

# She isn't defined by ADHD

Vyvanse is proven to help treat ADHD in children 6 years and older.



**ONCE-DAILY**  
**Vyvanse**® (CII)  
(lisdexamfetamine dimesylate)  
10 • 20 • 30 • 40 • 50 • 60 • 70 mg capsules  
10 • 20 • 30 • 40 • 50 • 60 mg chewable tablets

*Hypothetical patient portrayal*

**10+** | MILLIONS OF LIVES TREATED\*

\*New patients from June 2007 through June 2016 for all approved indications.

## IMPORTANT SAFETY INFORMATION

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**For additional safety information, click here for [Prescribing Information and Medication Guide](#) and discuss with your HCP.**



Hypothetical patient portrayal



Hypothetical patient portrayal



Hypothetical patient portrayal

# ADHD and your child

Attention-Deficit/Hyperactivity Disorder (ADHD) is a treatable neurodevelopmental disorder found in kids, teens, and adults. Its core symptoms are inattention, impulsivity, and hyperactivity.

Any child can have moments of being inattentive, impulsive, or hyperactive. However, children with ADHD experience these symptoms often and severely enough to have an impact in different settings.

## ADHD can impact your child in multiple situations



At home



At school



In social settings

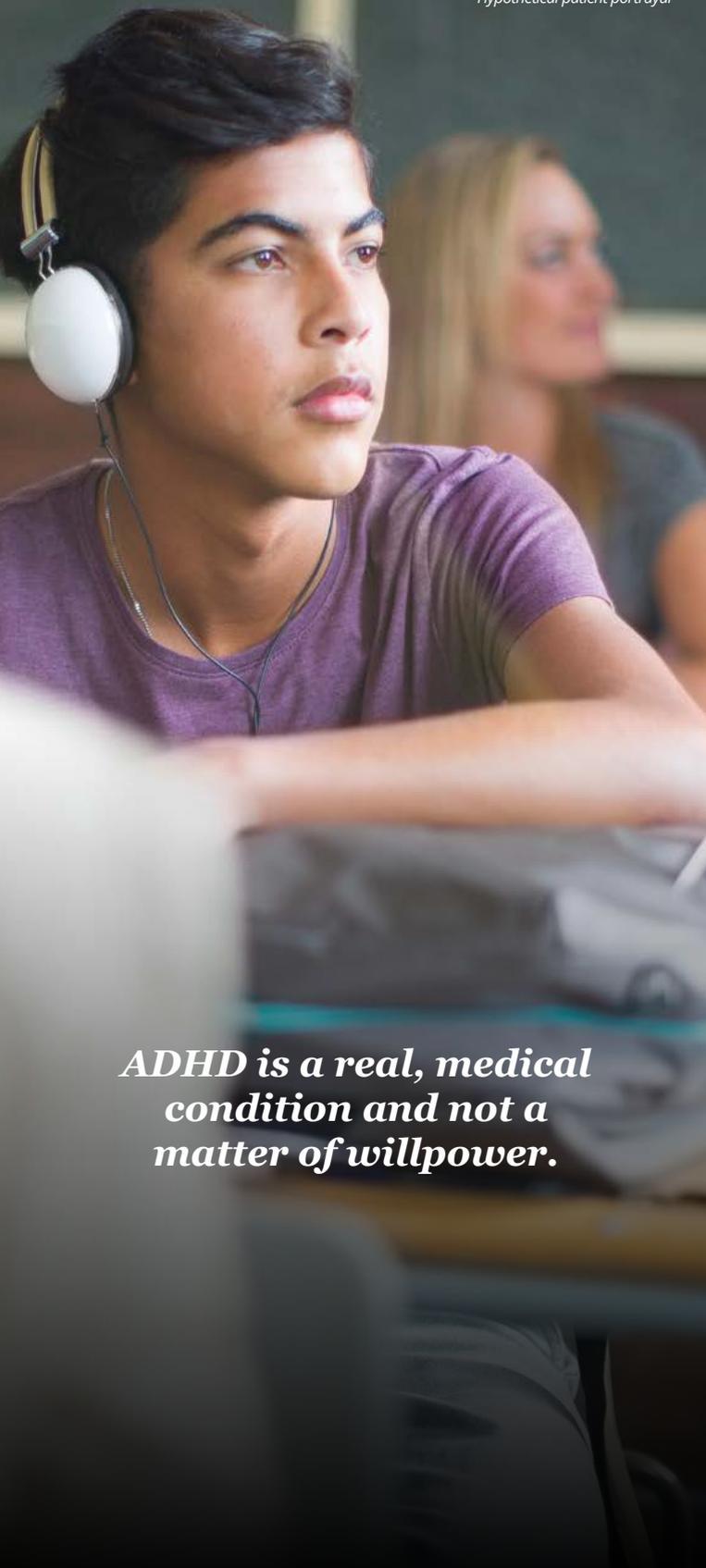
## Your child may often experience:

- Difficulty concentrating
- Difficulty staying seated
- Difficulty completing and remembering tasks
- Trouble sitting still
- Difficulty remembering key information
- Restlessness
- Talking excessively

This is not a complete list of criteria for ADHD. If any of the symptoms above sound familiar, consider talking to your child's doctor.

### Remember!

Only a doctor or other healthcare professional can diagnose ADHD.

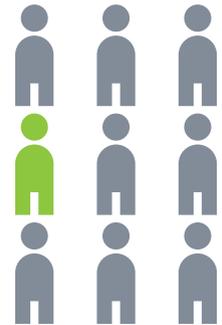


***ADHD is a real, medical condition and not a matter of willpower.***

# Your child isn't alone

If your child has been diagnosed with ADHD, you've seen how it can impact them at home, at school, and in social situations. But they're not alone. **ADHD is the most common neurodevelopmental disorder found in children.**

Approximately  
**1 in 9** U.S. school-aged children have been diagnosed with ADHD in their lifetime.\*



\*Based on the 2011 National Survey of Children's Health, in which parents were asked if a healthcare practitioner had ever told them their child had ADD or ADHD.

## **Kids don't always outgrow ADHD**

For some children, ADHD may go away as they get older. However, 60% to 85% of kids (ages 6-12) continue to have ADHD as teens (ages 13-17). And based on results of a World Health Organization survey, half of all children diagnosed with ADHD continue to have it as adults.

## **But symptoms may look different as they age**

ADHD symptoms may become more subtle and less noticeable as your child gets older. For instance, symptoms of hyperactivity in younger children, such as climbing or running excessively, are less common in teens and may appear as fidgeting or an inner feeling of restlessness. Teens may also continue to struggle with impulsivity.

### **Remember!**

Only a doctor or other healthcare professional can diagnose ADHD.

# Meet Vyvanse<sup>®</sup>

(lisdexamfetamine dimesylate)

You know your child better than anyone. So if they've been diagnosed with ADHD and the HCP recommends a management plan that includes medication, no one is better prepared to have this conversation than you. Start by asking the HCP about Vyvanse, to see if it's right for your child.

In clinical studies, Vyvanse was shown to improve attention and reduce the symptoms of hyperactivity and impulsivity in children aged 6-17 with ADHD.

- The clinical studies were not designed to show if Vyvanse improves specific ways ADHD may impact children, like difficulty staying seated, or talking excessively.

**Proven to help treat children (aged 6-17) with ADHD**



**IMPROVED ATTENTION**

**REDUCED HYPERACTIVITY & IMPULSIVITY**



*Hypothetical patient portrayal*



*Hypothetical patient portrayal*

**For additional safety information, including **Boxed WARNING** regarding Potential for Abuse and Dependence, [click here for Medication Guide](#), and discuss with your child's HCP.**

## **IMPORTANT SAFETY INFORMATION (cont'd)**

### **Who should not take Vyvanse?**

**Do not take Vyvanse if you or your child are:**

- allergic to amphetamine products or any of the ingredients in Vyvanse. See Medication Guide for a list of ingredients.
- taking, or have stopped taking in the last 14 days, a medicine called a Monoamine Oxidase Inhibitor (MAOI).
- being treated with the antibiotic linezolid or intravenous methylene blue.

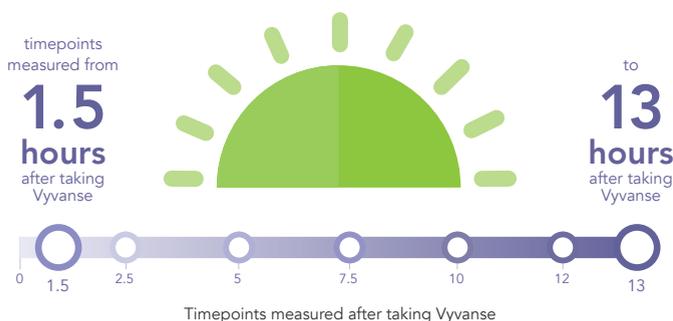
## Vyvanse helped treat ADHD throughout the day in children (aged 6-12)

In one study of kids (aged 6-12) with ADHD, Vyvanse demonstrated ADHD symptom control for up to 13 hours, starting 1.5 hours after taking it.<sup>†</sup>

- ▶ When taken at 7 AM, Vyvanse provided ADHD symptom control at 8:30 AM.
- ▶ Vyvanse demonstrated ADHD symptom control throughout the day and into the evening – even at 8 PM.

### In a study of kids 6-12, Vyvanse helped control ADHD symptoms throughout the day

Individual results may vary.



<sup>†</sup> Results based on the Swanson, Kotkin, Agler, M-Flynn, and Pelham Department Scores (SKAMP-D) subscale, a validated classroom assessment tool that measures behavior problems leading to classroom disruptions. It is not a measure of academic performance.

**Duration of ADHD symptom control has not been studied in teens (ages 13-17).**

## IMPORTANT SAFETY INFORMATION (cont'd)

### **Vyvanse may cause serious side effects, including:**

- **Heart-related problems including:** sudden death, stroke, and heart attack in adults; sudden death in children who have heart problems or heart defects; increased blood pressure and heart rate. Your HCP should check you or your child carefully for heart problems before starting treatment with Vyvanse. Tell your HCP if you or your child have any heart problems, heart defects, high blood pressure, or a family history of these problems. Your HCP should check your or your child's blood pressure and heart rate regularly during treatment with Vyvanse. **Call your HCP or go to the ER right away if you or your child have any signs of heart problems such as chest pain, shortness of breath, or fainting during treatment with Vyvanse.**

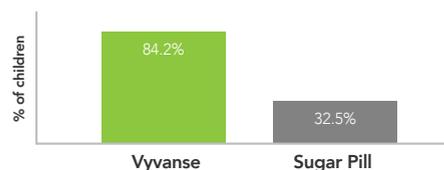
## Vyvanse is approved for maintenance treatment of ADHD in children (aged 6-17)

ADHD doesn't come and go. So, when it comes to discussing medication with your child's HCP, we understand that learning about a long-term option may be important to you.

A study in children with ADHD who took Vyvanse for at least 6 months and whose symptoms were well controlled evaluated the benefit of extended treatment with Vyvanse.

During the first 4 weeks of the study, children were started on a dose of Vyvanse; the dose was adjusted as needed for the next 20 weeks. After 2 weeks of observation without any changes to the dose, children were randomly placed in 1 of 2 groups for 6 weeks: half of the children continued to take Vyvanse while the other half were switched to a sugar pill. The results? At the end of the study, 15.8% of children receiving Vyvanse met the treatment failure\* criteria compared with 67.5% of children receiving the sugar pill.

### Percentage of children who maintained ADHD symptom control at the end of the study\*



\* "Treatment failure" (loss of symptom control) was defined as a 50% or greater increase (worsening) in the ADHD Rating Scale IV Total Score and a 2 point increase or greater (worsening) in the Clinical Global Impression-Severity score, compared to scores at entry into the double blind phase.

Keep in mind, it's important to continue working closely with the HCP as time goes on. The HCP will periodically re-evaluate the continued need for Vyvanse.

## IMPORTANT SAFETY INFORMATION (cont'd)

### **Vyvanse may cause serious side effects, including (cont'd):**

- **Mental (psychiatric) problems, including:** new or worse behavior and thought problems; new or worse bipolar illness; new psychotic symptoms (such as hearing voices, or seeing or believing things that are not real) or new manic symptoms. Tell your HCP about any mental problems you or your child have or about a family history of suicide, bipolar illness, or depression. **Call your HCP right away if you or your child have any new or worsening mental symptoms or problems during treatment with Vyvanse, especially hearing voices, seeing or believing things that are not real, or new manic symptoms.**

**For additional safety information, including **Boxed WARNING** regarding Potential for Abuse and Dependence, click here for [Medication Guide](#), and discuss with your child's HCP.**

## The #1 prescribed branded ADHD medication



### Safety is our priority, too.

If you and your HCP are considering ADHD medication for your child, you probably have some questions. Is it safe? Does it work? It's important to know the potential benefits and risks of any ADHD medication your child may take, including Vyvanse. That's why Vyvanse has been studied for efficacy and safety across multiple age ranges.

**You have the power to talk to your child's HCP about treatment options, including Vyvanse. Start the conversation to find out about potential risks to consider.**

- Vyvanse has a high chance for abuse and may cause physical and psychological dependence. Tell your HCP if you have ever abused or been dependent on alcohol, prescription medicines, or street drugs.
- The most common side effects of Vyvanse in ADHD include: anxiety, trouble sleeping, dry mouth, decreased appetite, irritability, upper stomach pain, diarrhea, loss of appetite, vomiting, dizziness, and weight loss.
- It is not known if Vyvanse is safe and effective for use in children with ADHD under 6 years of age. Vyvanse is not for weight loss. It is not known if Vyvanse is safe and effective for the treatment of obesity.

#### **Your child should not take Vyvanse if he or she is:**

- allergic to amphetamine products or any of the ingredients in Vyvanse. See Medication Guide for a list of ingredients.
- taking, or have stopped taking in the last 14 days, a medicine called a Monoamine Oxidase Inhibitor (MAOI).
- being treated with the antibiotic linezolid or intravenous methylene blue.

**For more information,**  
visit [Vyvanse.com/kids](http://Vyvanse.com/kids)

*Hypothetical caregiver  
and patient portrayals*



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# Taking Vyvanse®

## (lisdexamfetamine dimesylate)

### Finding the right dose for your child

The recommended starting dose for Vyvanse is 30 mg once-daily in the morning, but your child's HCP will determine the starting dose, and when and if to make adjustments to help control ADHD symptoms and manage side effects. The HCP may sometimes stop treatment to see if Vyvanse is still right for your child.

Tell the HCP if your child has kidney problems. The HCP may lower the dose. Before starting Vyvanse to treat ADHD, tell the HCP about all health conditions, or a family history of any health conditions.

### Convenient, once-daily dosing

#### 7 Capsule Strengths\*



\*The amount of powder in a Vyvanse capsule varies by capsule strength.

#### 6 Chewable Strengths†



†Chewable tablets must be chewed thoroughly before swallowing.

Capsules and chewable tablets not shown at actual size.  
Maximum daily dose of Vyvanse is 70 mg.

**For additional safety information, including Boxed WARNING regarding Potential for Abuse and Dependence, click here for Medication Guide, and discuss with your child's doctor.**

# Flexible administration

Find a convenient way for your child to take their ADHD medicine. With 5 different ways to take Vyvanse, you and the HCP are able to pick the administration option that's right for your child.



Your child should take Vyvanse once a day, in the morning, exactly as the HCP describes. Vyvanse can be taken with or without food.



Explore all the options at [Vyvanse.com](https://www.vyvanse.com)

### IMPORTANT SAFETY INFORMATION (cont'd)

#### **Vyvanse may cause serious side effects, including (cont'd):**

- **Slowing of growth (height and weight) in children.** Children should have their height and weight checked often during treatment with Vyvanse. Vyvanse treatment may be stopped if your child is not growing or gaining weight.
- **Circulation problems in fingers and toes (Peripheral vasculopathy, including Raynaud's phenomenon).** Tell your HCP if you or your child's fingers or toes feel numb, cool, painful, change color from pale, to blue, to red, or if they are sensitive to temperature. Call your HCP right away if you or your child have any signs of unexplained wounds appearing on fingers or toes during treatment with Vyvanse.
- **Serotonin Syndrome.** A potentially life-threatening problem called serotonin syndrome may happen when Vyvanse is taken with certain other medicines. Stop taking Vyvanse and call your HCP or go to the nearest hospital ER right away if you or your child develop any of the following signs and symptoms of serotonin syndrome: agitation, flushing, coma, loss of coordination, dizziness, seeing or hearing things that are not real (hallucination), high body temperature (hyperthermia), fast heartbeat, seizures, sweating, confusion, tremors, stiff muscles, or muscle twitching, changes in blood pressure, nausea, vomiting, diarrhea.

# Talk to your child's HCP

If you're worried about ADHD and your child, talk to the HCP. Be open and honest about the symptoms you think may be getting in his or her way during the different parts of the day.

## Tips to get ready for your talk

1. Do your homework. Learn as much as you can about ADHD before your appointment. Being well-informed will help you make the most of your visit.
2. Pay attention. Keep an eye on how your child behaves at home, in school, and when they're socializing with friends and family.
3. Keep track of what you see. Any time you think you notice a symptom disrupting your child's day, write it down.



Download our doctor discussion guide at:

[vyvanse.com/symptoms-guide](https://vyvanse.com/symptoms-guide)

Make sure you're covering the right topics and asking the right questions during your conversation.



Hypothetical physician and patient portrayals

## ADHD symptoms my child might be experiencing



At home: \_\_\_\_\_

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At school: \_\_\_\_\_

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In social situations: \_\_\_\_\_

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## ADHD management goals

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**Before taking Vyvanse, tell your HCP about all medical conditions, including if you or your child:**

- are pregnant or plan to become pregnant. Vyvanse may harm the unborn baby.
- are breastfeeding or plan to breastfeed. Vyvanse passes into breast milk. You or your child should not breastfeed during treatment with Vyvanse. Talk to your HCP about the best way to feed the baby during treatment with Vyvanse.

### What are possible side effects of Vyvanse?

**The most common side effects of Vyvanse in children 6 to 17 and adults with ADHD include:**

- loss of appetite (anorexia)
- decreased appetite
- diarrhea
- dry mouth
- trouble sleeping
- stomach pain
- anxiety
- weight loss
- dizziness
- irritability
- nausea
- vomiting

### What is Vyvanse?

Vyvanse is a prescription medicine used for the treatment of Attention-Deficit/Hyperactivity Disorder (ADHD) in patients 6 years and above. **Vyvanse is not for use in children under 6 years of age with ADHD.** Vyvanse is not for weight loss. It is not known if Vyvanse is safe and effective for the treatment of obesity.

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You are encouraged to report negative side effects of prescription drugs to the FDA. [Visit https://www.fda.gov/medwatch](https://www.fda.gov/medwatch), or call 1-800-FDA-1088.

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*Hypothetical patient portrayal*

Could Vyvanse help control your child's ADHD symptoms? Talk to the HCP and visit [Vyvanse.com/kids](https://www.vyvanse.com/kids) to learn more.

Takeda is committed to helping ensure the proper use of prescription stimulant medication. For additional information, please see the Proper Use of Prescription Stimulant Medication brochure, which can be downloaded from [Vyvanse.com](http://Vyvanse.com).



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