



Eli Lilly Canada Inc.  
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STRATTERA™  
IMPORTANT DOSING AND SAFETY INFORMATION

**TORONTO, Ontario** – February 28, 2005 – Eli Lilly Canada Inc. is pleased to announce the launch and availability of Strattera™ (atomoxetine hydrochloride) for the treatment of Attention Deficit/Hyperactivity Disorder (ADHD) in children (6 years and above), adolescents and adults. In partnership with Health Canada, Eli Lilly Canada Inc. is informing healthcare professionals about appropriate dosing and safety information on Strattera.

The letter to healthcare professionals provides information on:

- **Gradual titration and maximum dose**

It is important not to exceed the recommended initial dose, subsequent dose increases and maximum daily dose of Strattera. Patients should be maintained at each dose level for a sufficient length of time (at least 10 days) so that their doctor can observe if this is an effective dose for treating their symptoms. The dose should then be increased by the doctor to the next level only if needed, for patients who have not achieved optimal clinical response.

- **Post-marketing reports of liver damage**

Strattra can cause severe liver damage in rare cases. Patients should call their doctor right away if they have dark urine, yellow skin/eyes, upper right-sided abdominal tenderness, or unexplained nausea, tiredness, itching or flu-like symptoms.

Strattera works differently from other approved medications for the treatment of ADHD. Strattera is not a stimulant drug and is not a controlled substance. Strattera has a gradual onset of action, and the dose needs to be slowly increased to reach an effective maintenance dose. If the dose of Strattera is increased too quickly, there may be increased side-effects, such as sleepiness and digestive system complaints. Improvement of ADHD symptoms is generally observed within 1 to 4 weeks after starting therapy.

Health Canada approved Strattera in Canada on December 24, 2004. It is estimated that over 2 million patients have been treated with Strattera outside of Canada.

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**CUSTOMER AND HEALTHCARE PROFESSIONAL INQUIRIES:**

Eli Lilly Canada's Customer Response Centre 1-888-545-5972 (8:00 a.m. and 6:00 p.m. EST)

**MEDIA INQUIRIES, PLEASE CONTACT:**

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