-1157. 3. Zammit G, Erman M, Wang-Weigand S, Sainati S, Zhang J, Roth T. Evaluation of the efficacy and safety of ramelteon in subjects with chronic insomnia. *J Clin Sleep Med*. 2007;3:495-504. 4. Roth T, Seiden D, Sainati S, Wang-Weigand S, Zhang J, Zee P. Effects of ramelteon on patient-reported sleep latency in older adults with chronic insomnia. *Sleep Med*. 2006;7:312-318. 5. Data on file, Takeda Pharmaceuticals North America, Inc. 6. Kato K, Hirai K, Nishiyama K, et al. Neurochemical properties of ramelteon (TAK-375), a selective MT<sub>1</sub>/MT<sub>2</sub> receptor agonist. *Neuropharmacology*. 2005;48:301-310. 7. Sieghart W, Sperk G. Subunit composition, distribution and function of GABA<sub>A</sub> receptor subtypes. *Curr Top Med Chem*. 2002;2:795-816. 8. Rudolph U, Crestani F, Benke D, et al. Benzodiazepine actions mediated by specific  $\gamma$ -aminobutyric acid<sub>A</sub> receptor subtypes. *Nature*. 1999;401:796-800. 9. Rowlett JK, Platt DM, Lelas S, Atack JR, Dawson GR. Different GABA<sub>A</sub> receptor subtypes mediate the anxiolytic, abuse-related, and motor effects of benzodiazepine-like drugs in primates. *Proc Natl Acad Sci U S A*. 2005;102(suppl 3):915-920. 10. Landolt HP, Gillin JC. GABA<sub>A1a</sub> receptors: involvement in sleep regulation and potential of selective agonists in the treatment of insomnia. *CNS Drugs*. 2000;13:185-199.

Rozerem is indicated for the treatment of insomnia characterized by difficulty with sleep onset. Rozerem can be prescribed for long-term use.

## Important Safety Information

Rozerem should not be used in patients with hypersensitivity to any components of the formulation, severe hepatic impairment, or in combination with fluvoxamine. Failure of insomnia to remit after a reasonable period of time should be medically evaluated, as this may be the result of an unrecognized underlying medical disorder. Hypnotics should be administered with caution to patients exhibiting signs and symptoms of depression. Rozerem has not been studied in patients with severe sleep apnea, severe COPD, or in children or adolescents. The effects in these populations are unknown. Avoid taking Rozerem with alcohol. Rozerem has been associated with decreased testosterone levels and increased prolactin levels. Health professionals should be mindful of any unexplained symptoms which could include cessation of menses or galactorrhea in females, decreased libido or problems with fertility that are possibly associated with such changes in these hormone levels. Rozerem should not be taken with or immediately after a high-fat meal. Rozerem should be taken within 30 minutes before going to bed and activities confined to preparing for bed. The most common adverse events seen with Rozerem that had at least a 2% incidence difference from placebo were somnolence, dizziness, and fatigue.

Please visit [www.rozerem.com](http://www.rozerem.com)

Please see adjacent Brief Summary of Prescribing Information.



**Rozerem**<sup>™</sup>  
ramelteon 8-mg tablets

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