

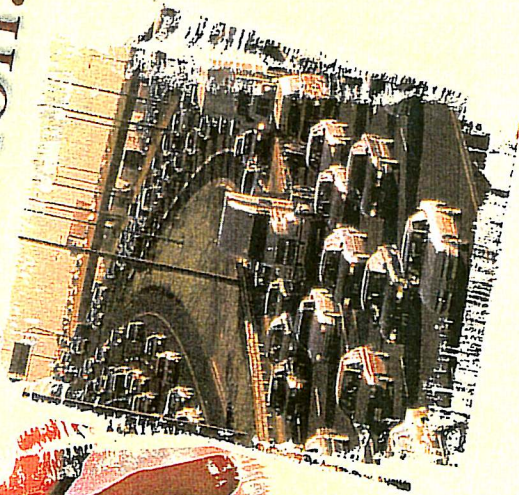
NEW A II RECEPTOR BLOCKER

For initial therapy of hypertension

Hyper.



Tension.



Control.

● WITH **NEW** MICARDIS™

For your newly diagnosed and ACE-intolerant patients

MICARDIS™ fits today's pressured lifestyles

- The welcome tolerability of placebo¹⁴
- The anytime convenience of one 80-mg tablet, once a day, for full 24-hour control¹⁴

MICARDIS™ delivers consistent, effective control with a single daily dose¹⁴

- Clinically relevant effects are seen within 1 week¹⁴ — for most patients, no titration is required¹⁴
- Controlled clinical studies show MICARDIS™ equivalent in efficacy to once-daily doses of enalapril 20 mg, lisinopril 10-40 mg, and atenolol 50-100 mg¹⁴
- Safe and effective in patients of any age and gender—no negative effect on renal function, electrolytes, glycemic control, or lipid profile¹⁴

Prescribe MICARDIS™, the AII receptor blocker
designed to fit today's pressured lifestyles

MICARDIS™
telmisartan 80 mg tablets

For a New Generation of Hypertensives.

USE IN PREGNANCY
When used in pregnancy during the second and third trimesters, drugs that act directly on the renin-angiotensin system can cause fetal and even death to the developing fetus. When pregnancy is detected, MICARDIS should be discontinued as soon as possible. See WARNINGS: Fetal/Neonatal Morbidity and Mortality.

MICARDIS™ is contraindicated in patients who are hypersensitive to any component of this product. Adverse events that occurred in ≥1% of patients treated with MICARDIS™ and more frequently than in placebo-treated patients included ____ (0.0% vs 0.0%), ____ (0.0% vs 0.0%), and ____ (0.0% vs 0.0%).¹⁴ There was no significant difference between incidence of adverse events, MICARDIS™ vs placebo. Percent of patients discontinuing therapy due to adverse events was as low as placebo.¹⁴

Please see brief summary of prescribing information on adjacent page.