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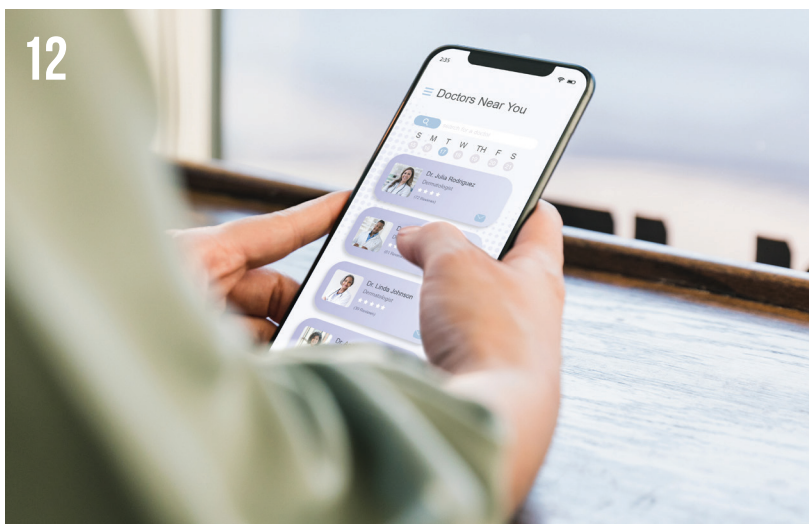
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STATS & FACTS

By Sonya Collins

Reviewed by Neha Pathak, MD, WebMD Lead Medical Editor

up to **1 in 10**

Number of adults who have atopic dermatitis (AD).



1 in 4

Number of people with AD currently using 3 or more prescription medications for the condition.

3 in 10

Number of adults with atopic dermatitis who have moderate to severe disease.



1 in 2

Number of people with severe atopic dermatitis who also develop asthma.



1 in 2

Number of people with atopic dermatitis who've used a prescription medication for the condition in the past year.

1 in 4

Number of adults with atopic dermatitis whose condition started in adulthood.



3 in 4

Number of people with severe atopic dermatitis who also develop allergic rhinitis.

SOURCES: National Library of Medicine, Medical Journal of Australia, Australian Journal of Dermatology, Dermatology and Therapy



For people 12+ years with moderate to severe eczema (atopic dermatitis) that did not respond to previous treatment and their eczema is not well controlled using other pills or injections, including biologics, or the use of other pills or injections is not recommended.

“Within a few days I had less itch. My skin feels amazing!”

MICHAEL, RINVOQ patient



DRAMATIC RESULTS ARE POSSIBLE

RINVOQ helps heal your painful skin in two ways—by significantly reducing the itch and clearing the rash of eczema. In clinical trials, RINVOQ helped provide:

FAST Itch Relief

- Some felt significantly less itch as early as 2 days after first dose
- Many felt significantly less itch at 16 weeks

RAPID & SIGNIFICANT Skin Clearance

- Some saw 75% skin clearance as early as 2 weeks—many at 16 weeks
- Some even saw 100% skin clearance at 16 weeks
- Many saw clear or almost-clear skin at 16 weeks

LONG-TERM Results

- In another study of RINVOQ, many patients had clearer skin and less itch, even at 3 years*

*In a less rigorous study, after 16 weeks, physicians and patients knew that RINVOQ was being used, which may have influenced these results.



SEE BEFORE & AFTER PICS
Scan or visit RINVOQ.com/resultsarepossible
Then ask your doctor about RINVOQ.

USE & IMPORTANT SAFETY INFORMATION

USE

RINVOQ is a prescription medicine used to treat adults and children 12 years of age and older with moderate to severe eczema (atopic dermatitis) that did not respond to previous treatment and their eczema is not well controlled with other pills or injections, including biologic medicines, or the use of other pills or injections is not recommended. It is not known if RINVOQ is safe and effective in children under 12 years of age with atopic dermatitis.

What is the most important information I should know about RINVOQ?

RINVOQ may cause serious side effects, including:

- **Serious infections.** RINVOQ can lower your ability to fight infections. Serious infections have happened while taking RINVOQ, including tuberculosis (TB) and infections caused by bacteria, fungi, or viruses that can spread throughout the body. Some people have died from these infections. Your healthcare provider (HCP) should test you for TB before starting RINVOQ and check you closely for signs and symptoms of TB during treatment with RINVOQ. You should not start taking RINVOQ if you have any kind of infection

unless your HCP tells you it is okay. If you get a serious infection, your HCP may stop your treatment until your infection is controlled. You may be at higher risk of developing shingles (herpes zoster).

- **Increased risk of death in people 50 years and older who have at least 1 heart disease (cardiovascular) risk factor.**
- **Cancer and immune system problems.** RINVOQ may increase your risk of certain cancers. Lymphoma and other cancers, including skin cancers, can happen. Current or past smokers are at higher risk of certain cancers, including lymphoma and lung cancer. Follow your HCP's advice about having your skin checked for skin cancer during treatment with RINVOQ. Limit the amount of time you spend in sunlight. Wear protective clothing when you are in the sun and use sunscreen.
- **Increased risk of major cardiovascular (CV) events, such as heart attack, stroke, or death, in people 50 years and older who have at least 1 heart disease (CV) risk factor, especially if you are a current or past smoker.**
- **Blood clots.** Blood clots in the veins of the legs or lungs and arteries can happen with RINVOQ. This may be life-threatening and cause death. Blood clots in the veins of the legs and lungs have happened more often in people who are 50 years and older and with at least

1 heart disease (CV) risk factor.

- **Allergic reactions.** Symptoms such as rash (hives), trouble breathing, feeling faint or dizzy, or swelling of your lips, tongue, or throat, that may mean you are having an allergic reaction have been seen in people taking RINVOQ. Some of these reactions were serious. If any of these symptoms occur during treatment with RINVOQ, stop taking RINVOQ and get emergency medical help right away.
- **Tears in the stomach or intestines.** This happens most often in people who take nonsteroidal anti-inflammatory drugs (NSAIDs) or corticosteroids. Get medical help right away if you get stomach-area pain, fever, chills, nausea, or vomiting.
- **Changes in certain laboratory tests.** Your HCP should do blood tests before you start taking RINVOQ and while you take it. Your HCP may stop your RINVOQ treatment for a period of time if needed because of changes in these blood test results.

Do not take RINVOQ if you are allergic to upadacitinib or any of the ingredients in RINVOQ. See the Medication Guide or Consumer Brief Summary for a complete list of ingredients.

What should I tell my HCP BEFORE starting RINVOQ?

Tell your HCP if you:

- Are being treated for an infection, have an infection that won't go away or keeps coming back, or have symptoms of an infection, such as:
 - Fever, sweating, or chills
 - Shortness of breath
 - Warm, red, or painful skin or sores on your body
 - Muscle aches
 - Feeling tired
 - Blood in phlegm
 - Diarrhea or stomach pain
 - Cough
 - Weight loss
 - Burning when urinating or urinating more often than normal
- Have TB or have been in close contact with someone with TB.
- Are a current or past smoker.
- Have had a heart attack, other heart problems, or stroke.
- Have or have had any type of cancer, hepatitis B or C, shingles (herpes zoster), blood clots in the veins of your legs or lungs, diverticulitis (inflammation in parts of the large intestine), or ulcers in your stomach or intestines.

Please see additional Important Safety Information on the following page of this advertisement.
Please see Brief Summary of Full Prescribing Information on the following pages of this advertisement.

IMPORTANT SAFETY INFORMATION

(continued from previous page)

- Have other medical conditions, including liver problems, low blood cell counts, diabetes, chronic lung disease, HIV, or a weak immune system.
- Live, have lived, or have traveled to parts of the country, such as the Ohio and Mississippi River valleys and the Southwest, that increase your risk of getting certain kinds of fungal infections. If you are unsure if you've been to these types of areas, ask your HCP.
- Have recently received or are scheduled to receive a vaccine. People who take RINVOQ should not receive live vaccines.
- Are pregnant or plan to become pregnant. Based on animal studies, RINVOQ may harm your unborn baby. Your HCP will check whether or not you are pregnant before you start RINVOQ. You should use effective birth control (contraception) to avoid becoming pregnant during treatment with RINVOQ and for 4 weeks after your last dose.
- There is a pregnancy surveillance program for RINVOQ. The purpose of the program is to collect information about the health of you and your baby. If you become pregnant while taking RINVOQ, you are encouraged to report the pregnancy by calling 1-800-633-9110.
- Are breastfeeding or plan to breastfeed. RINVOQ may pass into your breast milk. Do not breastfeed during treatment with RINVOQ and for 6 days after your last dose.

Tell your HCP about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. RINVOQ and other medicines may affect each other, causing side effects.

Especially tell your HCP if you take:

- Medicines for fungal or bacterial infections
- Rifampicin or phenytoin
- Medicines that affect your immune system

If you are not sure if you are taking any of these medicines, ask your HCP or pharmacist.

What should I avoid while taking RINVOQ?

Avoid food or drink containing grapefruit during treatment with RINVOQ as it may increase the risk of side effects.

What should I do or tell my HCP AFTER starting RINVOQ?

- Tell your HCP right away if you have any symptoms of an infection. RINVOQ can make you more likely to get infections or make any infections you have worse.
- Get emergency help right away if you have any symptoms of a heart attack or stroke while taking RINVOQ, including:
 - Discomfort in the center of your chest that lasts for more than a few minutes or that goes away and comes back
 - Severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw
 - Pain or discomfort in your arms, back, neck, jaw, or stomach
 - Shortness of breath with or without chest discomfort
 - Breaking out in a cold sweat
 - Nausea or vomiting
 - Feeling lightheaded

- Weakness in one part or on one side of your body
- Slurred speech

- Tell your HCP right away if you have any signs or symptoms of blood clots during treatment with RINVOQ, including:
 - Swelling
 - Pain or tenderness in one or both legs
 - Sudden unexplained chest or upper back pain
 - Shortness of breath or difficulty breathing
- Tell your HCP right away if you have a fever or stomach-area pain that does not go away, and a change in your bowel habits.

What are other possible side effects of RINVOQ?

Common side effects include upper respiratory tract infections (common cold, sinus infections), shingles (herpes zoster), herpes simplex virus infections (including cold sores), bronchitis, nausea, cough, fever, acne, headache, increased blood levels of creatine phosphokinase, allergic reactions, inflammation of hair follicles, stomach-area (abdominal) pain, increased weight, flu, tiredness, lower number of certain types of white blood cells (neutropenia, lymphopenia, leukopenia), muscle pain, flu-like illness, rash, increased blood cholesterol levels, increased liver enzyme levels, pneumonia, low number of red blood cells (anemia), and infection of the stomach and intestine (gastroenteritis).

A separation or tear to the lining of the back part of the eye (retinal detachment) has happened in people with atopic dermatitis treated with RINVOQ. Call your HCP right away if you have any sudden changes in your vision during treatment with RINVOQ.

Some people taking RINVOQ may see medicine residue (a whole tablet or tablet pieces) in their stool. If this happens, call your healthcare provider.

These are not all the possible side effects of RINVOQ.

How should I take RINVOQ?

RINVOQ is taken once a day with or without food. Do not split, crush, or chew the tablet. Take RINVOQ exactly as your HCP tells you to use it. RINVOQ is available in 15 mg, 30 mg, and 45 mg extended-release tablets.

This is the most important information to know about RINVOQ. For more information, talk to your HCP.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

If you are having difficulty paying for your medicine, AbbVie may be able to help. Visit AbbVie.com/myAbbVieAssist to learn more.

Please see Brief Summary of Full Prescribing Information on the following pages of this advertisement.

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RINVOQ® (RIN-VOKE) (upadacitinib) extended-release tablets, for oral use RINVOQ® LQ (RIN-VOKE EL-CUE) (upadacitinib) oral solution

Patient Information

Read the Medication Guide that comes with RINVOQ® before you start taking it and each time you get a refill. There may be new information. This brief summary is not comprehensive and does not take the place of talking with your doctor about your medical condition or treatment. For a copy of the full Prescribing Information, visit www.RINVOQ.com or call 1-800-2-RINVOQ (1-800-274-6867).

What is the most important information I should know about RINVOQ/RINVOQ LQ?

RINVOQ/RINVOQ LQ can cause serious side effects, including:

1. Serious Infections.

RINVOQ/RINVOQ LQ is a medicine that affects your immune system. RINVOQ/RINVOQ LQ can lower the ability of your immune system to fight infections. Some people have had serious infections while taking RINVOQ, including tuberculosis (TB), and infections caused by bacteria, fungi, or viruses that can spread throughout the body. Some people have died from these infections.

- Your healthcare provider should test you for TB before starting treatment with RINVOQ/RINVOQ LQ.
- Your healthcare provider should watch you closely for signs and symptoms of TB during treatment with RINVOQ/RINVOQ LQ.
- You should not start taking RINVOQ/RINVOQ LQ if you have any kind of infection unless your healthcare provider tells you it is okay. You may be at a higher risk of developing shingles (herpes zoster).
- **Before starting RINVOQ/RINVOQ LQ, tell your healthcare provider if you:**
 - are being treated for an infection.
 - have had an infection that does not go away or that keeps coming back.
 - have diabetes, chronic lung disease, HIV, or a weak immune system.
 - have TB or have been in close contact with someone with TB.
 - have had shingles (herpes zoster).
 - have or have had hepatitis B or C.
 - live or have lived, or have traveled to certain parts of the country (such as the Ohio and Mississippi River valleys and the Southwest) where there is an increased chance for getting certain kinds of fungal infections. These infections may happen or become more severe if you use RINVOQ/RINVOQ LQ. Ask your healthcare provider if you do not know if you have lived in an area where these infections are common.
 - think you have an infection or have symptoms of an infection such as:
 - fever, sweating, or chills
 - shortness of breath
 - warm, red, or painful skin or sores on your body
 - muscle aches
 - feeling tired
 - blood in your phlegm
 - diarrhea or stomach pain
 - cough
 - weight loss
 - burning when you urinate or urinating more often than usual

After starting RINVOQ/RINVOQ LQ, call your healthcare provider right away if you have any symptoms of an infection. RINVOQ/RINVOQ LQ can make you more likely to get infections or make worse any infections that you have. If you get a

serious infection, your healthcare provider may stop your treatment with RINVOQ/RINVOQ LQ until your infection is controlled.

2. Increased risk of death in people 50 years of age and older who have at least 1 heart disease (cardiovascular) risk factor and are taking a medicine in the class of medicines called Janus kinase (JAK) inhibitors. RINVOQ/RINVOQ LQ is a JAK inhibitor medicine.

3. Cancer and immune system problems.

RINVOQ/RINVOQ LQ may increase your risk of certain cancers by changing the way your immune system works.

Lymphoma and other cancers, including skin cancers can happen in people taking RINVOQ/RINVOQ LQ. People taking a medicine in the class of medicines called Janus kinase (JAK) inhibitors have a higher risk of certain cancers including lymphoma and lung cancer, especially if you are a current or past smoker.

Tell your healthcare provider if you have ever had any type of cancer. Follow your healthcare provider's advice about having your skin checked for skin cancer during treatment with RINVOQ/RINVOQ LQ. Limit the amount of time you spend in sunlight. Avoid using tanning beds or sunlamps. Wear protective clothing when you are in the sun and use a sunscreen with a high protection factor (SPF 30 and above). This is especially important if your skin is very fair or if you have a family history of skin cancer.

4. Increased risk of major cardiovascular events such as heart attack, stroke or death in people 50 years of age and older who have at least 1 heart disease (cardiovascular) risk factor and taking a medicine in the class of medicines called JAK inhibitors, especially if you are a current or past smoker.

Get emergency help right away if you have any symptoms of a heart attack or stroke while taking RINVOQ/RINVOQ LQ, including:

- discomfort in the center of your chest that lasts for more than a few minutes, or that goes away and comes back
- severe tightness, pain, pressure, or heaviness in your chest, throat, neck, or jaw
- pain or discomfort in your arms, back, neck, jaw, or stomach
- shortness of breath with or without chest discomfort
- breaking out in a cold sweat
- nausea or vomiting
- feeling lightheaded
- weakness in one part or on one side of your body
- slurred speech

5. Blood Clots (thrombosis).

Blood clots in the veins of your legs (deep vein thrombosis, DVT) or lungs (pulmonary embolism, PE) and arteries (arterial thrombosis) can happen in some people taking RINVOQ/RINVOQ LQ. This may be life-threatening and cause death. Blood clots in the veins of the legs (DVT) and lungs (PE) have happened

CONSUMER BRIEF SUMMARY

Consult Package Insert for full Prescribing Information

more often in people who are 50 years of age and older and with at least 1 heart disease (cardiovascular) risk factor taking a medicine in the class of medicines called Janus kinase (JAK) inhibitors.

- Tell your healthcare provider if you have had blood clots in the veins of your legs or lungs in the past.
- Get medical help right away if you have signs and symptoms of blood clots during treatment with RINVOQ/RINVOQ LQ, including:

- swelling
- pain or tenderness in one or both legs
- sudden unexplained chest or upper back pain
- shortness of breath or difficulty breathing

6. Allergic reactions. Symptoms such as rash (hives), trouble breathing, feeling faint or dizzy, or swelling of your lips, tongue, or throat, that may mean you are having an allergic reaction have been seen in people taking RINVOQ. Some of these reactions were serious. If any of these symptoms occur during treatment with RINVOQ/RINVOQ LQ, stop taking RINVOQ/RINVOQ LQ and get emergency medical help right away.

7. Tears (perforation) in the stomach or intestines.

- Tell your healthcare provider if you have had diverticulitis (inflammation in parts of the large intestine) or ulcers in your stomach or intestines. Some people taking RINVOQ/RINVOQ LQ can get tears in their stomach or intestines. This happens most often in people who take nonsteroidal anti-inflammatory drugs (NSAIDs) or corticosteroids.
- Get medical help right away if you get stomach-area pain, fever, chills, nausea, or vomiting.

8. Changes in certain laboratory test results.

Your healthcare provider should do blood tests before you start taking RINVOQ/RINVOQ LQ and while you take RINVOQ/RINVOQ LQ to check for the following:

- **low neutrophil and lymphocyte counts.** Neutrophils and lymphocytes are types of white blood cells that help the body fight off infections.
- **low red blood cell counts.** Red blood cells carry oxygen. Low red blood cells means you may have anemia, which may make you feel weak and tired.
- **increased cholesterol levels.** Your healthcare provider should do blood tests to check your cholesterol levels approximately 12 weeks after you start taking RINVOQ/RINVOQ LQ, and as needed.
- **elevated liver enzymes.** Liver enzymes help to tell if your liver is functioning normally. Elevated liver enzymes may indicate that your healthcare provider needs to do additional tests on your liver.

You should not take RINVOQ/RINVOQ LQ if your neutrophil count, lymphocyte count, or red blood cell count is too low or your liver tests are too high. Your healthcare provider may stop your RINVOQ/RINVOQ LQ treatment for a period of time if needed because of changes in these blood test results.

See **“What are the possible side effects of RINVOQ/RINVOQ LQ?”** for more information about side effects.

What is RINVOQ/RINVOQ LQ?	Before taking RINVOQ/RINVOQ LQ, tell your healthcare provider about all of your medical conditions, including if you:	How should I take RINVOQ/RINVOQ LQ?
<p>RINVOQ/RINVOQ LQ is a prescription medicine that is a Janus kinase (JAK) inhibitor.</p> <ul style="list-style-type: none"> RINVOQ is used to treat adults with moderate to severe rheumatoid arthritis when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ is used to treat adults with active psoriatic arthritis when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ is used to treat adults and children 12 years of age and older with moderate to severe eczema (atopic dermatitis) that did not respond to previous treatment and their eczema is not well controlled with other pills or injections, including biologic medicines, or the use of other pills or injections is not recommended. RINVOQ is used to treat adults with moderate to severe ulcerative colitis when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ is used to treat adults with moderate to severe Crohn's disease when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ is used to treat adults with active ankylosing spondylitis when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ is used to treat adults with active non-radiographic axial spondyloarthritis with objective signs of inflammation when a tumor necrosis factor (TNF) blocker medicine has been used, and did not work well or could not be tolerated. RINVOQ/RINVOQ LQ is used to treat children 2 years of age and older with active polyarticular juvenile idiopathic arthritis (pJIA) when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. RINVOQ/RINVOQ LQ is used to treat children 2 to less than 18 years of age with active psoriatic arthritis when 1 or more medicines called tumor necrosis factor (TNF) blockers have been used, and did not work well or could not be tolerated. 	<ul style="list-style-type: none"> See “What is the most important information I should know about RINVOQ/RINVOQ LQ?” have an infection. are a current or past smoker. have had a heart attack, other heart problems, or stroke. have liver problems. have kidney problems. have unexplained stomach (abdominal) pain, have a history of diverticulitis or ulcers in your stomach or intestines, or are taking NSAIDs. have low red or white blood cell counts. have recently received or are scheduled to receive an immunization (vaccine). People who take RINVOQ/RINVOQ LQ should not receive live vaccines. are pregnant or plan to become pregnant. Based on animal studies, RINVOQ/RINVOQ LQ may harm your unborn baby. <p>Females who are able to become pregnant:</p> <ul style="list-style-type: none"> Your healthcare provider will check whether or not you are pregnant before you start treatment with RINVOQ/RINVOQ LQ. You should use effective birth control (contraception) to avoid becoming pregnant during treatment with RINVOQ/RINVOQ LQ and for 4 weeks after your last dose of RINVOQ/RINVOQ LQ. Tell your healthcare provider if you think you are pregnant or become pregnant during treatment with RINVOQ/RINVOQ LQ. There is a pregnancy surveillance program for RINVOQ/RINVOQ LQ. The purpose of the program is to collect information about the health of you and your baby. If you become pregnant while taking RINVOQ/RINVOQ LQ, you are encouraged to report the pregnancy by calling 1-800-633-9110. are breastfeeding or plan to breastfeed. RINVOQ/RINVOQ LQ may pass into your breast milk. You and your healthcare provider should decide if you will take RINVOQ/RINVOQ LQ or breastfeed. Do not breastfeed during treatment with RINVOQ/RINVOQ LQ and for 6 days after your last dose of RINVOQ/RINVOQ LQ. <p>Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. RINVOQ/RINVOQ LQ and other medicines may affect each other causing side effects.</p> <p>Especially tell your healthcare provider if you take:</p> <ul style="list-style-type: none"> medicines for fungal infections (such as ketoconazole, itraconazole, posaconazole or voriconazole) or clarithromycin (for bacterial infections) as these medicines may increase the amount of RINVOQ/RINVOQ LQ in your blood. rifampicin (for bacterial infections) or phenytoin (for neurological disorders) as these medicines may decrease the effect of RINVOQ/RINVOQ LQ. medicines that affect your immune system (such as azathioprine and cyclosporine) as these medicines may increase your risk of infection. 	<ul style="list-style-type: none"> Take RINVOQ/RINVOQ LQ exactly as your healthcare provider tells you to use it. Take RINVOQ LQ 2 times a day with or without food. Take RINVOQ tablets 1 time a day with or without food. Swallow RINVOQ tablets whole. Do not split, crush, or chew the tablets. RINVOQ LQ is not the same as RINVOQ tablets. Do not switch between RINVOQ LQ and RINVOQ tablets unless the change has been made by your healthcare provider. If you take too much RINVOQ/RINVOQ LQ, call your healthcare provider or Poison Help line at 1-800-222-1222, or go to the nearest hospital emergency room right away.
	<p>What should I avoid while taking RINVOQ/RINVOQ LQ?</p>	<p>Avoid food or drink containing grapefruit during treatment with RINVOQ/RINVOQ LQ. Eating grapefruit or drinking grapefruit juice may increase the risk of side effects.</p>
	<p>What are the possible side effects of RINVOQ/RINVOQ LQ?</p>	<p>Common side effects include upper respiratory tract infections (common cold, sinus infections), shingles (herpes zoster), herpes simplex virus infections (including cold sores), bronchitis, nausea, cough, fever, acne, headache, increased blood levels of creatine phosphokinase, allergic reactions, inflammation of hair follicles, stomach-area (abdominal) pain, increased weight, flu, tiredness, lower number of certain types of white blood cells (neutropenia, lymphopenia, leukopenia), muscle pain, flu-like illness, rash, increased blood cholesterol levels, increased liver enzyme levels, pneumonia, low number of red blood cells (anemia), and infection of the stomach and intestine (gastroenteritis).</p> <p>Separation or tear to the lining of the back part of the eye (retinal detachment) has happened in people with atopic dermatitis treated with RINVOQ. Call your healthcare provider right away if you have any sudden changes in your vision during treatment with RINVOQ/RINVOQ LQ.</p> <p>Some people taking RINVOQ may see medicine residue (a whole tablet or tablet pieces) in their stool. If this happens, call your healthcare provider. These are not all the possible side effects of RINVOQ/RINVOQ LQ.</p> <p>Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.</p>
		<p>How should I store RINVOQ/RINVOQ LQ?</p>
		<ul style="list-style-type: none"> Store RINVOQ tablets between 36°F to 77°F (2°C to 25°C). Store RINVOQ tablets in the original bottle to protect from moisture. Store RINVOQ LQ between 36°F to 86°F (2°C to 30°C). Throw away (discard) remaining RINVOQ LQ 60 days after opening the bottle. Keep RINVOQ/RINVOQ LQ and all medicines out of the reach of children.

General information about the safe and effective use of RINVOQ/RINVOQ LQ.	What are the ingredients in RINVOQ 30 mg tablets?	Manufactured by: AbbVie Inc., North Chicago, IL 60064, USA
<p>Medicines are sometimes prescribed for purposes other than those listed in a Medication Guide. Do not use RINVOQ/RINVOQ LQ for a condition for which it was not prescribed. Do not give RINVOQ/RINVOQ LQ to other people, even if they have the same symptoms that you have. It may harm them. You can ask your pharmacist or healthcare provider for information about RINVOQ/RINVOQ LQ that is written for health professionals.</p>	<p>Active ingredient: upadacitinib</p> <p>Inactive ingredients: colloidal silicon dioxide, hypromellose, iron oxide red, magnesium stearate, mannitol, microcrystalline cellulose, polyvinyl alcohol, polyethylene glycol, talc, tartaric acid and titanium dioxide.</p>	<p>©2019-2024 AbbVie Inc.</p>
	<p>What are the ingredients in RINVOQ 45 mg tablets?</p>	<p>You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.</p>
	<p>Active ingredient: upadacitinib</p> <p>Inactive ingredients: colloidal silicon dioxide, hypromellose, iron oxide yellow and iron oxide red, magnesium stearate, mannitol, microcrystalline cellulose, polyvinyl alcohol, polyethylene glycol, talc, tartaric acid and titanium dioxide.</p>	<p>If you are having difficulty paying for your medicine, AbbVie may be able to help. Visit AbbVie.com/myAbbVieAssist to learn more.</p>
	<p>What are the ingredients in RINVOQ LQ?</p>	<p>Ref: 20081173 Revised: April 2024</p>
	<p>Active ingredient: upadacitinib</p> <p>Inactive ingredients: citric acid anhydrous, purified water, sodium benzoate, sodium citrate dihydrate and sucralose.</p>	<p>LAB-11294 MASTER</p> <p style="text-align: right;">US-RN0D-240162 abbvie</p>

WHAT IS ATOPIC DERMATITIS?

LEARN THE BASICS OF YOUR SKIN CONDITION

By Rachel Reiff Ellis

Reviewed by Stephanie Gardner, MD, WebMD Medical Reviewer

One in 10 Americans have atopic dermatitis (AD). Although it's most common to get it in childhood, it affects skin of all ages. AD is the most common form of eczema, a skin condition caused by inflammation that starts on the inside layers of your skin.

"Certain cells start this inflammatory reaction, and that makes the outside of your skin—the part you can see—get itchy, dry skin, rashes, scaly patches, blisters, and skin infections," says Jacqueline Eghrari-Sabet, MD, an allergist/immunologist with the Allergy & Asthma Network in Gaithersburg, MD.

But even though it may look like it could spread to others, it's not contagious. You don't catch it from someone else. It's a complex disease with many factors that cause it.

CAUSES

Many people with AD have a genetic link to the condition.

"The genes involved are those that affect the skin's epidermal barrier," says Shadi Damanpour, MD, a dermatologist with Texas Health Presbyterian Hospital in Dallas. "Other causes include how your immune system works, where you live, and what you're frequently exposed to."

Immune system. Eczema makes your immune system overreact to small irritants or

WHO GETS IT?

Jacqueline Eghrari-Sabet, MD, lists risk factors for eczema.

- + **Age.** 10% to 20% of infants have it. (Half outgrow it.)
- + **Gender.** Women get it more often than men do.
- + **Race/Ethnicity.** Affects all, but more common in African American people.



SVETIKO/VIA GETTY IMAGES

allergens in your environment.

“When you contact a trigger, your immune system assumes that these small irritants are foreign invaders, like bacteria or viruses, that can harm your body,” Eghrari-Sabet says.

As a result, the triggers activate your body’s natural defense system: inflammation. Inflammation causes symptoms of eczema on your skin.

Genes. You’re more likely to have eczema if there’s a history of dermatitis, hay fever, or allergies in your family. You could also have a genetic mutation that causes your skin’s barrier function to not work as it should.

Environment. There’s a lot in your environment that can irritate your skin. Some examples include smoke, air pollutants, harsh soaps, fabrics such as wool, and some skin care products.

“Low humidity, or dry air, can cause your skin to become dry and itchy,” Eghrari-Sabet says. “Heat and high humidity can cause sweating, and that can make your itchiness even worse.”

SYMPTOMS

The hallmark of AD is a persistent itch. Once you scratch that itch, a rash starts to form.

“Doctors often call it ‘the itch that rashes,’” Damanpour says.

The most common places for AD rash to appear are in the creases of your skin, such as the neck, elbows, and knees, although you can get it anywhere on your body. Over time, these rashes can thicken and get discolored.

“On white skin it can look red and pink and on darker skin, purple, brown, or gray,” Eghrari-Sabet says. “But the cracked, dry, split skin—sometimes with blisters—is the same on all skin.”

Sometimes these patches ooze, seep fluid, and bleed, which makes them easy targets for infection. Controlling the itch is the best prevention.

Dermatologists recommend moisturizing immediately after bathing to seal in moisture, and sticking to fragrance-free skin care products, including laundry detergent, to help calm the itch that causes the rash. You can also talk to your doctor about over-the-counter and prescription ways to manage your condition.

“There are excellent resources and treatment options,” Damanpour says. “The best management is excellent skin care.”

COMMON ATOPIC DERMATITIS TRIGGERS

These substances can set off the itch-scratch cycle.

- Rough wool fabric
- Dry skin
- Skin infection
- Heat and sweat
- Stress
- Cleaning products
- Dust mites
- Pet dander
- Mold
- Pollen
- Tobacco smoke
- Cold, dry air
- Fragrances



SCAN ME

For more on what else could be causing your skin to flare, watch “Identify Your Triggers.” Use your smartphone camera to activate the QR code.

CHOOSING THE RIGHT DOCTOR

ATOPIC DERMATITIS CAN MAKE A BIG IMPACT ON YOUR LIFE. GETTING THE RIGHT CARE MATTERS.

By Sonya Collins

Reviewed by Neha Pathak, MD,
WebMD Lead Medical Editor

Whether you've just gotten diagnosed with atopic dermatitis or you're seeking a second opinion about your treatment plan, it's important to find the right doctor to handle your care.

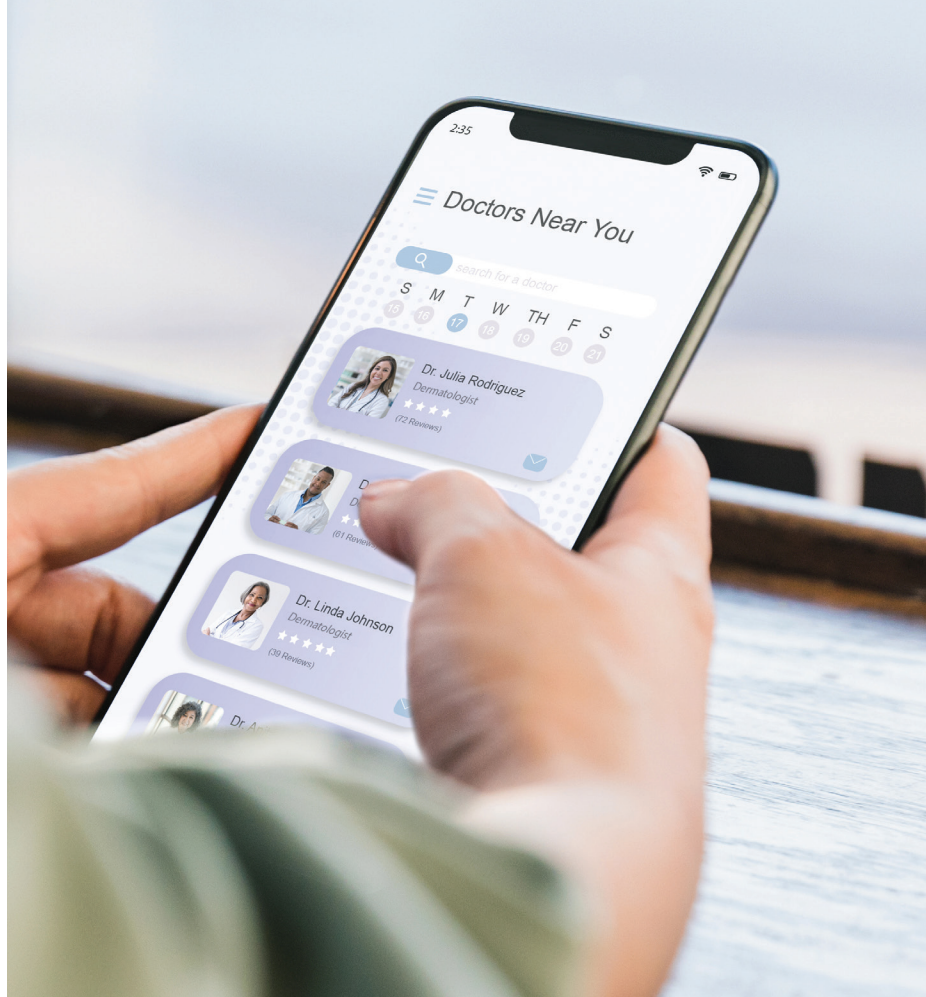
Here are some tips to guide you in your doctor search.

CHOOSE A BOARD-CERTIFIED DERMATOLOGIST

Dermatologists are trained to take care of people with skin conditions including atopic dermatitis. Do your homework to make sure you're getting the real thing.

"There are doctors in completely different specialties, like gynecology, emergency medicine, or family medicine, who label themselves as having a dermatology clinic," says Sonya Kenkare, MD, FAAD, a dermatologist at Illinois Dermatology Institute in Hinsdale. "Make the effort to seek out a board-certified dermatologist."

Dermatologists may be board certified by the American Academy of Dermatology (AAD), the American Osteopathic Board of Dermatology, or the Royal College of Physicians and Surgeons of Canada. Those certified by the AAD will have FAAD, for Fellow of the American Academy of Dermatology, after their name.



To find FAADs in your area, go to Find a Dermatologist at AAD.org. Once you get the names of certified local dermatologists, cross-check them in your health plan's provider network.

MAKE SURE THE FOCUS IS MEDICINE

While board-certified dermatologists have training in the diagnosis and treatment of skin diseases, not all of them spend their days seeing patients with these conditions. Many dermatologists specialize in cosmetic procedures.

You'll want a doctor who focuses on medical treatment.

"A practice that's solely focused on cosmetics would not be the best fit for eczema," Kenkare says. "Looking at their website can give you an idea of the vibe of that practice."

CONSIDER THEIR APPROACH TO TREATMENT

Many new treatment options for atopic dermatitis have hit the market in recent years. They've raised the bar on what you can expect from your medication. Even if you don't need them at first, you'll want to see a doctor who is comfortable prescribing these latest medicines.

"Eczema is an area of dermatology where there are a lot of cutting-edge advancements," Kenkare says, "but not every doctor is an early adopter of new therapies."

Consider asking potential doctors these questions:

- What are my treatment options?
- Why do you recommend this one?
- If this doesn't work, what will we try next?

You'll want to know you're working with a doctor who's ready to move on to newer or stronger treatments when you need them.



SCAN ME

For more on treatment, watch “Weighing the Costs of Treatment.” Use your smartphone camera to activate the QR code.



KNOW YOUR OPTIONS

FIND OUT WHAT MIGHT WORK BEST FOR YOU

By Sonya Collins

Reviewed by Neha Pathak, MD, WebMD Lead Medical Editor

If your treatment for atopic dermatitis, also called eczema, doesn't bring you full relief, there's almost always something else you can try.

“In the last decade, the FDA approved a number of drugs with different mechanisms for atopic dermatitis. Previously we had very limited tools to help manage patients,” says Anisha B. Patel, MD, associate professor of dermatology at The University of Texas MD Anderson Cancer Center in Houston.

Your doctor can find the best treatment for your needs and your preferences.

TOPICAL TREATMENTS

You might first try ointments, gels, or creams that you rub onto your skin. You'll either use these daily for prevention or only during a flare.

“Since we have both topical steroids and immune modulators, we have many good options,” Patel says.

Topical steroids cut inflammation and symptoms, like redness and itch, on the skin's surface. But they don't treat the cause of the inflammation.

Topical JAK inhibitors, PDE4 inhibitors, and calcineurin inhibitors block immune system activity that creates inflammation. By interfering at this level, the medicines stop the cause of atopic dermatitis rather than just the symptoms of it.

LIGHT THERAPY

Phototherapy, also called light therapy, can help for atopic dermatitis that's all over your body. You might also try it if you have flares in focused areas that don't get better with topicals.

This treatment beams light at a specific wavelength onto your skin. “It's a very narrow wavelength of light that has the best profile of anti-inflammatory properties balanced by the lowest skin cancer risk,” Patel says.

You may use a light booth at your doctor's office or your insurance might cover a device for home use.

BIOLOGICS

Biologic therapy gets into the bloodstream to stop your immune system from triggering an atopic dermatitis flare. When your body is fighting an illness, it releases attack proteins called interleukins (ILs). The problem is that in atopic dermatitis, your system overreacts and releases ILs for no reason. They fire off and attack your skin. Biologics interfere with their activity.

You either inject this medicine just under your skin or into a vein. “People can be intimidated by injecting themselves, but these come in either prefilled syringes or in a little plastic injector pen that you just hold up to skin, click the button, and it injects at exactly the right depth,” Patel says.

OTHER TREATMENTS

In addition to prescribed care, you might use DIY home treatments to relieve redness and itch. Raw, irritated skin can also be infection-prone, which means you could need occasional antibiotics.

To choose a treatment, Patel says, “We balance the lifestyle of the patient, other health conditions, and the severity of the disease to work out the specific management plan that will work best for them.”



SCAN ME

For more on self-care, read “Love the Skin You’re In: Relating to Your AD.” Use your smartphone camera to activate the QR code.

MY JOURNEY WITH ATOPIC DERMATITIS



ALICIA'S TIPS

- + Find the right doctor to ensure you have a proper diagnosis and can use the right treatments.
- + Experiment with lotions and soaps until you find what works for you. Try to be patient, as it takes time to figure it out and see results.
- + Consider getting involved with the National Eczema Association (NationalEczema.org) or another group. It's a good starting point for learning about your options and meeting people who understand.

HERE'S HOW I CONTROL MY FLARES EVEN WHEN MY SKIN 'HAS A MIND OF ITS OWN'

By Alicia Clark

Reviewed by Neha Pathak, MD, WebMD Lead Medical Editor

My mother first noticed my atopic dermatitis, the most common type of eczema, when I was 5 years old. It started on the fingers of my left hand before spreading throughout the rest of my body. I'm 35 now, so I can't remember all the various treatments I've tried over the years. Fortunately, I haven't developed any topical steroid withdrawal, which is a severe reaction that can happen when you use topical steroids and then stop. I'm fortunate to have more moderate symptoms than I used to, but my eczema is still hard to manage because of the way it comes and goes in different places.

LIFESTYLE MEASURES

I'm careful to use special lotion, soaps, and fragrances. During the winter, my skin is the driest and I have to be extra sure to moisturize well. It's a seasonal change that my skin notices, and it just decides to act up.

My hands have been the most problematic area for me, and I have to be careful with things I touch. Wearing gloves to protect my skin barrier is essential for everyday tasks, such as cleaning around the house or gardening outside. I also sometimes sleep in nitrile gloves to seal the moisturizer and medication I put on my hands at night. The gloves help, but it's still hard not to scratch. My family and friends tell me not to all the time, and it just makes me scratch even more. Topical treatments offer immediate relief and help it go away, but it doesn't necessarily stay away. I don't know what causes my eczema to flare; it's like my skin has a mind of its own.

OPENING DOORS

Recently, atopic dermatitis has gotten more attention. Three years ago, I found out that the National Eczema Association (NEA) has a conference every year, and now I'm an NEA Ambassador. That has opened the doors for me to get

involved and see new products and treatments that I could try. It has helped my family understand better what I've been going through my whole life, too.

For whatever reason—maybe aging has something to do with it—but lately my eczema is in places where it normally wasn't, including on my feet and in places that get sweaty. It feels good knowing that there are more ways to combat my flares today. Staying aware of your body and knowing when you need to go to your doctor is important. Staying on top of your flares as much as possible is key.

HORMONES AND ATOPIC DERMATITIS

ARE THEY LINKED?

By Rachel Reiff Ellis

Reviewed by Neha Pathak, MD,

WebMD Lead Medical Editor

Doctors don't know exactly what causes atopic dermatitis, but they know some of the factors that influence the disease. Your immune system, your environment, and your genes all play a part.

Some research suggests hormones may also be involved in the process, but the relationship between the two is complicated, says Kevin Sharghi, MD, an assistant professor of dermatology at Johns Hopkins University School of Medicine in Baltimore, MD.

"It's a complex topic with a lot of contradictory reports," Sharghi says. "There is a lot that we still need to learn about hormones and atopic dermatitis, but fortunately there is more research being done in this space."

SEX HORMONES

There's some evidence that the sex hormones—progesterone, estrogen, and testosterone—can affect your skin. But research on how—or whether—they're involved in atopic dermatitis is conflicting. Interestingly, more boys than girls have atopic dermatitis in childhood, but after puberty, that reverses.

"Some people who have menstrual cycles mention that their atopic dermatitis may flare the week before their period," Sharghi says. "There is a rare rash called progesterone dermatitis, which is characterized by a cycle-like rash that develops in menstruating patients. It's thought to be due to the higher levels of progesterone during the menstrual cycle."

After menopause, estrogen levels drop, and as a result, skin is drier and the skin

barrier breaks down some, leading to an increased risk of becoming inflamed and irritated.

STRESS HORMONES

Stress can cause inflammation throughout the body, including the skin. Cortisol is the hormone that floods your body during a "fight-or-flight" response. It changes the production of oils in your skin, which can cause irritation.

"It's not the root cause of atopic dermatitis, but it can make it flare," Sharghi says.

BOTTOM LINE

There's no straightforward way to tell if your atopic dermatitis is due to hormones. Lab testing isn't consistent and can't accurately pinpoint a cause. You may need treatment

specific to hormone imbalance, but that's not common for atopic dermatitis care.

"For patients whose atopic dermatitis is strongly linked with their hormones or with progesterone dermatitis, hormone replacement therapy or oral contraceptives may be indicated, though those cases are rare," Sharghi says.

For now, he says, the best course of action for all people with atopic dermatitis is to follow gentle skin care routines and use mainstay treatments such as topical steroidal and nonsteroidal creams, injectables, and oral medications.





ESSENTIAL OILS FOR ATOPIC DERMATITIS

A DERMATOLOGIST EXPLAINS WHY YOU MIGHT AVOID THESE PLANT EXTRACTS AND MORE

By Sonya Collins

Reviewed by Stephanie Gardner, MD, WebMD Medical Reviewer

You're looking for a natural remedy for your atopic dermatitis, and you've heard that essential oils have benefits for the skin. But are they a good idea for *your* skin?

"There isn't strong research to support using essential oils for atopic dermatitis," says Steven Daveluy, MD, assistant professor at the Wayne State University School of Medicine's Department of Dermatology in Detroit. "It's best to avoid them due to the risk of irritation. Even when diluted appropriately, there's a risk of developing an allergy."

While essential oils may not be the right choice, you can safely explore other complementary and alternative therapies.

ESSENTIAL OILS, PLANT ESSENCES

Essential oils are concentrated plant extracts. You breathe in their scent for aromatherapy or dilute them and apply them to your skin. Common oils include lavender, frankincense, and tea tree.

BENEFITS FOR SOME, NOT ALL

Some research suggests essential oils can boost mood, kill germs, relieve pain, and cut inflammation. But they may not relieve the inflammation that comes from eczema. In fact, putting these potent plant extracts directly on irritated skin could make it worse.

SMART ALTERNATIVES

If your skin craves moisturizing oils, you've got options.

"Virgin olive oil, coconut oil, and sunflower seed oil have proven effectiveness in treating atopic dermatitis," Daveluy says. "These are great natural options to moisturize and calm your skin."

CBD oils may also have benefits for eczema. In a small study, twice daily CBD-infused skin cream reduced itching for some people within a week and completely relieved it within three.

"CBD is derived from cannabis but doesn't affect the brain, so you don't get high," Daveluy says.

As for other alternative therapies, rice paper face masks can soothe facial eczema. Take the same rice paper you'd use to make fresh spring rolls and cut holes for your eyes, nose, and mouth. Then, wet the paper, press it onto your face, and wear it to bed.

For eczema on your eyes, black tea compresses may help. Steep the tea once and drink it or toss it. Then, steep it again. Soak a washcloth in that second cup and place it on your eyelids for 20 minutes, up to five times a day.

If you're not sure about the safety or effectiveness of an alternative therapy for eczema, ask your doctor first.