

For moderate to severe plaque psoriasis

TRANSFORMATION

of a topical ingredient trusted for years⁵



IMPOYZ® (clobetasol propionate) Cream 0.025% is indicated for the treatment of moderate to severe plaque psoriasis in patients 18 years of age and older.

IMPORTANT SAFETY INFORMATION

Warnings and Precautions

Effects on the Endocrine System: IMPOYZ Cream can cause reversible hypothalamic-pituitary-adrenal (HPA) axis suppression with the potential for glucocorticosteroid insufficiency. Patients may require periodic evaluation for evidence of HPA axis suppression. Modify use if HPA axis suppression develops.

Systemic effects of topical corticosteroids may also manifest as Cushing's syndrome, hyperglycemia, and glucosuria. These complications are rare and generally occur after prolonged exposure to larger than recommended doses.

Please see additional Important Safety Information on the back cover

Topical clobetasol

TRANSFORMED



impoyz[®]
(clobetasol propionate)
Cream, 0.025%

The lowest concentration of clobetasol in a vehicle that patients can appreciate

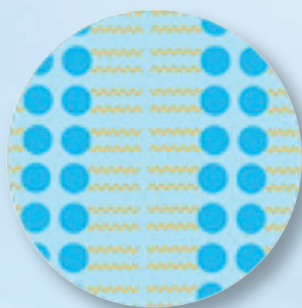
Clobetasol efficacy at half the usual dose¹

- Diethylene glycol monoethyl ether (Transcutol*) enhances drug solubility in the vehicle and permeation²
- Impoyz (clobetasol propionate 0.025%) is proven effective in moderate to severe plaque psoriasis in adults¹
- At half the strength of other clobetasol products, Impoyz and its unique formulation showed lower systemic exposure compared to Temovate 0.05% cream²

Enhanced permeation with no effect on the skin's lamellar structure[^]

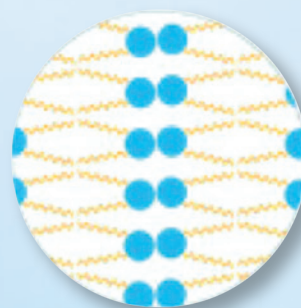
- Greater drug solubility than propylene glycol, commonly used in older formulations which can impact the skin's lamellar structure³—already disturbed by psoriasis⁴
- Impoyz Cream can cause reversible hypothalamic-pituitary-arenal (HPA) axis suppression with the potential for glucocorticosteroid insufficiency.

With Transcutol P and Water



No Affect

With Propylene Glycol



**Slight
Disordering**

[^]Murine Model

*Transcutol[®] is a registered trademark of Gattefosse SAS.

The most common adverse reaction (incidence >1%) is application site discoloration.

Please see Important Safety Information on the front and back covers.

For moderate to severe plaque psoriasis

CLOBETASOL Efficacy. LOWER Concentration. UNIQUE Formulation.

DIRECTIONS FOR USE

Apply a thin layer of IMPOYZ Cream to the affected skin area twice daily and rub in gently and completely

Approved to use for up to 2 consecutive weeks of treatment



Available in a 100g tube.
Rx Only.

IMPORTANT SAFETY INFORMATION

Warnings and Precautions

Local Adverse Reactions: Local adverse reactions with topical corticosteroids may occur more frequently with the use of occlusive dressings, prolonged use, or use of high potency corticosteroids, including clobetasol propionate. These reactions include: irritation, dryness, acneiform eruptions, hypertrichosis, hypopigmentation, perioral dermatitis, allergic contact dermatitis, secondary infection, striae, miliaria.¹

Adverse Reactions

The most common adverse reaction (incidence > 1%) is application site discoloration.

Dosage and Administration

- Apply a thin layer of IMPOYZ Cream to the affected skin area twice daily and rub in gently and completely. Wash hands after each application. Use IMPOYZ Cream for up to 2 consecutive weeks of treatment.
- Discontinue IMPOYZ Cream when control is achieved.
- The total dosage should not exceed 50 g per week.
- Do not use if atrophy is present at the treatment site.
- Do not bandage, cover, or wrap the treated skin area unless directed by a physician.
- Avoid use on the face, scalp, axilla, groin, or other intertriginous areas.
- IMPOYZ Cream is for topical use only. It is not for oral, ophthalmic, or intravaginal use.

References:

1. Impoyz [package insert]. 2. Draelos Z, et al. National Society for Cutaneous Medicine. 2018. 2;(6)410-420. 3. Trivedi K et al. Int. Res. J. Pharm. 2018; 9 (5). 4. Ghadially R, et al. *Invest Dermatol*. 1996; 107:558-564. 5. Elmets CA et al. Joint AAD and NPF: Guidelines of care for the management and treatment of psoriasis with topical therapy and alternative medicine modalities for psoriasis severity measures. *J Am Acad Dermatol* 2021;84:432-70.

Please see full Prescribing Information enclosed or visit www.impoyz.com.



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IMP-00020 08/21